



## East Berry Library

EAST BERRY PROFILE	
Address	4300 E. Berry Street
City Council District	5 – Frank Moss
Drive-Time Trade Areas (in minutes)	7
Core Borrower	J03

### Summary Overview

Buxton has completed an analysis of East Berry Library to compare its overall library borrower profile and the profile for borrowers of different library collections and services. Based on data collected, East Berry has a targeted segment of Core Borrowers that share common demographics, hobbies, and interests who serve as its Active Borrowers. Borrowers of East Berry tend to live within a drive-time of 7 minutes of the branch, which is less than average for Fort Worth Library locations. The profile segments of the library's Core Borrowers have been analyzed to understand usage of the library and also to compare borrowers to non-borrowers of the library within the same trade area. Profiles are ranked in order of percentage of borrowers for the library.



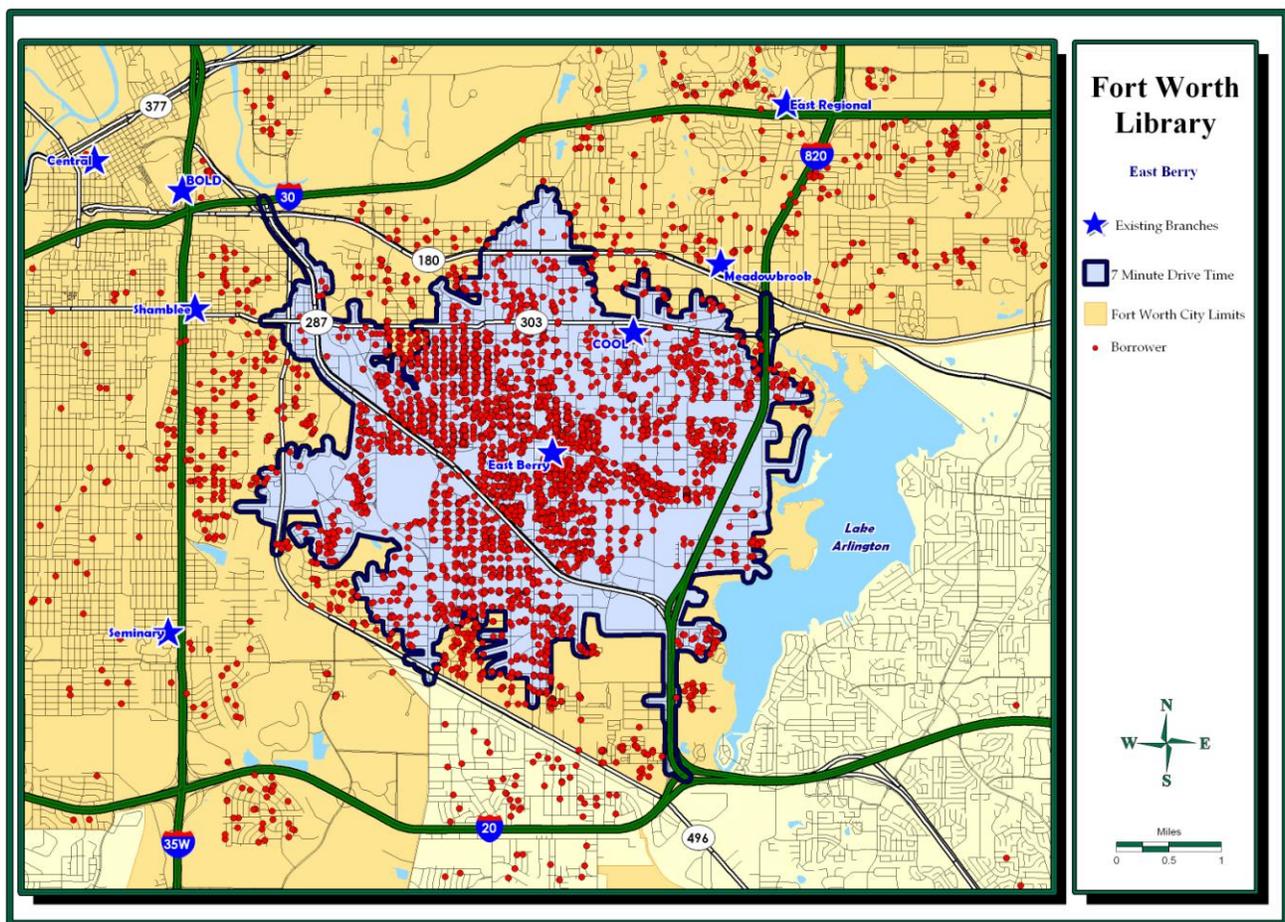
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## I. Trade Area – Where borrowers are served by this library

Seventy-five percent of East Berry’s borrowers live within 7 minutes drive time of the location. Mapping the residences of those borrowers shows that East Berry draws most of its borrowers from immediately near the location.

Figure 1: Trade Area Map



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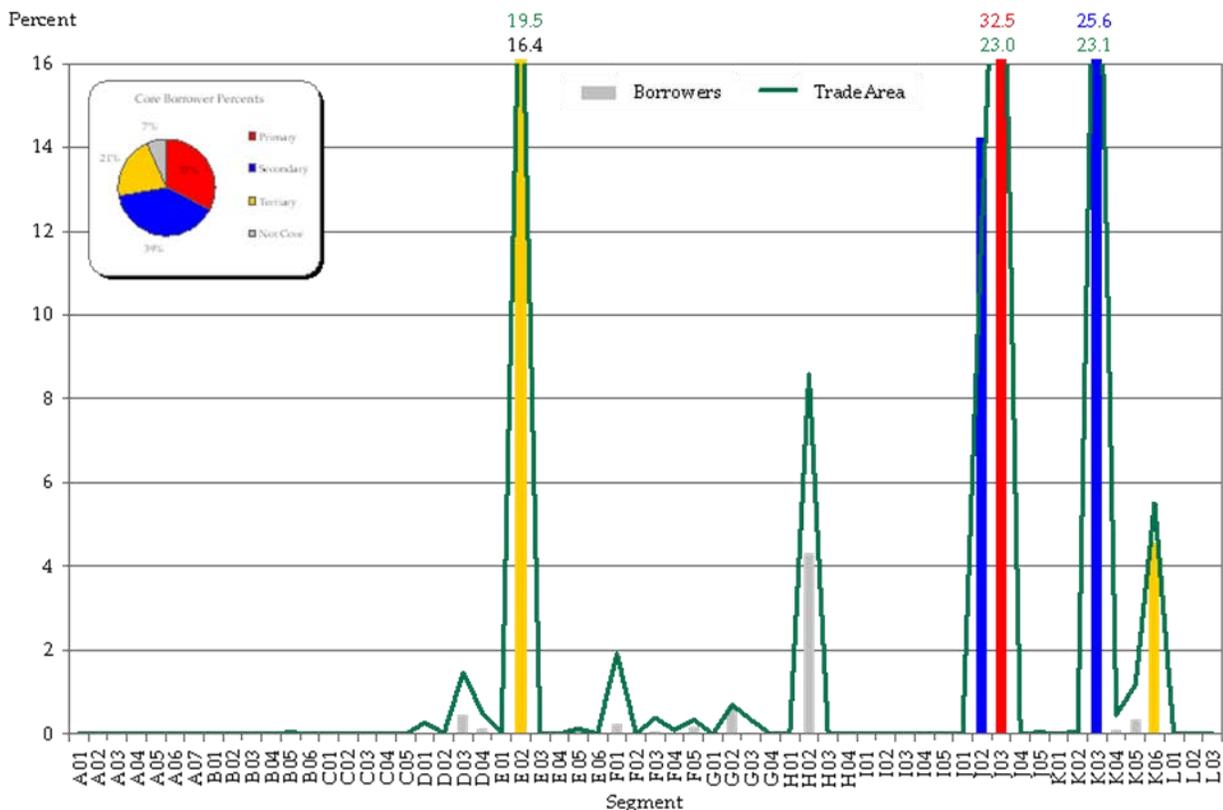
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## II. Core Borrower Profile

To determine East Berry’s Active Core Borrower profile, the Active Borrowers at the library were compared to the profile of all households in the library’s trade area. A segment was designated as a Core Borrower if it contributed to a higher percentage of the library’s borrowers than would be expected based on the segment’s representation in the population of the trade area. To be considered a Core Borrower, the segment had to account for at least 1% of the library’s borrowers. The library’s own checkout data contributed to the analysis of each profile segment. Descriptions of each of the Core Borrower segments follow.

**Figure 2:** The graph illustrates the full profile for East Berry’s borrowers, noting the percentage in each segment. The line represents the percent of the library’s trade area in each segment. The bars represent the actual percent of Active Borrowers in the segment. Segment Indexes are calculated by dividing the percent of Actual Borrowers from that segment by the percent of trade area households in that segment. Primary Borrowers (red) have a Segment Index of at least 120. They comprise a large percent of East Berry’s borrowers and are most likely to be in the library. Secondary Borrowers (blue) have a Segment Index between 100 and 120. They have good usage but are not in the library as frequently as Primary Borrowers. Tertiary (yellow) Borrowers have a Segment Index between 80 and 100. They have some usage in the library and have a high potential for becoming more frequent borrowers in the library. Non-borrowers (gray) are borrower segments that are using the library at a lower than expected rate. They have a Segment Index below 80. More information about non-borrowers is in Section VI.

### Core Borrowers: East Berry Library



### III. Primary Borrower Description

#### J03: Struggling City Centers Profile

**Overall Branch Actual Borrowers: 32.53%**

**Percentage of Households in the Trade Area: 23.02%**

According to data on checked out materials and services used for the Fort Worth Library, J03 borrowers are the dominant Active Borrower at East Berry. These borrowers comprise 32.5% of the borrowers at East Berry, versus 23.0% of the households in the trade area. J03 households tend to be in very low-income neighborhoods with a high concentration of African Americans. One-third of the segment's households are single-parent homes, and a similar percentage has not finished high school. Many are faced with economic challenges. Despite their economic conditions, many of these households are determined to have a better life for their children. This is reflected in their high usage of Children's Non-fiction materials. Data also indicates that J03 borrowers are a strong media market for music and ethnic media, which probably accounts for their high use of library Music CDs, DVDs, and Juvenile DVDs. J03s are also heavy users of the library's Remote Services.

### IV. Secondary & Tertiary Borrower Descriptions

In addition to the Primary Borrower segments noted above, there are also several household segments that use the East Berry less frequently, but still comprise a significant portion of the library's borrowers. Those segments are classified as Secondary and Tertiary borrowers.

Secondary Borrowers have good usage but are not in the library as frequently as Primary Borrowers. They include the following segments:

- **K03: African-American Neighborhoods - Overall Branch Actual Borrower: 25.59%**  
**Percentage of Households in the Trade Area: 23.13%**  
Young, working-class minority city dwellers and single-parent families with low educational levels living in older homes and low-rise apartments.
- **J02: Latino Nuevo - Overall Branch Actual Borrower: 14.22%**  
**Percentage of Households in the Trade Area: 12.16%**  
Primarily young, uneducated, but large-family Hispanic households concentrated in the barrios of border states like Texas and California earning very low incomes as laborers and service workers.

Lastly, Tertiary (yellow) Borrowers have some usage in the library but represent the population with a large opportunity for growth to become more frequent borrowers in the library.

- **E02: Urban Blues - Overall Branch Actual Borrower: 16.40%**  
**Percentage of Households in the Trade Area: 19.50%**  
Young Hispanic families, singles, and single parents living in urban areas working in low paying, entry-level blue-collar and service jobs.
- **K06: Getting By - Overall Branch Actual Borrower: 4.58%**  
**Percentage of Households in the Trade Area: 5.50%**  
Very low income minority single and single-parent households located in dense neighborhoods of small cities.

## V. Core Borrower Habits

The table below identifies Primary Borrower habits at East Berry. The categories are listed in descending order based on the most frequently used materials and services.

	Segment	J03	Percentage of core East Berry borrowers with a propensity to use the category
Category			
Children’s Non-Fiction		✓	32.5%
Adult Non-Fiction		✓	32.5%
Spanish Materials		✓	32.5%
Music CD’s		✓	32.5%
DVD		✓	32.5%
Juvenile DVD		✓	32.5%
PC Logins		✓	32.5%
Remote Users		✓	32.5%
Picture Books & Easy Readers		✓	32.5%
Teen		✓	32.5%
Bestsellers			
Adult Fiction			
Children’s Fiction			
Books on CD			

## **VI. Borrowers Versus Non-Borrower Comparisons**

According to research data, there are some segments in the East Berry trade area that are not using the library at the rate that was expected based on their representation in the population. These households have hobbies, lifestyles, and interests that are different from those that are frequent borrowers of the library. The various differences include economic lifestyles as well as a high interest in minority media and entertainment. Additionally, while these segments are not frequent borrowers of East Berry, many are high borrowers at other libraries in the Fort Worth Library System.

### **Library Non-Borrower Profiles**

The segments below represent a significant portion of library borrowers that are under-represented at East Berry when compared to the overall population.

#### **H02: Minority Metro Communities Profile**

##### **Percentage of Households in the Trade Area: 8.58%**

H02 borrowers reflect the nation's growing African-American middle class. Like some existing East Berry borrowers, they have a strong interest in youth-oriented toys, consumer electronics, and ethnic media. H02 borrowers are drawn to materials, media, and programming that feature minorities. H02s are Primary Borrowers of East Regional, Secondary Borrowers of Meadowbrook, and Tertiary Borrowers of Wedgwood.

**Figure 3: Borrower versus General Trade Area Interests**

Based on nationalized lifestyle, hobbies, and interests survey data from households representing all borrower segments in this analysis, tendencies to participate in certain activities and show specific interests were found. These tendencies are represented by indices which are calibrated around a score of 100. A score of 100 indicates that the group is no more and no less likely than the average household to engage in the activity or have the interest. 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.

We isolated the largest differences between library borrowers and the general trade area population (i.e., including library non-borrowers). Items showing the largest differences between the library borrower and the general population including library non-borrowers are reported here.

Characteristics	Borrower	Trade Area
Watched Ultrachamos (Univision) Once A Week Program With Full Attention*	287	343
Viewed the L Word on Showtime in Last 4 Weeks	326	286
Viewed Lone Star Cinema on TCM (Turner Classic Movies) in Last 4 Weeks	269	231
Listen to Inspirational on Radio Mon-Sun Total (24 Hours)	230	194
Watch World Cup Soccer on TV Frequently	162	132
Very Interested in Arena Football League During Last 12 Months	209	184
Other Offline Software Prepared Personal Taxes in Last 12 Months	195	171
Bought Other Instructional/How-To DVD's in Last 12 Months	176	152
Bought Self-Help/Language/Educational DVD's in Last 12 Months	168	144
Country Most Identified With is Chile*	84	107
Watch The Shield Once A Week Program With Full Attention	260	228
Country Most Identified With is Costa Rica*	89	110
Listen to Oldies Rock – 70s Radio Mon-Sun Total (24 Hours)	152	132
Type of Investment – Other Securities (Commodities/Warrants/PUTS)	100	88
Listen to AOR (Excluding Modern Rock) on Radio Mon-Sun Total (24 Hours)	60	71
Country Most Identified With is Brazil*	3	14
Read the Magazine American Rifleman	50	60
Own Desktop Publishing Software	34	43
Public Radio Charitable Contributions in Last 12 Months	32	39
Country Most Identified With is Peru*	29	36
Country Most Identified With is Argentina*	21	26
Country Most Identified With is Uruguay*	22	27

Index scores produced from Mosaic®/Simmons Profiles. Data Source: Experian, Experian Simmons.

\*Data compiled from Hispanic Household respondents only.

## VII. Branch Score Sheet and Details

Figure 4: East Berry Score Sheet



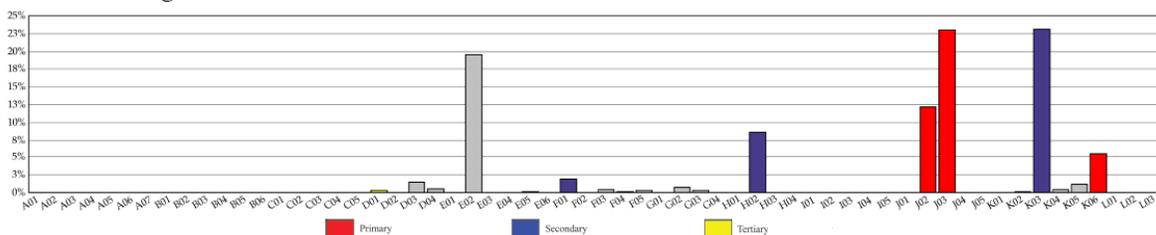
### Fort Worth Library Score Sheet

<b>Branch:</b> EAST BERRY <b>Address:</b> 4300 E BERRY ST <b>City, State:</b> FORT WORTH, TX <b>DMA:</b> Dallas-Ft.Worth <b>BUDS:</b> Suburban (3)	<b>Score: 113</b>  <b>Date Scored:</b> 12/22/2009 <b>Total SQFT:</b> 8,000 <b>Trade Area (Minutes):</b> 7
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Profile Indices	Average	Site
Active Borrower	100	115
Adult Fiction	100	61
Adult Non-Fiction	100	92
Best Sellers	100	59
Books on CD	100	54
Children's Fiction	100	77
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	84
Reference	100	109
Remote Users	100	98
Spanish Materials	100	145
Teen	100	93

Demographics	Average	Site
Households	30,450	14,533
Active Borrowers	11,386	6,600
Active Borrower Penetration Percent	41.6	45.4
Five Year Population Growth Percent	5.0	2.7
Percent HH with Children	40.5	46.3
Percent Asian	3.1	1.0
Percent Black	25.1	58.6
Percent Hispanic	39.8	35.9
Median HH Income	\$41,401	\$30,067

#### Trade Area Segmentation Profile



## 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.

Other 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.

- 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 are blue, and Tertiary Core Borrowers are yellow.