



## Northside Library

NORTHSIDE PROFILE	
Address	601 Park Street
City Council District	2 - Sal Espino
Drive-Time Trade Areas (in minutes)	7
Core Borrower	J02, D01

### Summary Overview

Buxton has completed an analysis of Northside Library to compare its overall library borrower profile and the profile for borrowers of different library collections and services. Based on data collected, Northside has a targeted segment of Core Borrowers that share common demographics, hobbies, and interests who serve as its Active Borrowers. Borrowers of Northside tend to live within a drive-time of 7 minutes of the location, which is less than the average Fort Worth Library borrowers. 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.



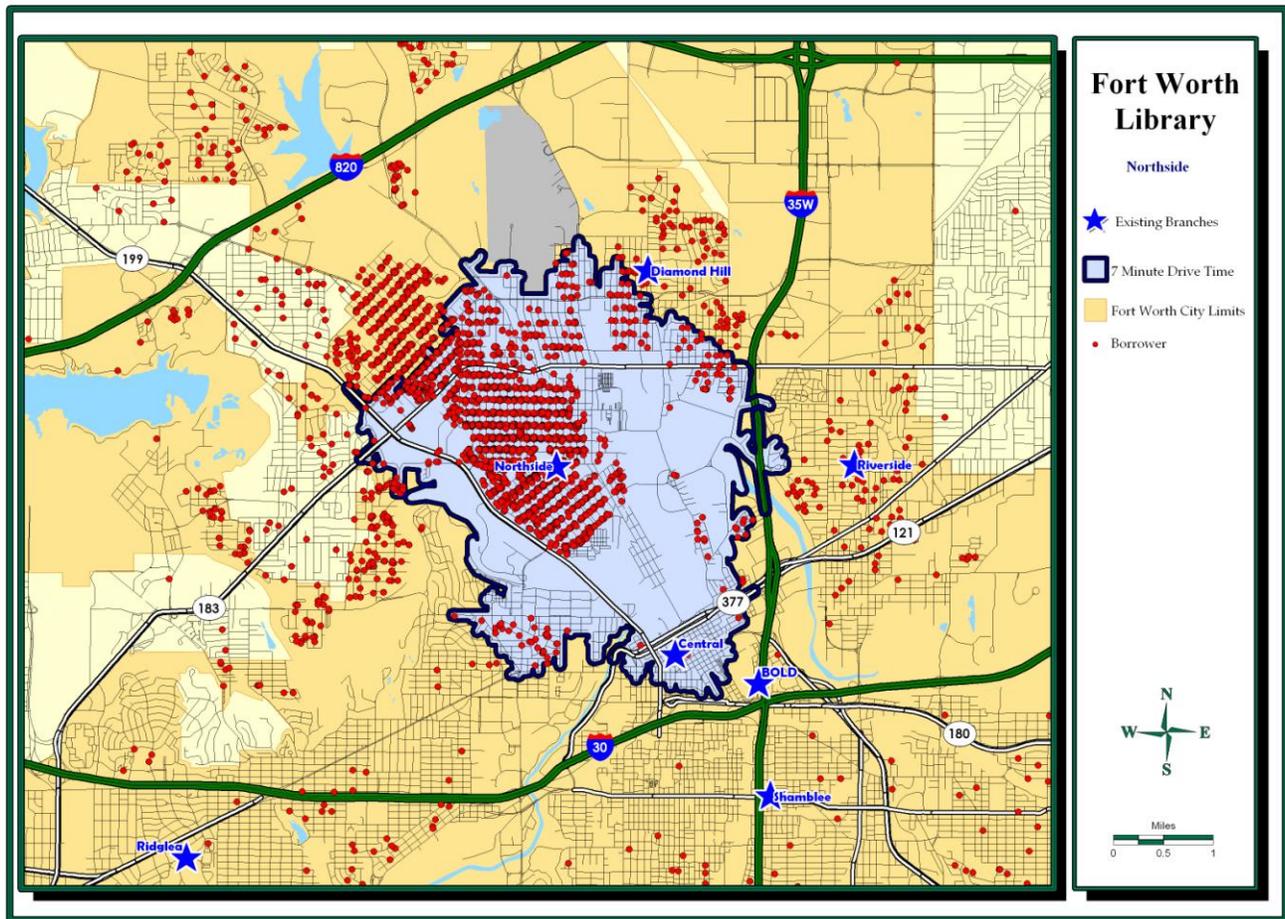
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## I. Trade Area – Where borrowers are served by this library

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

Figure 1: Trade Area Map



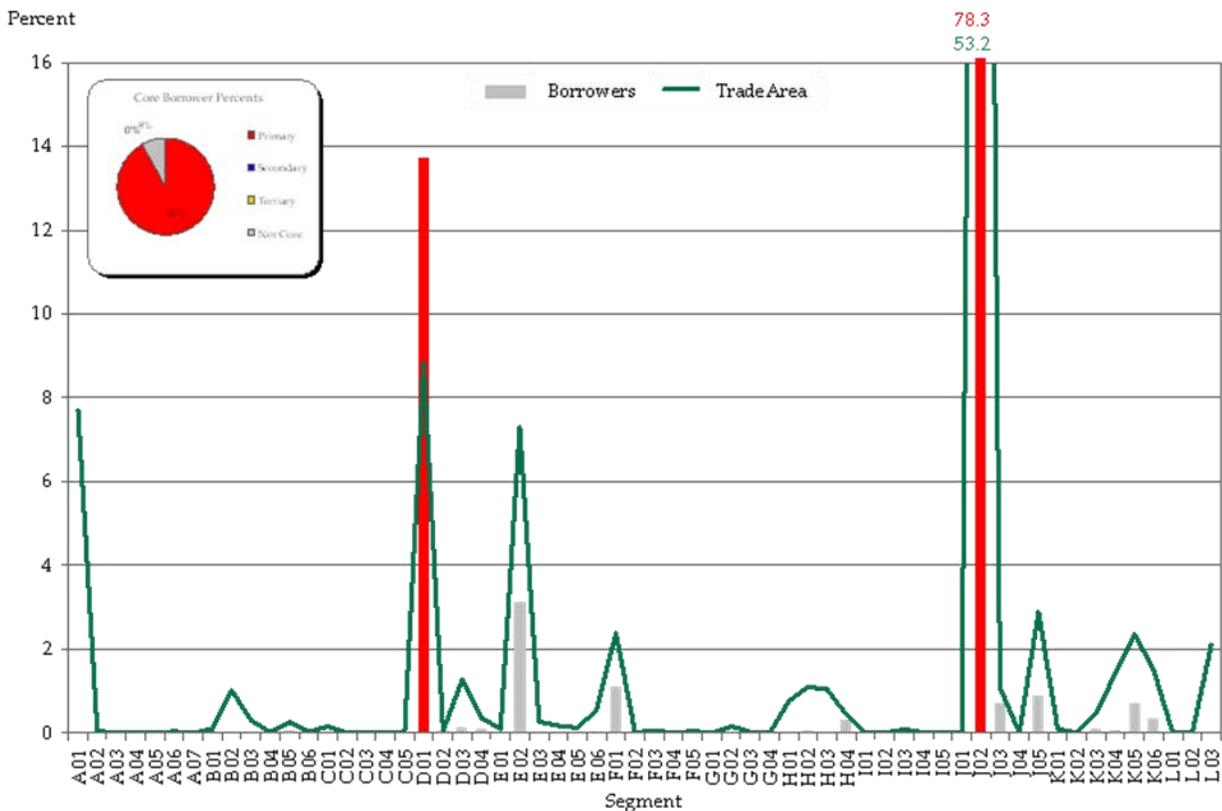
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## II. Core Borrower Profile

To determine Northside'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 Northside'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 Northside'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. Northside has no segments at the Secondary or Tertiary borrower levels. 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: Northside Library



### III. Primary Borrower Descriptions

#### **J02: Latino Nuevo Profile**

**Overall Branch Actual Borrowers: 78.30%**

**Percentage of Households in the Trade Area: 53.18%**

According to data on checked out materials and services used for the Fort Worth Library, this segment has the highest amount of Active Borrowers at Northside. J02 borrowers account for 78.30% of Active Borrowers, compared to 53.18% of households in the trade area. J02s represent a group of young, recent immigrants looking for better lives. Over half did not complete high school, and their incomes are one of the lowest in the country. These households are filled with children. In fact according to data, no other segment contains more large families than J02. Based on data collected, J02 borrowers check out materials related to children at an overwhelming rate compared to other profile segments.

Typically, J02 residents are unable to afford many leisure activities, which may account for their high library usage. The households of J02 are traditional media fans who seek out Spanish-language formats. Newspapers are popular sources of information, especially news related to the Hispanic community. Few own a computer. A small percentage of households explore the Internet to download music and visit chat rooms.

Data indicates that J02 borrowers tend to check out Picture Books & Easy Readers, Children's Fiction/Non-fiction, Teen, Spanish materials, Music CDs, DVDs, Juvenile DVDs, and utilize Remote Services.

#### **D01: Nuevo Hispanic Families Profile**

**Overall Branch Actual Borrowers: 13.73%**

**Percentage of Households in the Trade Area: 8.82%**

D01 borrowers are quite similar in demographics and lifestyle to J02 borrowers. D01 borrowers account for 13.73% of Active Borrowers at Northside, compared to 8.82% of households in the trade area. Data indicates that about two-thirds of the households in this segment are under 45 years old and many contain large families with mixed-aged children. Education attainment is low, and they tend to earn lower-middle incomes. But many express the hope that they will be trading up soon to better jobs and incomes. D01 borrowers lack the discretionary income for many leisure activities or vacation, but they are avid fans of outdoor sports, and are passionate about various media, particularly Hispanic-oriented TV, radio, and magazines. Their Internet activity is low, which may be linked to their low propensity to own desktop or laptop computers.

D01s are Primary Borrowers of Picture Books & Easy Readers, Teen and Spanish materials, DVDs, and Juvenile DVDs. They are Secondary Borrowers of Children's Fiction/Non-fiction. While most library branches that have high concentrations of D01s in their trade areas tend to also show high rates of PC logins, D01s themselves do not tend to use library PCs. This could be a growth market for the library.

### IV. Core Borrower Habits

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

	Segment	D01	J02	Percentage of core Northside borrowers with a propensity to use the category
Category				
Children’s Fiction		✓	✓	92.0%
Children’s Non-Fiction		✓	✓	92.0%
DVD		✓	✓	92.0%
Juvenile DVD		✓	✓	92.0%
Picture Books & Easy Readers		✓	✓	92.0%
Spanish Materials		✓	✓	92.0%
Teen		✓	✓	92.0%
Music CD’s		✓	✓	78.3%
Remote Users			✓	78.3%
PC Logins			✓	78.3%
Adult Non-Fiction			✓	78.3%
Adult Fiction				
Bestsellers				
Books on CD				

## V. Borrowers Versus Non-Borrowers Comparisons

According to research data, there are some segments in the Northside 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 other entertainment and hobby interests. Additionally, while these segments are not frequent borrowers of Northside, 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 Northside when compared to the overall population.

#### **A01: America's Wealthiest Profile**

##### **Percentage of Households in the Trade Area: 7.69%**

A01 borrowers are married, middle-aged adults whose households are found within suburban and metropolitan communities. Data indicates that these borrowers represent the nation's wealthiest households. They are financially secure and tend to live luxurious lifestyles, contrary to Northside's Primary Borrowers. A01 borrowers have a primary interest in Bestsellers, Adult Fiction/Non-fiction, Books on CD as well as PC and Remote usage. According to data, A01 borrowers use Central, Southwest Regional, and Ridglea.

#### **E02: Urban Blues Profile**

##### **Percentage of Households in the Trade Area: 7.29%**

E02 borrowers are young Hispanic singles, families and single parents living in urban areas. Data indicates that these households are working-class members with low-key lifestyles who are extremely family oriented. For hobbies and enjoyment, these families play team sports, entertain friends, and enjoy traditional media. E02 households have a high interest in Hispanic/Spanish magazines, media, and TV. The data suggests these types of materials could attract more E02 borrowers to the library. E02 borrowers are Primary Borrowers at Meadowbrook.

#### **J05: Metro Beginnings Profile**

##### **Percentage of Households in the Trade Area: 2.88%**

J05 borrowers are married and singles adults with children who typically are 45 years old and younger. According to data, this segment is one of the most diverse groups where Hispanics and African Americans make up more than half the populace. Data also indicates that these borrowers have a desire for higher learning, which data suggest could be an opportune group to visit the library at a much higher rate. J05 borrowers are higher borrowers of media and look to TV and entertainment at high rates. Due to their high interest in ethnic and minority programming, data suggest that J05 borrowers would be very interested in materials, music, and programs that are geared towards diverse minority populations. Unfortunately, J05 residents are not frequent borrowers of any of the Fort Worth libraries. However, with an increase in targeting outreach and marketing this could be a prime borrower that could utilize the library at a much higher rate.

**F01: Steadfast Conservatives Profile****Percentage of Households in the Trade Area: 2.38%**

F01 borrowers are households filled with mature singles and couples age 65 years old and older. F01 borrowers are fans of traditional media, which includes print, TV, and radio. As Primary Borrowers of Children's Fiction, Bestsellers, Adult Fiction/Non-fiction, Books on CD, Music CDs, DVDs, PCs, and Remote Services, data suggest that these types of materials and services will be best to draw F01 borrowers into Northside Library.

**K05: New Generation Activists Profile****Percentage of Households in the Trade Area: 2.36%**

K05 borrowers represent a cluster of young singles and single-parent families. More than a third of the households in this segment are under 35 years old and nearly nine out of 10 are single. This segment reflects a majority minority populace with high numbers of Hispanics and African Americans, with a third of these households containing children. K05 households have television-centered households where a heavy minority presence is reflected in the popularity of ethnic media. These households enjoy radio at a very high rate and residents describe magazines as a major source of entertainment. These borrowers demonstrate the most interest in DVD's while using the library, which data suggest could serve as a source of entertainment and be used to attract more K05 borrowers into the Northside Library. Unlike other young Americans, however, these households express little interest in high technology and very rarely go online.

**L03: Gray Perspectives Profile****Percentage of Households in the Trade Area: 2.10%**

L03 borrowers represent a population of families that are young and ethnically diverse. According to data, many of these residents are military families with children who have working-class lifestyles. Majority of these families have modest incomes but like to pursue family-filled activities. L03 residents are partial to media preferences which include TV and music which varies from Spanish, classic rock to country. L03 borrowers do not have a high interest in magazines but are very computer literate; therefore data suggest that with limited income, these borrowers could utilize Northside's Remote Services. Presently, this segment accounts for a very small percentage of overall households, therefore they are not considered Primary Borrowers at any of the Fort Worth libraries.

**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 WWE (Telemundo) Once A Week Program With Full Attention*	1360	965
Within Last 6 Months Read/Looked Into Furia Musical*	967	706
Watched Cine Especial (Univision) Once A Week Program With Full Attention*	1069	779
Prefer Reading Only In Spanish*	918	672
Within Last 6 Months Read/Looked Into TV Y Novelas*	873	636
Country Most Identified With is Guatemala*	747	526
Read Bi-Weekly Publications On the Net*	816	596
Read Weekly Publication On the Net*	808	589
Visited EspanolYahoo.com Spanish Website During Last 30 Days*	781	562
Listen to Univision Radio on Radio Mon-Sun Total (24 Hours)	711	516
Listen to Univision Radio SLS (KATZ Hispanic) on Radio Mon-Sun Total (24 Hours)	699	507
Country Most Identified With is Venezuela*	582	406
Country Most Identified With is Paraguay*	58	220
Country Most Identified With is Nicaragua*	460	332
Country Most Identified With is Ecuador*	448	323
Country Most Identified With is Brazil*	47	151
Attend Men’s Tennis Sporting Events*	42	108
Member of Country Club	17	80
Type of Investment – US Treasury Bills or Notes	39	95
Member of Arts Association (Museums, Symphony, Opera, Dance)	24	78
Watch Washington Week (PBS) Once A Week Program With Full Attention	37	89
Type of Investment – Own City/Municipal or State Bonds	21	72
Listen to Classical on Radio Mon-Sun Total 24 Hours	23	70
Public Television Charitable Contributions in Last 12 Months	9	56
Member of Environmental Group	14	56
Public Radio Charitable Contributions in Last 12 Months	16	55
Watch NHL Hockey Regular Season on TV Frequently	18	50
Listen To Adult Alternative on Radio Mon-Sun total (24 Hours)	14	46
Very Interested in PGA Last 12 Months	12	43
Very Interested in LPGA During Last 12 Months	20	48
Member of Association of Retired Persons	16	44
Watch MLB Baseball Post Season Sporting Events	15	43
PC At Home Used For Telecommuting	19	46
Have Mutual Fund/Brokerage Accounts	18	45

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

\*Data compiled from Hispanic Household respondents only.

## VI. Branch Score Sheet and Details

Figure 4: Northside Score Sheet



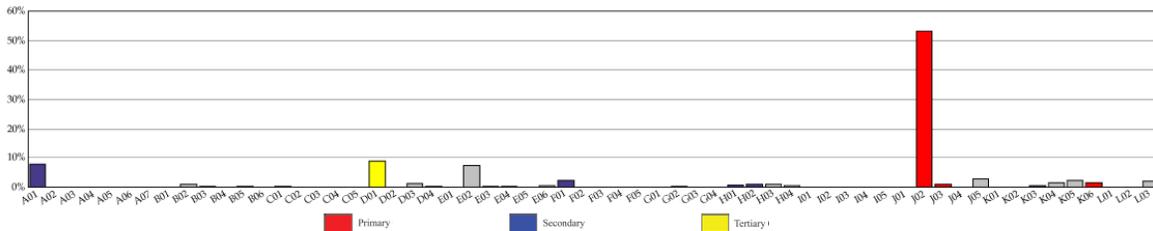
### Fort Worth Library Score Sheet

<b>Branch:</b> NORTHSIDE <b>Address:</b> 601 PARK ST <b>City, State:</b> FORT WORTH, TX <b>DMA:</b> Dallas-Ft.Worth <b>BUDS:</b> Suburban (3)	<b>Score: 118</b>  <b>Date Scored:</b> 12/22/2009 <b>Total SQFT:</b> 7,575 <b>Trade Area (Minutes):</b> 7
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Profile Indices	Average	Site
Active Borrower	100	120
Adult Fiction	100	66
Adult Non-Fiction	100	91
Best Sellers	100	60
Books on CD	100	60
Children's Fiction	100	111
Children's Non-Fiction	100	123
Door Counts	100	101
DVD	100	139
Juvenile DVD	100	163
Music CDs	100	109
PC Logins	100	123
Picture Books / Easy Readers	100	119
Reference	100	153
Remote Users	100	99
Spanish Materials	100	286
Teen	100	128

Demographics	Average	Site
Households	30,450	11,340
Active Borrowers	11,386	4,722
Active Borrower Penetration Percent	41.6	41.6
Five Year Population Growth Percent	5.0	3.8
Percent HH with Children	40.5	45.5
Percent Asian	3.1	0.8
Percent Black	25.1	9.7
Percent Hispanic	39.8	79.5
Median HH Income	\$41,401	\$33,673

#### 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.