



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

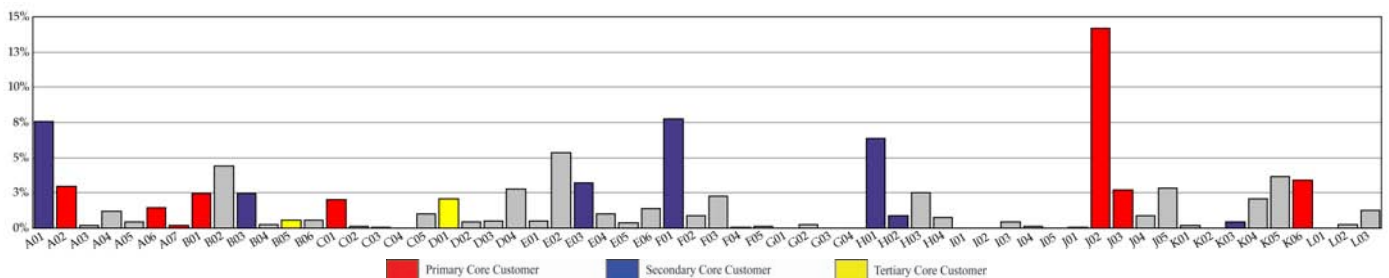
Profile Indices

	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: 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

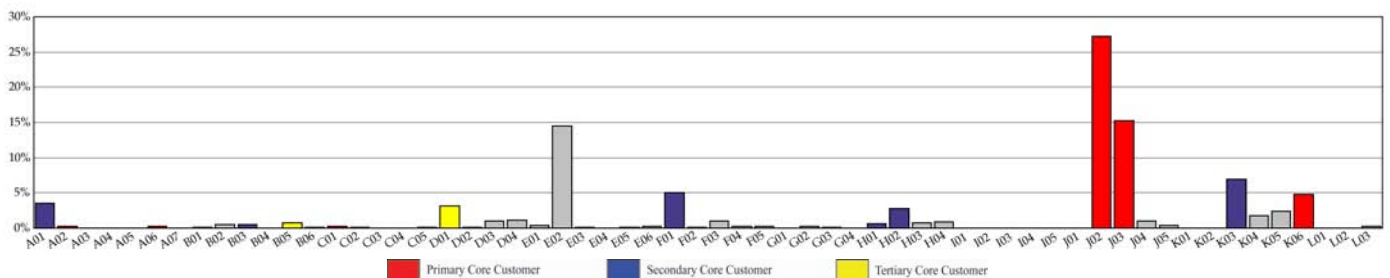
Profile Indices

	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: 3
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

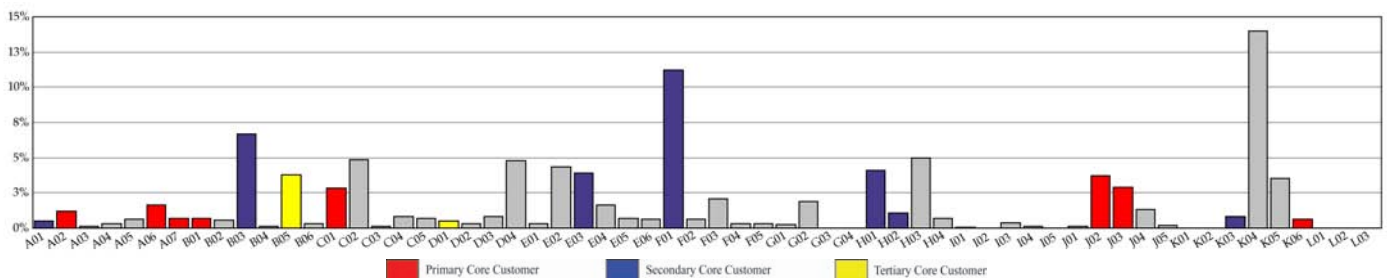
Profile Indices

	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: 4
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

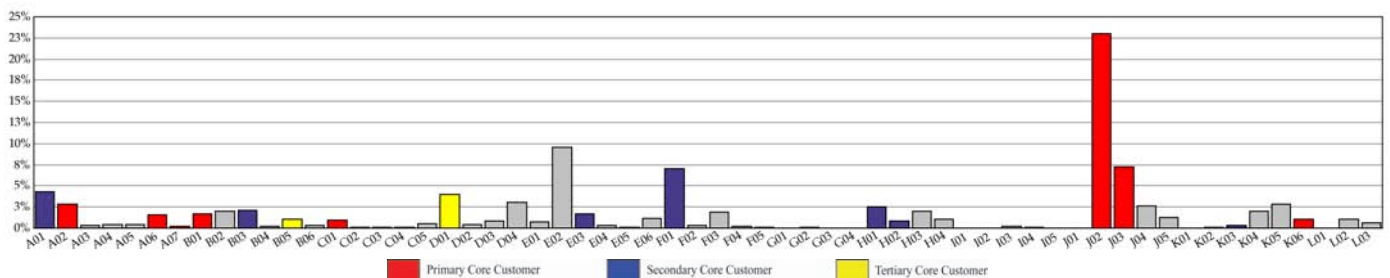
Profile Indices

	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: 5
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

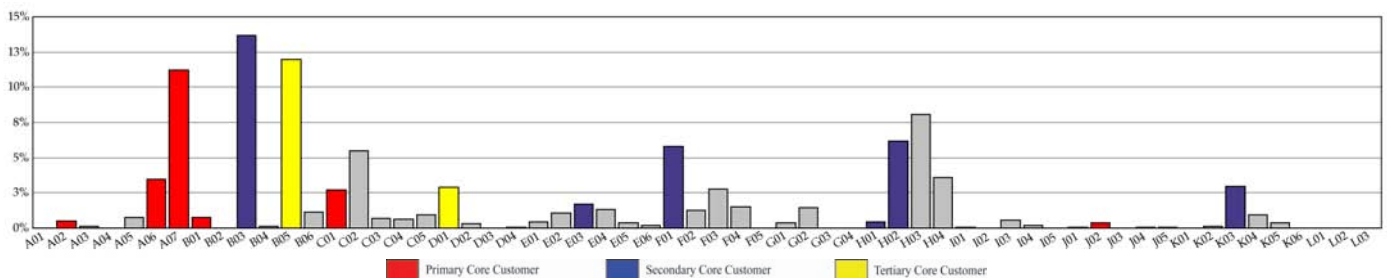
Profile Indices

	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: 6
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

