

Ridglea Library

RIDGLEA PROFILE	
Address	3628 Bernie Anderson
City Council District	3 – W.B. “Zim” Zimmerman
Drive-Time Trade Areas (in minutes)	9
Core Borrowers	A02, A06, B01, B03, C01, E03, F01, J03

Summary Overview

Buxton has completed an analysis of Ridglea Library to compare its overall profile and the individual borrower profile for borrowers of different library collections and services. Based on data collected, Ridglea’s core library borrowers are somewhat consistent in their demographics and interests.

Borrowers of Ridglea tend to live within

a drive-time of 9 minutes of the library which is slightly larger than the average among 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.



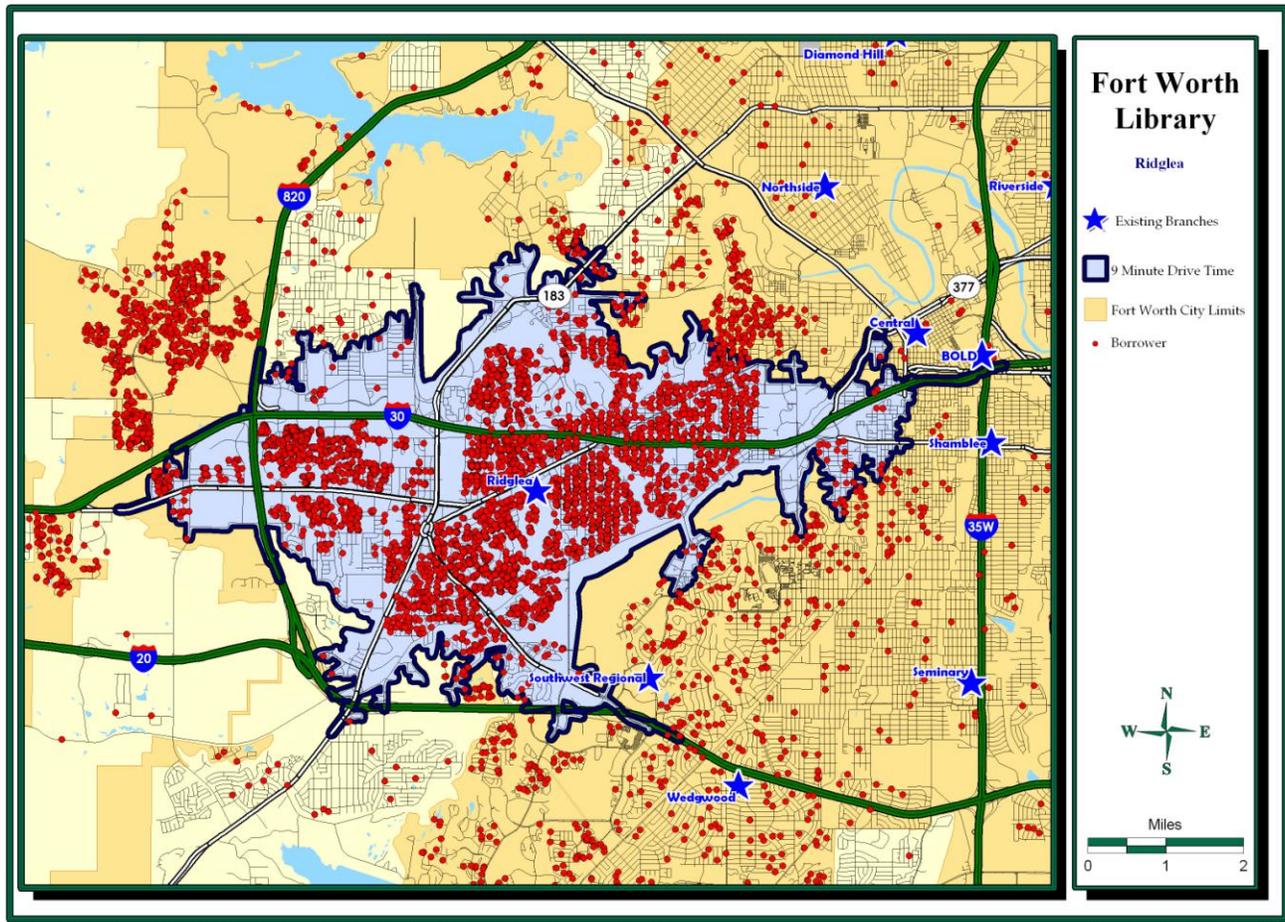
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I. Trade Area – Where borrowers are served by this library

Seventy-five percent of Ridglea’s borrowers live within 9 minutes drive time of the location. Mapping the residences of those borrowers shows that Ridglea draws borrowers from a larger drive time than most neighborhood libraries in the Fort Worth Library System.

Figure 1: Trade Area Map



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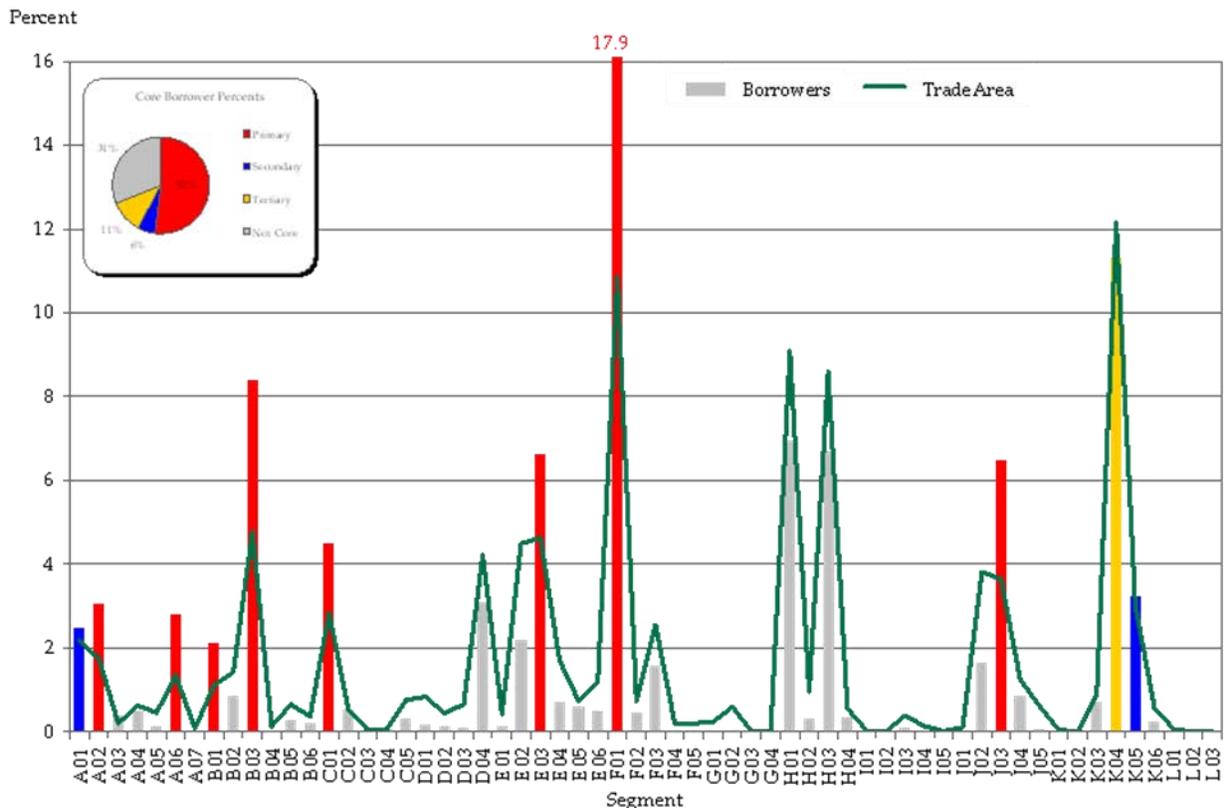
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II. Core Borrower Profile

To determine Ridglea’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 Ridglea’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 Ridglea’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: Ridglea Library



III. Primary Borrower Descriptions

F01: Steadfast Conservatives Profile

Overall Branch Actual Borrowers: 17.90%

Percentage of Households in the Trade Area: 10.85%

F01 accounts for 17.90% of the borrowers at Ridglea, compared to 10.85% of households in the trade area. These mature singles and couples check out Bestsellers, Adult Fiction/Non-fiction, and Books on CDs at a higher percentage than any other profile segment.

Many of these households have begun to empty-nest. A large percentage of households are couples and singles age 65 years or older. They earn middle-class incomes, own older homes, and multiple cars and trucks at a higher rate than average. Households in F01 are fans of traditional media, including print, TV, and radio. They like to get their news from a daily paper or the nightly newscasts on network TV. They consider TV as a primary source of entertainment in their lives and enjoy reading magazines. These households are relatively unenthusiastic about the Internet, although they do visit chat and sports sites. F01s are Primary Borrowers of Bestsellers, Adult Fiction and Non-fiction, Children's Fiction, Books on CD, Music CDs, and DVDs. They are also heavy users of and Remote Services and library PCs. They are Secondary Borrowers of Picture Books & Easy Readers, Children's Non-fiction, Teen materials, and Juvenile DVDs.

B03: Urban Commuter Families Profile

Overall Branch Actual Borrowers: 8.40%

Percentage of Households in the Trade Area: 4.76%

B03 comprise 8.40% of Ridglea's borrowers compared to 4.76% of households in the trade area. This population represents upscale, college-educated households with families and empty-nest couples who are a part of the Baby-Boom generation. Many put in long hours at their professional and management jobs. They tend to enjoy low-impact activities such as gardening, golfing, bird watching, and antiquing. With a high rate of home ownership, B03s spend a lot of their time and money on home improvement. Their PC/laptop ownership rate is just slightly above the national average. B03 borrowers have a limited interest in the latest electronics and technology but are fans of old-fashioned media. They subscribe in high rate to newspapers and have a general interest in magazines. Radio, music, and TV are also of interest to these borrowers. B03s are Primary Borrowers of Picture Books & Easy Readers, Children's Fiction/Non-fiction, Bestsellers, Adult Fiction/Non-fiction, Books on CD, and Music CDs. They are also heavy users of the library's PCs and Remote Services.

E03: Professional Urbanities Profile

Overall Branch Actual Borrowers: 6.64%

Percentage of Households in the Trade Area: 4.62%

E03 borrowers make up 6.64% of the borrowers at Ridglea, in comparison to 4.62% of households in the trade area. These financially-secure borrowers are upper-middle-class retired, aging singles and couples. Most of the residents are over the age of 65 years old and have already empty-nested. Most have college degrees and above-average incomes. Their leisure activities include traveling abroad,

taking cruises, and staying at vacation resorts in the U. S. They enjoy live theater, golfing, and boating, and tend to frequent restaurants, antique shows, and gambling casinos. E03 borrowers are media traditionalists and will read a newspaper and subscribe to magazines and listen to radio more than the average American. These borrowers are also fans of family-friendly entertainment. E03s are Primary Borrowers of Children's Fiction, Bestsellers, Adult Fiction, Books on CD, and Music CDs. They are also heavy users of the library's PCs and Remote Services.

J03: Struggling City Centers Profile

Overall Branch Actual Borrowers: 6.48%

Percentage of Households in the Trade Area: 3.65%

J03 comprise 6.48% of the borrowers at Ridglea versus 3.65% 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.

C01: Second City Homebodies Profile

Overall Branch Actual Borrowers: 4.49%

Percentage of Households in the Trade Area: 2.83%

C01 comprise 4.49% of borrowers at Ridglea compared to 2.83% of households in the trade area. C01 households consist of middle-aged couples and families. Most households are well-educated. Many have achieved well-paying, white-collar jobs. Mature and financially secure members of C01 like to relax at home but also enjoy museums, performances, traveling abroad, and outdoor activities such as camping, golfing, and tennis. They tend to be early adopters of new technologies.

C01s are eclectic media consumers, demonstrating above-average rates for reading newspapers, watching TV, listening to the radio and going online. Their intellectual interests are wide-ranging as seen in their fondness for newspaper sections that cover science, travel, and entertainment. They like to go online to keep up with the latest news and trends in fashion and technology. C01s are Primary Borrowers of Picture Books & Easy Readers, Children's Fiction, Bestsellers, Adult Fiction/Non-fiction, Teen materials, Books on CD, and Juvenile DVDs. They are heavy users of library PCs and the library's Remote Services. They are Secondary Borrowers of Children's Non-fiction, Music CDs, and DVDs.

A02: Dream Weavers Profile**Overall Branch Actual Borrowers: 3.05%****Percentage of Households in the Trade Area: 1.75%**

A02 accounts for 3.05% of Active Borrowers at Ridglea, compared to 1.75% of households in the trade area. A02 households tend to be families with middle-aged adults and school-aged children. No other segment has a higher rate of married residents. A02 is the second-wealthiest segment, with dual-income couples typically holding college degrees and white-collar professional jobs. They have high rates for belonging to churches and synagogues, PTAs, art associations, and country clubs. They tend to live athletic lives, and on weekends go in search of family-friendly activities. It is not unexpected then, that A02 borrowers check out children's materials frequently.

Data indicates that A02 households enjoy media that relate to their homes and families. These consumers have a high interest in the latest technological trends, and many own home theater systems and digital cameras. A02 borrowers are frequently online for e-mail, news, shopping, stock trading, and making travel arrangements. In the library, A02s tend to check out Picture Books & Easy Readers, Children's Fiction/Non-fiction, Bestsellers, Adult Fiction/Non-fiction, Teen, Books on CD, Music CDs, Juvenile DVDs, and to use library PCs. They are also heavy users of the library's Remote Services.

A06: Small-town Success Profile**Overall Branch Actual Borrowers: 2.80%****Percentage of Households in the Trade Area: 1.34%**

Based on findings, A06 accounts for 2.80% of the Active Borrowers at Ridglea compared to 1.34% of households in the trade area. A06 borrowers are typically home to the families of white-collar, college-educated, upscale, middle-aged working couples. A06s tend to seek out intellectual stimulation, reading books and taking adult education classes at high rates. Their active lifestyle includes jogging, swimming, bowling, and biking, and frequent travel. They tend to be late adopters of consumer electronics, although they have an above-average interest in the Internet. They enjoy a variety of media, listening to the radio and news talk radio, and reading the Sunday newspaper to catch up on sports, business, and entertainment news. They go online to get news, do their banking, and buy merchandise such as books and CDs.

A06 borrowers have the highest interest in Children's Fiction, Bestsellers, Teen materials, and Books on CD. They demonstrate a tendency to check out Picture Books & Easy Readers, Children's Non-Fiction, Adult Fiction/Non-fiction, Music CDs, DVDs, Juvenile DVDs, and use the library's PCs and Remote Services.

B01: Status-conscious Consumers Profile**Overall Branch Actual Borrowers: 2.12%****Percentage of Households in the Trade Area: 1.11%**

B01s account for 2.12% of the borrowers at Ridglea, compared to 1.11% of households in the trade area. Most B01s are Baby-Boomer adults with college educations, executive positions, and plenty of discretionary income. Most are couples or in households with few children. They enjoy traveling, the arts, and are willing to pay extra for environmentally friendly products. They tend to be among the first to own the latest cell phone, PC, and DVD player. B01 households are big fans of news media. They read daily newspapers at high rates, turning first to the business, fashion, and travel sections. Frequently B01 borrowers listen to news talk radio and search information online for health and money matters.

B01 borrowers have a high interest in Bestsellers, Adult Fiction and Adult Non-Fiction, Books on CD, library PCs, and using the library remotely. While B01 borrowers have few children, they do account for a higher percentage than would be expected of Picture Books & Easy Readers, Children Fiction, and Children Non-fiction check outs, perhaps for their grandchildren.

IV. Secondary & Tertiary Borrower Descriptions

In addition to the Primary Borrower segments noted above, there are also several household segments that use Ridglea 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:

- **K05: New Generation Activists - Overall Branch Actual Borrower: 3.23%**
Percentage of Households in Trade Area: 3.00%
Less educated, young, low-income minority singles and single-parent families concentrated in inner cities.
- **A01: America's Wealthiest - Overall Branch Actual Borrower: 2.48%**
Percentage of Households in the Trade Area: 2.16%
The nation's most wealthy households are financially secure with expensive tastes, living the most luxurious of lifestyles in the most affluent and exclusive communities.

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.

- **K04: Urban Diversity - Overall Branch Actual Borrower: 11.32%**
Percentage of Households in the Trade Area: 12.1%
Young and mobile multi-ethnic singles and single-parent families living in inner-city neighborhoods in a mix of rowhouses and high-rise apartment buildings.

V. Core Borrower Habits

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

	Segment	A02	A06	B01	B03	C01	E03	F01	J03	Percentage of core Ridglea borrowers with a propensity to use the category
Category										
Adult Non-Fiction		✓	✓	✓	✓	✓	✓	✓	✓	51.8%
Children's Non-Fiction		✓	✓	✓	✓	✓	✓	✓	✓	51.8%
Remote Users		✓	✓	✓	✓	✓	✓	✓	✓	51.8%
PC Logins		✓	✓	✓	✓	✓	✓	✓	✓	51.8%
Music on CD's		✓	✓		✓	✓	✓	✓	✓	49.7%
Adult Fiction		✓	✓	✓	✓	✓	✓	✓		45.4%
Bestsellers		✓	✓	✓	✓	✓	✓	✓		45.4%
Books on CD		✓	✓	✓	✓	✓	✓	✓		45.4%
Children's Fiction		✓	✓	✓	✓	✓	✓	✓		45.4%
Picture Books/Easy Readers		✓	✓	✓	✓	✓		✓	✓	45.2%
Teen		✓	✓		✓	✓		✓	✓	43.1%
Juvenile DVD		✓	✓		✓	✓		✓	✓	43.1%
DVD			✓		✓	✓		✓	✓	40.0%
Spanish Materials								✓	✓	24.3%

VI. Borrowers Versus Non-Borrower Comparisons

According to research data, there are some segments in the Ridglea 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 Ridglea, 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 Ridglea when compared to the overall population.

H01: Young Cosmopolitans Profile

Percentage of Households in the Trade Area: 9.08%

H01 is a collection of households where many adults are under 35 years old and single. These borrowers enjoy a busy active lifestyle which may account for their limited usage of the library. H01 residents are often too busy to stay at home to watch TV or read a magazine. Increasingly, they are spending their free time online, going to news and travel sites and checking out social networking forums, which is supported by the data collected. H01s tend to check out Bestsellers, Adult Fiction and Non-fiction, Books on CD, Music CDs and reserve PC sessions and use Remote services via the Internet.

H03: Stable Careers Profile

Percentage of Households in the Trade Area: 8.58%

An H03 borrower is a collection of young and ethnically diverse singles living in the city. This group of individuals and couples mostly do not have children. The noted difference of H03 borrowers is that they enjoy urbane and fast-paced lifestyles in comparison to existing Core Borrowers at Ridglea. With such fast paced lifestyles, the data suggest that libraries could utilize technology and electronics to attract H03 borrowers. H03 households are not Primary Borrowers of any Fort Worth libraries; they are Secondary Borrowers at Southwest Regional and Summer Glen.

E02: Urban Blues Profile

Percentage of Households in the Trade Area: 4.49%

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.

D04: Small-city Endeavors Profile**Percentage of Households in the Trade Area: 4.21%**

D04s reflect a mix young and old, singles, families and single-parent households. This segment represents diverse working-class households. Given its mix of ages and family types, D04 borrowers are characterized by their diverse lifestyles. D04s are big fans of TV and cable as well as magazines and music that cover a broad range of categories. D04s have a propensity to check out Teen materials, Music CDs, and DVDs and to use the library's PCs. They are a Core Borrower at the Meadowbrook.

J02: Latino Nuevo Profile**Percentage of Households in the Trade Area: 3.81%**

These households are filled with children, in fact according to data, no other segment contains more large families than J02. Data suggest that typically J02 residents are unable to afford many leisure activities, which may also account for their high library usage. The households of J02 are traditional media fans who seek out Spanish-language formats wherever they can find them. Newspapers are another popular source of information, especially news related to the Hispanic community. 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, Children's Non-fiction, Teen, Spanish materials, Music CDs, DVDs, Juvenile DVDs, and utilize Remote Services. While J02 borrowers are not frequent borrowers of Ridglea, they are Primary Borrowers of libraries such as Central, Northside, and Seminary.

F03: Southern Blues Profile**Percentage of Households in the Trade Area: 2.55%**

F03 is a racially mixed, high-school educated, lower-middle class segment whose households consist of singles, couples, and divorced men and women, almost half of whom are under 40 years old. This cluster represents a young-working class of adults whose limited means for expensive leisure activities and lack discretionary income keeps them close to home. They play team sports and prefer spending time with friends than family. These households are dedicated TV fans, enjoying a variety of network and cable programs. Their radio tastes range from Spanish, urban contemporary, and Top 40 music. Unlike most other young populations, these residents do not use the Internet frequently but they like to read magazines and newspapers to stay informed. Data shows that F03 borrowers are not Primary Borrowers of any library materials or categories although they are Secondary Borrowers at Southwest and 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
Listen to Tejano on Radio Mon-Sun Total (24 Hours)	76	135
Within Last 6 Months Read/Looked Into Fama*	87	139
Watched Cine Especial (Univision) Once A Week Program With Full Attention*	69	121
Within Last 6 Months Read/Looked Into Furia Musical*	85	134
Visited Telemundo.com Spanish Website During Last 30 Days*	88	126
Watched Noticiero Univision Early Evening Weekday News With Full Attention*	79	124
Other Country Most Identified With is Honduras*	121	164
Read Bi-Weekly Publications On the Net*	78	120
Read Men’s On the Net*	76	117
Listen to Univision Radio on Radio Mon-Sun Total (24 Hours)	82	121
Read Weekly Publications On the Net*	76	115
Read Entertainment On the Net*	87	125
Notary Public Prepared Personal Taxes in Last 12 Months	109	146
Other Country Most Identified With is El Salvador*	89	125
Read Women’s On the Net*	99	131
Visited AOL Latino (Latinoaol.com) Spanish Website During Last 30 Days*	85	113
Member of Country Club	116	95
Type of Investment – Other US Government Bonds	111	90
Purchased Bowling Ball During Last 12 Months	80	62
Other Country Most Identified With is Bolivia*	48	38

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: Ridglea Score Sheet



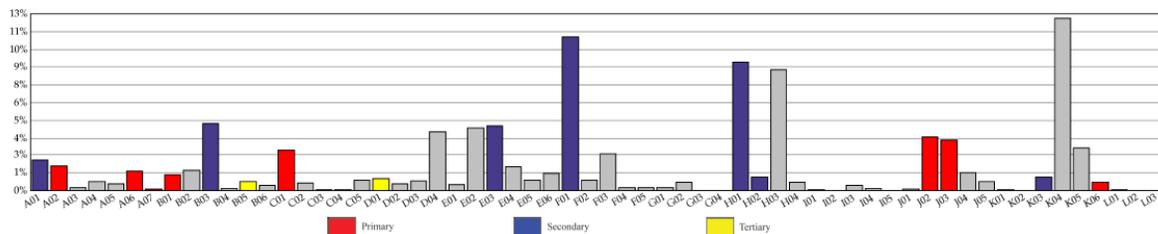
Fort Worth Library Score Sheet

Branch: RIDGLEA Address: 3628 BERNIE ANDERSON AVE City, State: FORT WORTH, TX DMA: Dallas-Ft.Worth BUDS: Suburban (3)	Score: 83 Date Scored: 12/22/2009 Total SQFT: 10,754 Trade Area (Minutes): 9
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Profile Indices	Average	Site
Active Borrower	100	92
Adult Fiction	100	111
Adult Non-Fiction	100	104
Best Sellers	100	116
Books on CD	100	111
Children's Fiction	100	87
Children's Non-Fiction	100	84
Door Counts	100	100
DVD	100	93
Juvenile DVD	100	83
Music CDs	100	96
PC Logins	100	99
Picture Books / Easy Readers	100	86
Reference	100	99
Remote Users	100	100
Spanish Materials	100	63
Teen	100	87

Demographics	Average	Site
Households	30,450	35,956
Active Borrowers	11,386	10,702
Active Borrower Penetration Percent	41.6	29.8
Five Year Population Growth Percent	5.0	4.2
Percent HH with Children	40.5	28.2
Percent Asian	3.1	2.4
Percent Black	25.1	14.2
Percent Hispanic	39.8	26.2
Median HH Income	\$41,401	\$44,829

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.