



# Fort Worth Library Score Sheet

**Branch:** 1  
**Address:** CAMP BOWIE BLVD & MONTGOMERY ST  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Suburban (3)

**Score: 94**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

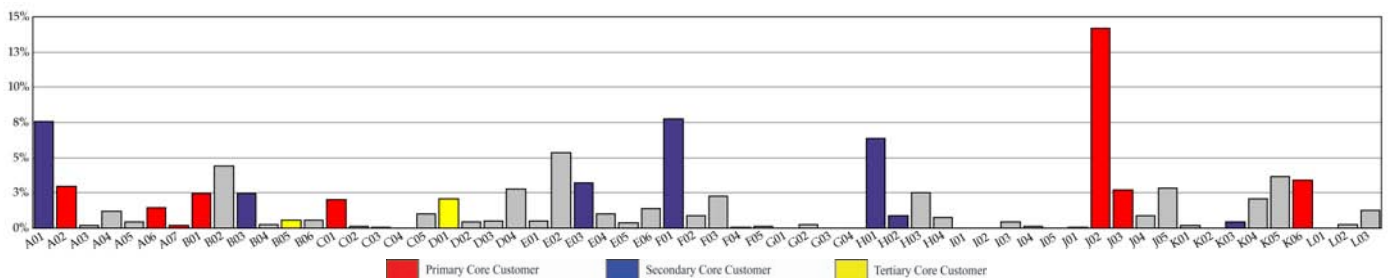
## Profile Indices

	Average	Site
Active Borrower	100	102
Adult Fiction	100	107
Adult Non-Fiction	100	107
Best Sellers	100	114
Books on CD	100	110
Children's Fiction	100	97
Children's Non-Fiction	100	96
Door Counts	100	101
DVD	100	101
Juvenile DVD	100	97
Music CDs	100	97
PC Logins	100	107
Picture Books / Easy Readers	100	95
Reference	100	117
Remote Users	100	108
Spanish Materials	100	106
Teen	100	95

## Demographics

	Average	Site
Households	30,450	19,034
Active Borrowers	11,386	7,287
Active Borrower Penetration Percent	41.6	38.3
Five Year Population Growth Percent	5.0	3.4
Percent HH with Children	40.5	29.7
Percent Asian	3.1	2.0
Percent Black	25.1	14.6
Percent Hispanic	39.8	41.8
Median HH Income	\$41,401	\$41,787

## Trade Area Segmentation Profile





# Fort Worth Library Score Sheet

**Branch:** 2  
**Address:** MILLER AVE & E BERRY ST  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Suburban (3)

**Score: 111**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

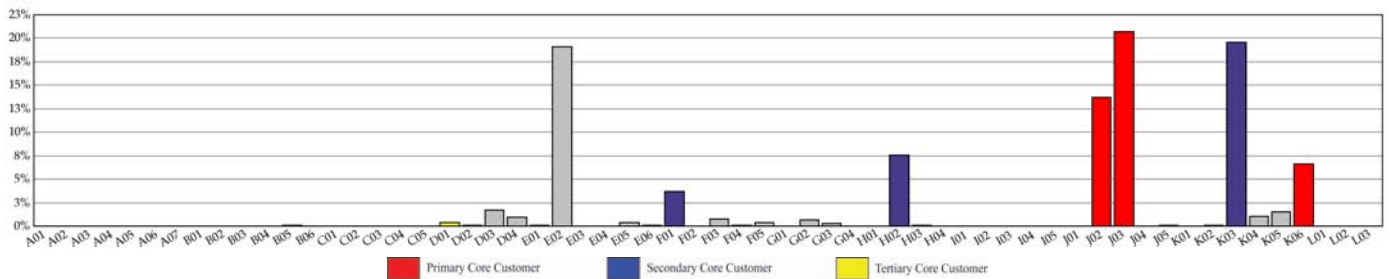
## Profile Indices

	Average	Site
Active Borrower	100	114
Adult Fiction	100	63
Adult Non-Fiction	100	92
Best Sellers	100	60
Books on CD	100	54
Children's Fiction	100	79
Children's Non-Fiction	100	104
Door Counts	100	100
DVD	100	117
Juvenile DVD	100	129
Music CDs	100	106
PC Logins	100	125
Picture Books / Easy Readers	100	86
Reference	100	110
Remote Users	100	96
Spanish Materials	100	149
Teen	100	95

## Demographics

	Average	Site
Households	30,450	20,612
Active Borrowers	11,386	8,966
Active Borrower Penetration Percent	41.6	43.5
Five Year Population Growth Percent	5.0	3.0
Percent HH with Children	40.5	45.2
Percent Asian	3.1	1.4
Percent Black	25.1	52.3
Percent Hispanic	39.8	37.6
Median HH Income	\$41,401	\$30,881

## Trade Area Segmentation Profile





# Fort Worth Library Score Sheet

**Branch:** 3  
**Address:** BRYANT IRVIN RD & OAKMONT BLVD  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Suburban (3)

**Score: 87**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

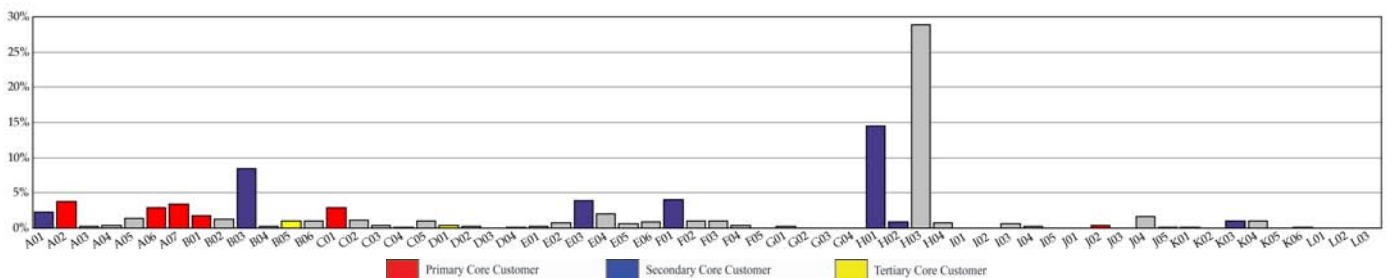
## Profile Indices

	Average	Site
Active Borrower	100	94
Adult Fiction	100	130
Adult Non-Fiction	100	111
Best Sellers	100	133
Books on CD	100	130
Children's Fiction	100	99
Children's Non-Fiction	100	88
Door Counts	100	100
DVD	100	84
Juvenile DVD	100	69
Music CDs	100	99
PC Logins	100	77
Picture Books / Easy Readers	100	95
Reference	100	107
Remote Users	100	113
Spanish Materials	100	28
Teen	100	85

## Demographics

	Average	Site
Households	30,450	21,343
Active Borrowers	11,386	8,521
Active Borrower Penetration Percent	41.6	39.9
Five Year Population Growth Percent	5.0	8.2
Percent HH with Children	40.5	26.1
Percent Asian	3.1	4.2
Percent Black	25.1	11.7
Percent Hispanic	39.8	17.6
Median HH Income	\$41,401	\$53,282

## Trade Area Segmentation Profile





# Fort Worth Library Score Sheet

**Branch:** 4  
**Address:** NE 28TH ST & N MAIN ST  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Suburban (3)

**Score: 115**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

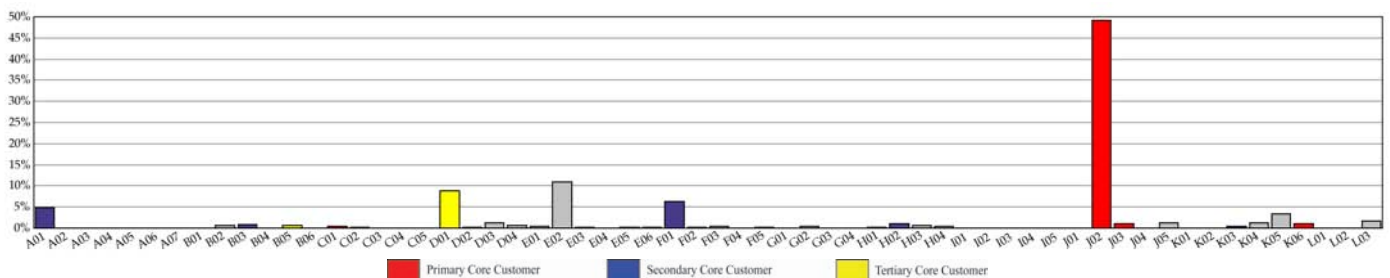
## Profile Indices

	Average	Site
Active Borrower	100	117
Adult Fiction	100	67
Adult Non-Fiction	100	90
Best Sellers	100	62
Books on CD	100	61
Children's Fiction	100	110
Children's Non-Fiction	100	122
Door Counts	100	101
DVD	100	136
Juvenile DVD	100	160
Music CDs	100	111
PC Logins	100	122
Picture Books / Easy Readers	100	119
Reference	100	147
Remote Users	100	96
Spanish Materials	100	277
Teen	100	127

## Demographics

	Average	Site
Households	30,450	18,219
Active Borrowers	11,386	8,194
Active Borrower Penetration Percent	41.6	45.0
Five Year Population Growth Percent	5.0	3.3
Percent HH with Children	40.5	46.7
Percent Asian	3.1	1.2
Percent Black	25.1	7.8
Percent Hispanic	39.8	77.9
Median HH Income	\$41,401	\$36,264

## Trade Area Segmentation Profile





# Fort Worth Library Score Sheet

**Branch:** 5  
**Address:** BERNIE ANDERSON AVE & CAMP BOWIE BLVD  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Suburban (3)

**Score: 84**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

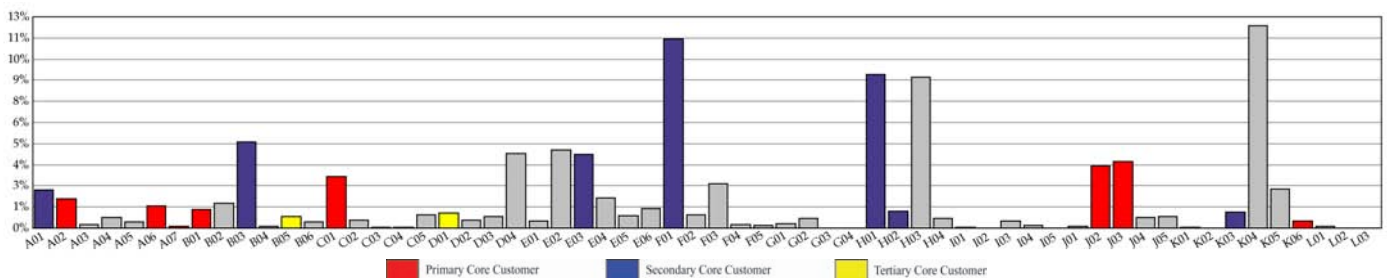
## Profile Indices

	Average	Site
Active Borrower	100	93
Adult Fiction	100	112
Adult Non-Fiction	100	104
Best Sellers	100	116
Books on CD	100	111
Children's Fiction	100	88
Children's Non-Fiction	100	85
Door Counts	100	100
DVD	100	94
Juvenile DVD	100	84
Music CDs	100	96
PC Logins	100	99
Picture Books / Easy Readers	100	87
Reference	100	99
Remote Users	100	101
Spanish Materials	100	63
Teen	100	88

## Demographics

	Average	Site
Households	30,450	33,002
Active Borrowers	11,386	9,815
Active Borrower Penetration Percent	41.6	29.7
Five Year Population Growth Percent	5.0	4.4
Percent HH with Children	40.5	28.1
Percent Asian	3.1	2.3
Percent Black	25.1	14.4
Percent Hispanic	39.8	26.5
Median HH Income	\$41,401	\$45,185

## Trade Area Segmentation Profile





# Fort Worth Library Score Sheet

**Branch:** 6  
**Address:** BRIDGEWOOD DR & BRIDGE ST  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Suburban (3)

**Score: 94**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

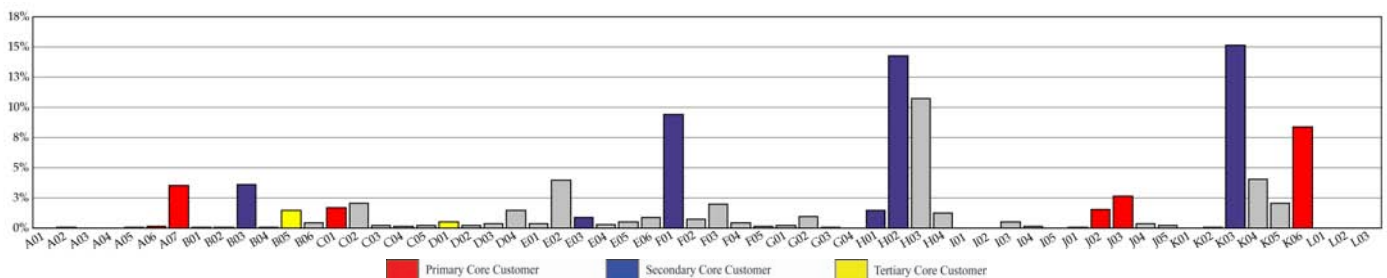
## Profile Indices

	Average	Site
Active Borrower	100	99
Adult Fiction	100	96
Adult Non-Fiction	100	97
Best Sellers	100	92
Books on CD	100	91
Children's Fiction	100	86
Children's Non-Fiction	100	85
Door Counts	100	99
DVD	100	96
Juvenile DVD	100	87
Music CDs	100	97
PC Logins	100	102
Picture Books / Easy Readers	100	83
Reference	100	83
Remote Users	100	98
Spanish Materials	100	59
Teen	100	90

## Demographics

	Average	Site
Households	30,450	27,766
Active Borrowers	11,386	10,888
Active Borrower Penetration Percent	41.6	39.2
Five Year Population Growth Percent	5.0	6.6
Percent HH with Children	40.5	33.1
Percent Asian	3.1	3.6
Percent Black	25.1	35.4
Percent Hispanic	39.8	20.4
Median HH Income	\$41,401	\$45,347

## Trade Area Segmentation Profile





# Fort Worth Library Score Sheet

**Branch:** 7  
**Address:** 3RD ST & LAMAR ST  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Metropolitan (4)

**Score: 97**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

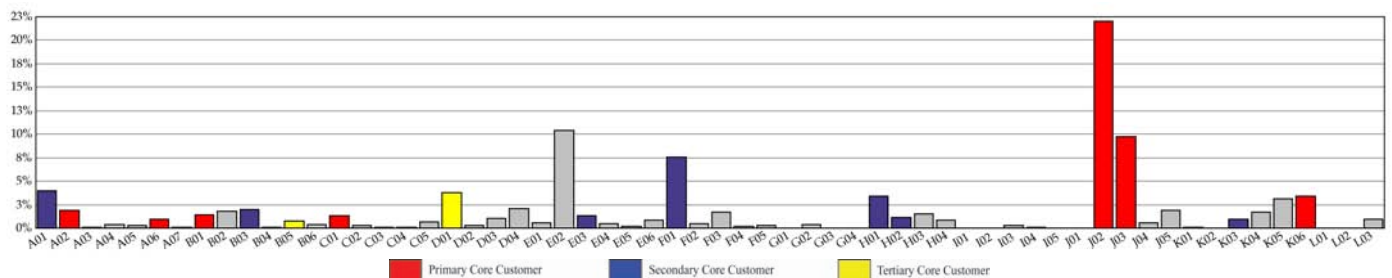
## Profile Indices

	Average	Site
Active Borrower	100	109
Adult Fiction	100	87
Adult Non-Fiction	100	100
Best Sellers	100	89
Books on CD	100	85
Children's Fiction	100	98
Children's Non-Fiction	100	109
Door Counts	100	101
DVD	100	115
Juvenile DVD	100	124
Music CDs	100	104
PC Logins	100	114
Picture Books / Easy Readers	100	101
Reference	100	126
Remote Users	100	102
Spanish Materials	100	161
Teen	100	105

## Demographics

	Average	Site
Households	30,450	29,895
Active Borrowers	11,386	12,640
Active Borrower Penetration Percent	41.6	42.3
Five Year Population Growth Percent	5.0	2.3
Percent HH with Children	40.5	36.1
Percent Asian	3.1	2.4
Percent Black	25.1	20.2
Percent Hispanic	39.8	51.4
Median HH Income	\$41,401	\$36,789

## Trade Area Segmentation Profile





# Fort Worth Library Score Sheet

**Branch:** 8  
**Address:** E BERRY ST & NEW YORK AVE  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Suburban (3)

**Score: 114**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

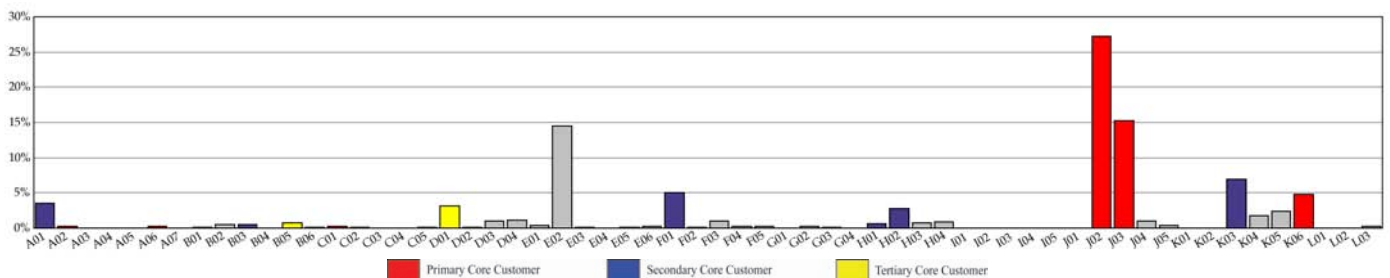
## Profile Indices

	Average	Site
Active Borrower	100	116
Adult Fiction	100	69
Adult Non-Fiction	100	95
Best Sellers	100	66
Books on CD	100	62
Children's Fiction	100	92
Children's Non-Fiction	100	114
Door Counts	100	100
DVD	100	126
Juvenile DVD	100	141
Music CDs	100	109
PC Logins	100	122
Picture Books / Easy Readers	100	101
Reference	100	128
Remote Users	100	99
Spanish Materials	100	194
Teen	100	109

## Demographics

	Average	Site
Households	30,450	25,343
Active Borrowers	11,386	10,802
Active Borrower Penetration Percent	41.6	42.6
Five Year Population Growth Percent	5.0	2.5
Percent HH with Children	40.5	43.6
Percent Asian	3.1	2.5
Percent Black	25.1	30.6
Percent Hispanic	39.8	52.7
Median HH Income	\$41,401	\$32,685

## Trade Area Segmentation Profile







# Fort Worth Library Score Sheet

**Branch:** 9  
**Address:** E LANCASTER AVE & OAKLAND BLVD  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Suburban (3)

**Score: 105**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

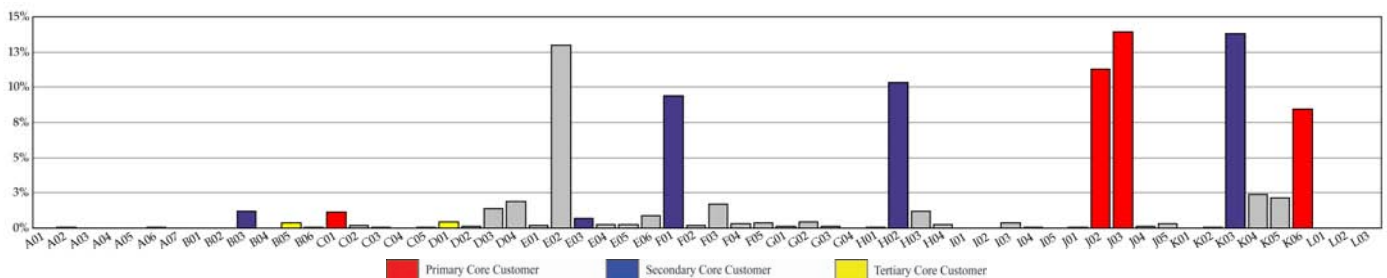
## Profile Indices

	Average	Site
Active Borrower	100	109
Adult Fiction	100	79
Adult Non-Fiction	100	97
Best Sellers	100	77
Books on CD	100	71
Children's Fiction	100	83
Children's Non-Fiction	100	99
Door Counts	100	100
DVD	100	113
Juvenile DVD	100	117
Music CDs	100	104
PC Logins	100	120
Picture Books / Easy Readers	100	85
Reference	100	103
Remote Users	100	98
Spanish Materials	100	125
Teen	100	96

## Demographics

	Average	Site
Households	30,450	22,725
Active Borrowers	11,386	10,558
Active Borrower Penetration Percent	41.6	46.5
Five Year Population Growth Percent	5.0	2.0
Percent HH with Children	40.5	40.1
Percent Asian	3.1	2.1
Percent Black	25.1	45.0
Percent Hispanic	39.8	33.9
Median HH Income	\$41,401	\$34,302

## Trade Area Segmentation Profile





# Fort Worth Library Score Sheet

**Branch:** 10  
**Address:** CAMP BOWIE W & LAS VEGAS TRL  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Suburban (3)

**Score: 78**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

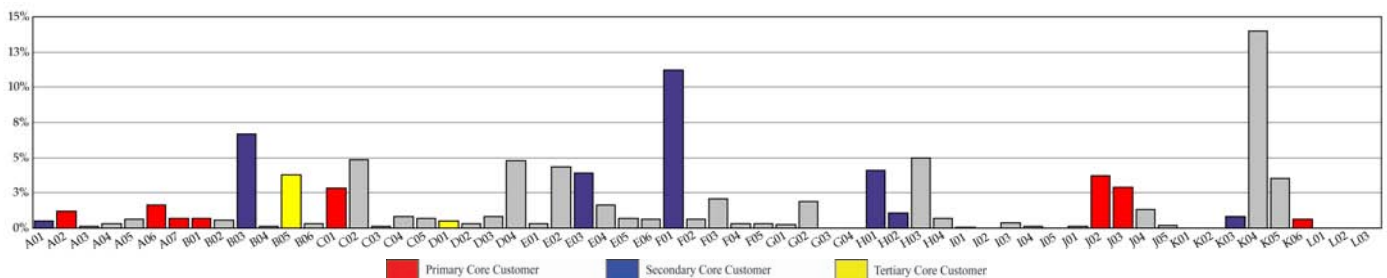
## Profile Indices

	Average	Site
Active Borrower	100	90
Adult Fiction	100	108
Adult Non-Fiction	100	100
Best Sellers	100	110
Books on CD	100	110
Children's Fiction	100	90
Children's Non-Fiction	100	88
Door Counts	100	100
DVD	100	91
Juvenile DVD	100	86
Music CDs	100	94
PC Logins	100	98
Picture Books / Easy Readers	100	91
Reference	100	90
Remote Users	100	93
Spanish Materials	100	63
Teen	100	94

## Demographics

	Average	Site
Households	30,450	29,935
Active Borrowers	11,386	8,056
Active Borrower Penetration Percent	41.6	26.9
Five Year Population Growth Percent	5.0	7.7
Percent HH with Children	40.5	33.6
Percent Asian	3.1	2.5
Percent Black	25.1	12.9
Percent Hispanic	39.8	24.7
Median HH Income	\$41,401	\$46,830

## Trade Area Segmentation Profile





# Fort Worth Library Score Sheet

**Branch:** 11  
**Address:** 8TH AVE & W ROBERT ST  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Suburban (3)

**Score: 104**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

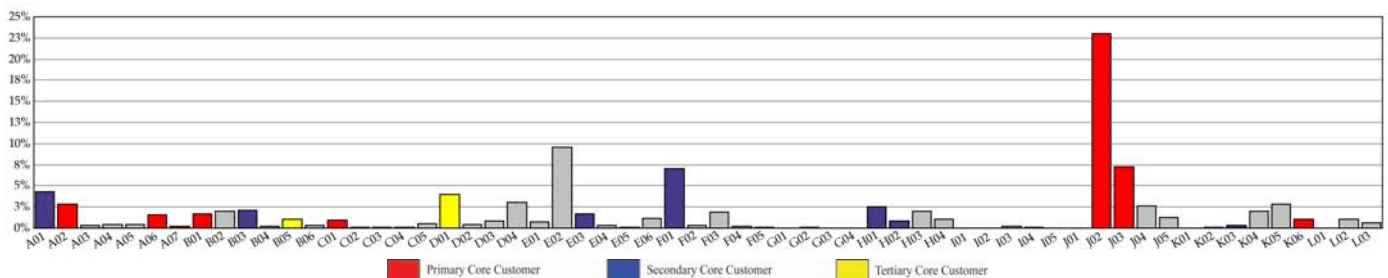
## Profile Indices

	Average	Site
Active Borrower	100	108
Adult Fiction	100	92
Adult Non-Fiction	100	102
Best Sellers	100	95
Books on CD	100	91
Children's Fiction	100	100
Children's Non-Fiction	100	109
Door Counts	100	101
DVD	100	113
Juvenile DVD	100	121
Music CDs	100	104
PC Logins	100	112
Picture Books / Easy Readers	100	105
Reference	100	125
Remote Users	100	104
Spanish Materials	100	160
Teen	100	105

## Demographics

	Average	Site
Households	30,450	18,923
Active Borrowers	11,386	8,098
Active Borrower Penetration Percent	41.6	42.8
Five Year Population Growth Percent	5.0	1.6
Percent HH with Children	40.5	36.2
Percent Asian	3.1	3.2
Percent Black	25.1	13.1
Percent Hispanic	39.8	49.9
Median HH Income	\$41,401	\$38,887

## Trade Area Segmentation Profile





# Fort Worth Library Score Sheet

**Branch:** 12  
**Address:** MCCART AVE & SYCAMORE SCHOOL RD  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Suburban (3)

**Score: 101**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

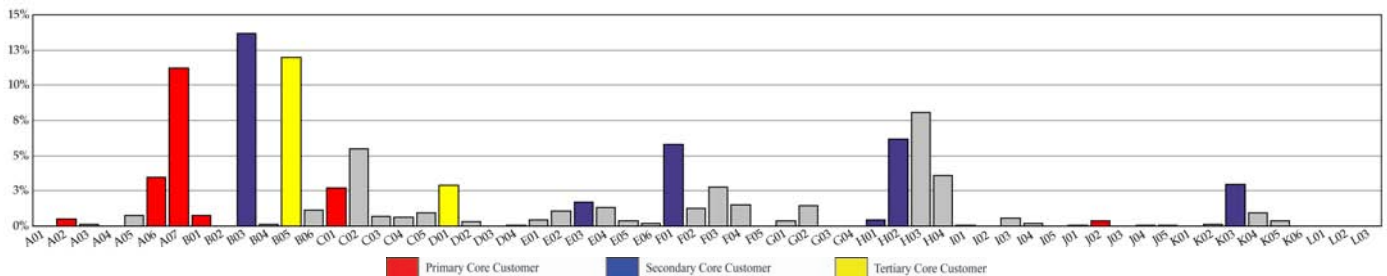
## Profile Indices

	Average	Site
Active Borrower	100	96
Adult Fiction	100	124
Adult Non-Fiction	100	109
Best Sellers	100	122
Books on CD	100	133
Children's Fiction	100	123
Children's Non-Fiction	100	110
Door Counts	100	99
DVD	100	86
Juvenile DVD	100	83
Music CDs	100	97
PC Logins	100	77
Picture Books / Easy Readers	100	116
Reference	100	84
Remote Users	100	105
Spanish Materials	100	47
Teen	100	110

## Demographics

	Average	Site
Households	30,450	25,937
Active Borrowers	11,386	12,154
Active Borrower Penetration Percent	41.6	46.9
Five Year Population Growth Percent	5.0	11.3
Percent HH with Children	40.5	43.8
Percent Asian	3.1	4.5
Percent Black	25.1	21.7
Percent Hispanic	39.8	21.9
Median HH Income	\$41,401	\$64,250

## Trade Area Segmentation Profile





# Fort Worth Library Score Sheet

**Branch:** 13  
**Address:** S HILLS AVE & KELL ST  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Suburban (3)

**Score: 99**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

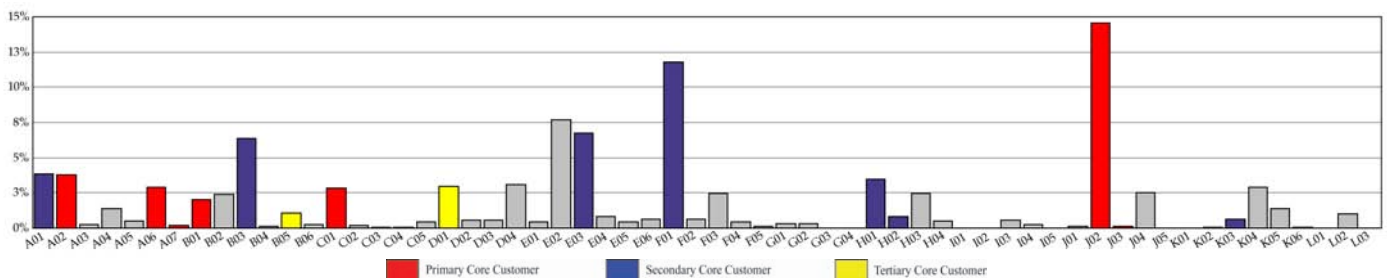
## Profile Indices

	Average	Site
Active Borrower	100	104
Adult Fiction	100	125
Adult Non-Fiction	100	116
Best Sellers	100	134
Books on CD	100	127
Children's Fiction	100	110
Children's Non-Fiction	100	105
Door Counts	100	100
DVD	100	101
Juvenile DVD	100	100
Music CDs	100	105
PC Logins	100	103
Picture Books / Easy Readers	100	107
Reference	100	114
Remote Users	100	112
Spanish Materials	100	113
Teen	100	102

## Demographics

	Average	Site
Households	30,450	20,385
Active Borrowers	11,386	10,284
Active Borrower Penetration Percent	41.6	50.5
Five Year Population Growth Percent	5.0	0.2
Percent HH with Children	40.5	34.0
Percent Asian	3.1	2.7
Percent Black	25.1	6.0
Percent Hispanic	39.8	39.3
Median HH Income	\$41,401	\$48,620

## Trade Area Segmentation Profile





# Fort Worth Library Score Sheet

**Branch:** 14  
**Address:** N TARRANT PKWY & BEACH ST  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Suburban (3)

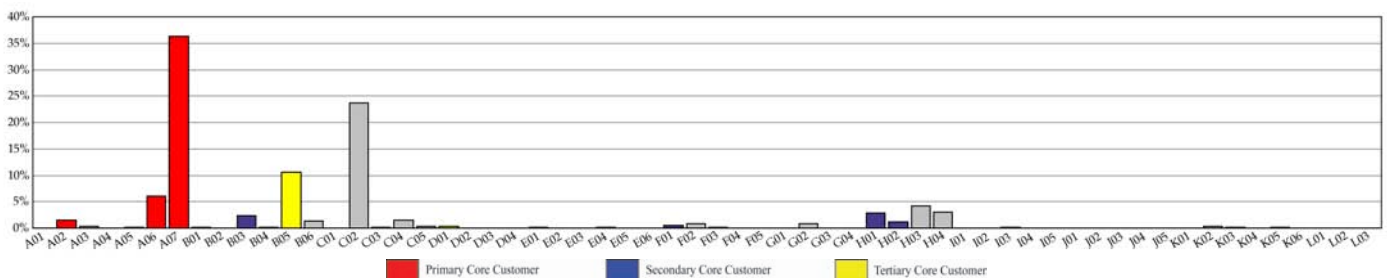
**Score: 111**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

Profile Indices	Average	Site
Active Borrower	100	107
Adult Fiction	100	125
Adult Non-Fiction	100	106
Best Sellers	100	126
Books on CD	100	151
Children's Fiction	100	174
Children's Non-Fiction	100	147
Door Counts	100	99
DVD	100	82
Juvenile DVD	100	93
Music CDs	100	99
PC Logins	100	55
Picture Books / Easy Readers	100	164
Reference	100	46
Remote Users	100	110
Spanish Materials	100	35
Teen	100	147

Demographics	Average	Site
Households	30,450	24,026
Active Borrowers	11,386	7,704
Active Borrower Penetration Percent	41.6	32.1
Five Year Population Growth Percent	5.0	20.9
Percent HH with Children	40.5	49.9
Percent Asian	3.1	5.1
Percent Black	25.1	5.9
Percent Hispanic	39.8	18.9
Median HH Income	\$41,401	\$79,826

## Trade Area Segmentation Profile





# Fort Worth Library Score Sheet

**Branch:** 15  
**Address:** KELLER HICKS RD & PARK VISTA BLVD  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Suburban (3)

**Score: 94**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

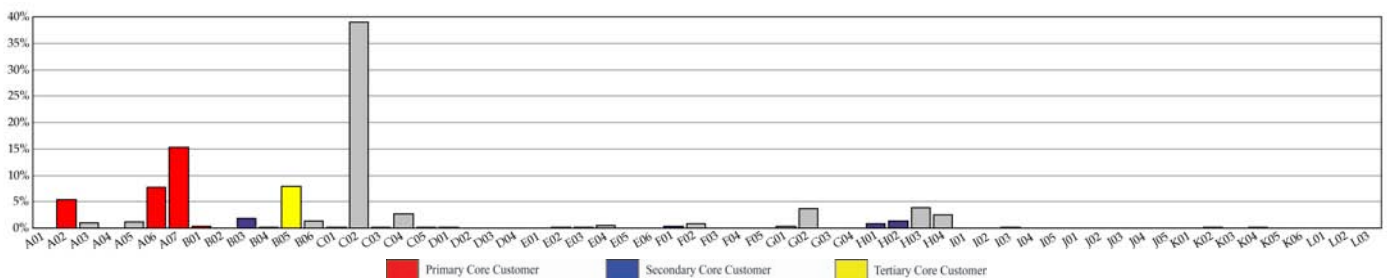
## Profile Indices

	Average	Site
Active Borrower	100	94
Adult Fiction	100	117
Adult Non-Fiction	100	95
Best Sellers	100	122
Books on CD	100	142
Children's Fiction	100	147
Children's Non-Fiction	100	130
Door Counts	100	99
DVD	100	71
Juvenile DVD	100	86
Music CDs	100	87
PC Logins	100	63
Picture Books / Easy Readers	100	145
Reference	100	53
Remote Users	100	100
Spanish Materials	100	29
Teen	100	131

## Demographics

	Average	Site
Households	30,450	19,963
Active Borrowers	11,386	491
Active Borrower Penetration Percent	41.6	2.5
Five Year Population Growth Percent	5.0	29.6
Percent HH with Children	40.5	48.8
Percent Asian	3.1	5.6
Percent Black	25.1	4.1
Percent Hispanic	39.8	16.9
Median HH Income	\$41,401	\$74,914

## Trade Area Segmentation Profile





# Fort Worth Library Score Sheet

**Branch:** 16  
**Address:** CROMWELL MARINE CREEK RD & BOB HANGER ST  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** In-Town (2)

**Score: 71**

**Date Scored:** 12/22/2009  
**Total SQFT:** 8,000  
**Trade Area (Minutes):** 8

Profile Indices	Average	Site
Active Borrower	100	82
Adult Fiction	100	102
Adult Non-Fiction	100	87
Best Sellers	100	97
Books on CD	100	118
Children's Fiction	100	111
Children's Non-Fiction	100	101
Door Counts	100	99
DVD	100	74
Juvenile DVD	100	78
Music CDs	100	85
PC Logins	100	76
Picture Books / Easy Readers	100	110
Reference	100	70
Remote Users	100	88
Spanish Materials	100	42
Teen	100	103

Demographics	Average	Site
Households	30,450	14,174
Active Borrowers	11,386	2,280
Active Borrower Penetration Percent	41.6	16.1
Five Year Population Growth Percent	5.0	21.9
Percent HH with Children	40.5	43.6
Percent Asian	3.1	7.7
Percent Black	25.1	4.3
Percent Hispanic	39.8	20.5
Median HH Income	\$41,401	\$66,046

## Trade Area Segmentation Profile

