

Riverside Library

RIVERSIDE PROFILE	
Address	2913 Yucca Avenue
City Council District	2 - Sal Espino
Drive-Time Trade Areas (in minutes)	5
Core Borrower	D01, F01

Summary Overview

Buxton has completed an analysis of Riverside Library to compare its overall library borrower profile and the profile for borrowers of different library collections and services. Based on data collected, Riverside's Core Borrowers show similarities in demographics and interests. Borrowers of Riverside tend to live within a 5-minute drive time of the branch which is a closer distance than the average Fort Worth Library location. 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.



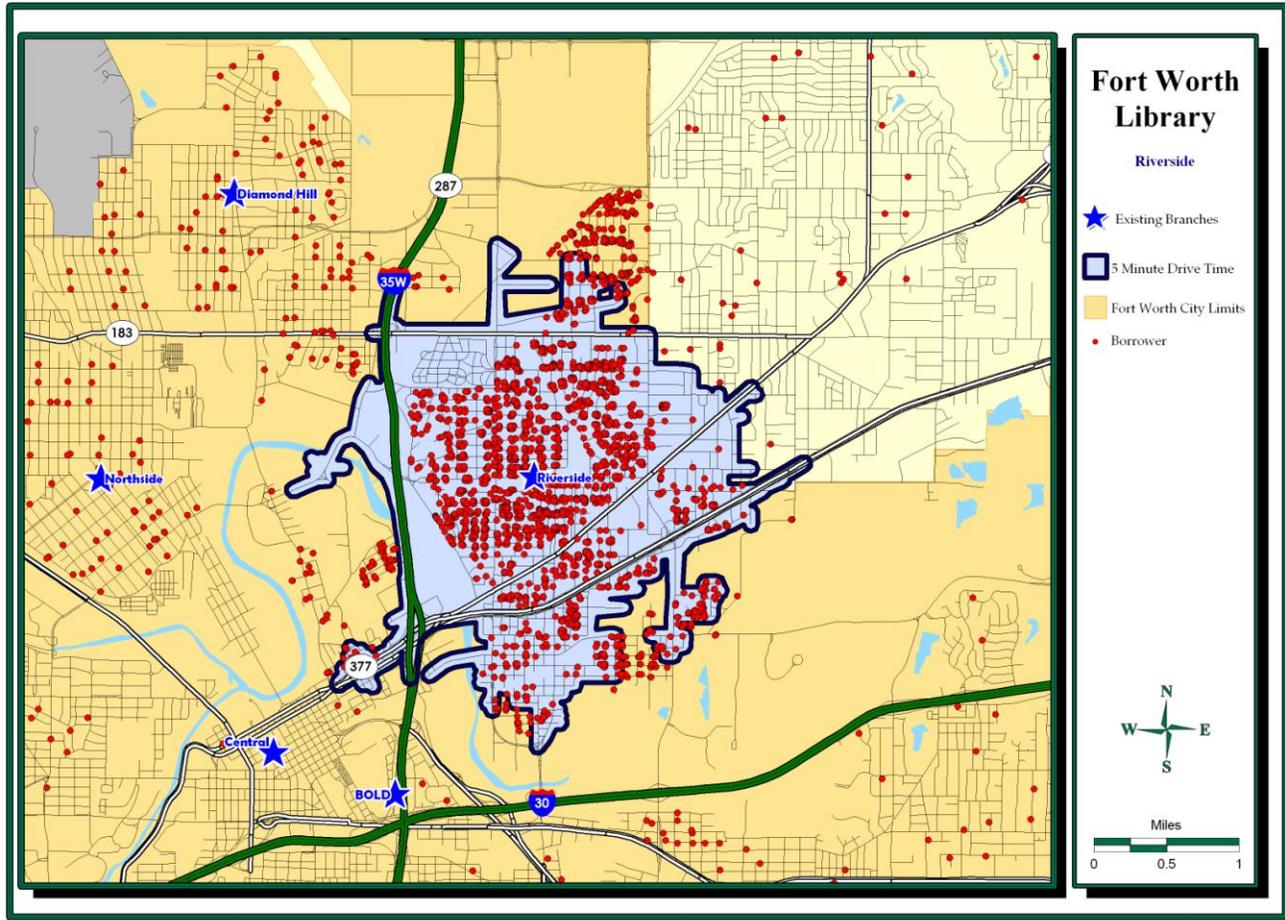
Document Contents

- I. Trade Area
- II. Core Borrower Profile
- III. Primary Borrower Descriptions
- IV. Secondary & Tertiary Borrower Descriptions
- V. Core Borrower Habits
- VI. Borrower Versus Non-borrower Comparisons
- VII. Branch Score Sheet and Details

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

Seventy-five percent of Riverside’s borrowers live within 5 minutes drive time of the location. Mapping the residences of those borrowers shows that Riverside draws most of its borrowers from immediately near the location.

Figure 1: Trade Area Map



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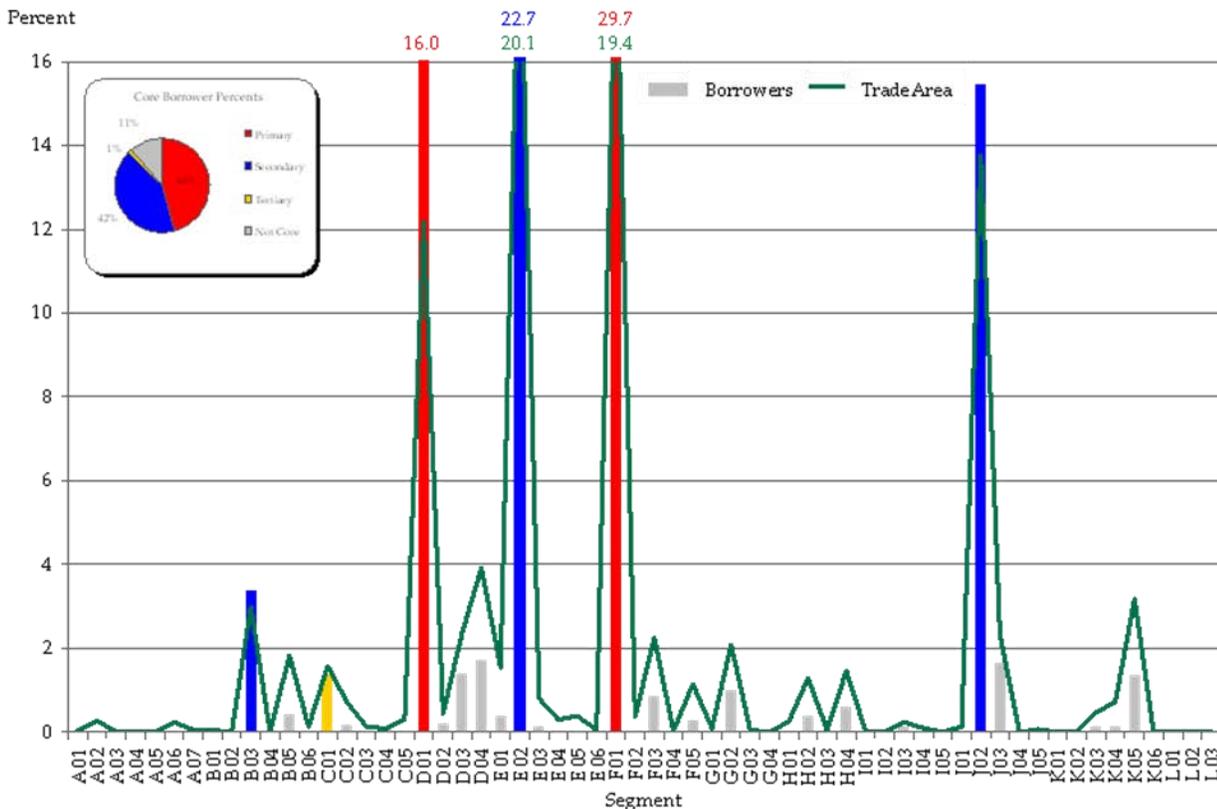
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II. Core Borrower Profile

To determine Riverside’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 Riverside’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 Riverside’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: Riverside Library



III. Primary Borrower Descriptions

F01: Steadfast Conservative Profile

Overall Branch Actual Borrowers: 29.72%

Percentage of Households in the Trade Area: 19.38%

F01 accounts for 29.72% of Active Borrowers compared to 19.38% 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.

D01: Nuevo Hispanic Families Profile

Overall Branch Actual Borrowers: 16.04%

Percentage of Households in the Trade Area: 12.16%

D01 represents 16.04% of Active Borrowers compared to 12.16% 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 materials, Spanish Materials, DVDs, and Juvenile DVDs. They are Secondary borrowers of Children's Fiction and Children's Non-Fiction. While most Fort Worth Library branches showing 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. Secondary & Tertiary Borrower Descriptions

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

- **E02: Urban Blues - Overall Branch Actual Borrower: 22.71%**
Percentage of Households in the Trade Area: 20.14%
Young Hispanic families, singles, and single parents living in urban areas working in low paying, entry-level blue-collar and service jobs.
- **J02: Latino Nuevo - Overall Branch Actual Borrower: 15.44%**
Percentage of Households in the Trade Area: 13.75%
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.
- **B03: Urban Commuter Families - Overall Branch Actual Borrower: 3.39%**
Percentage of Households in the Trade Area: 2.98%
Upscale, college educated Baby Boomer families and couples living in comfortable, single detached homes in city neighborhoods on the metropolitan fringe.

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.

- **C01: Second City Homebodies - Overall Branch Actual Borrower: 1.37%**
Percentage of Households in the Trade Area: 1.57%
Financially conservative, dual working, middle-aged couples and families living in small, satellite cities.

V. Core Borrower Habits

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

	Segment	D01	F01	Percentage of core Riverside borrowers with a propensity to use the category
Category				
Children's Fiction		✓	✓	45.7%
Children's Non-Fiction		✓	✓	45.7%
DVD		✓	✓	45.7%
Juvenile DVD		✓	✓	45.7%
Picture Books & Easy Readers		✓	✓	45.7%
Spanish Materials		✓	✓	45.7%
Teen		✓	✓	45.7%
Music CD's		✓	✓	45.7%
Adult Fiction			✓	29.7%
Adult Non-Fiction			✓	29.7%
Bestsellers			✓	29.7%
Books on CD			✓	29.7%
PC Logins			✓	29.7%
Remote users			✓	29.7%

VI. Borrowers Versus Non-Borrower Comparisons

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

D04: Small-city Endeavors Profile

Percentage of Households in the Trade Area: 3.9%

D04s reflect a mix of 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. D04 borrowers 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 Meadowbrook.

K05: New Generation Activists Profile

Percentage of Households in the Trade Area: 3.2%

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 households also demonstrate the most interest in DVDs while using the library, which data suggest could serve as a source of entertainment and be used to attract more K05 borrowers into Riverside. Unlike other young Americans, however, these households express little interest in high technology and very rarely go online.

F03: Southern Blues Profile**Percentage of Households in the Trade Area: 2.2%**

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.

G02: Rural Southern Living Profile**Percentage of Households in the Trade Area: 2.1%**

G02 borrowers represent rural households of young couples and families. According to data, these borrowers have modest incomes but they stretch their dollar for budgeting purposes. G02s pursue outdoor activities and make a strong TV market, enjoying a wide range of programming. Data shows that these residents enjoy country music as well as read magazines that are relative to hunting and families. G02s are not Primary, Secondary, or Tertiary borrowers of any library materials however they are Primary Borrowers of the East Regional. Data suggest that materials relating to outdoor activities activities, travel, TV, and radio could be of interest to these borrowers.

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 Cine Especial (Univision) Once A Week Program With Full Attention*	506	441
Watched Cine De La Tarde (Telemundo) Once A Week*	477	412
Watched Cada Dia Con Maria Antonieta (Telemundo) Early Morning News*	471	415
Prefer Reading Only In Spanish*	464	409
Other Country Most Identified With is Venezuela*	339	284
Within Last 6 Months Read/Looked Ino Furia Musical*	471	419
Read Weekly Publications On the Net*	424	372
Read Bi-Weekly Publications On the Net*	412	363
Read Men’s On the Net*	430	383
Read Entertainment On the Net*	399	353
Listen to Univision Radio Mon-Sun Total (24 Hours)*	365	319
Within Last 6 Months Read/Looked Into Maxim En Espanol*	428	384
Other Country Most Identified With Is Nicaragua*	284	242
Notary Public Prepared Personal Taxes in Last 12 Months	385	344
Read Women’s On the Net*	358	319
Visited CNNEnEspanol Spanish Website During Last 30 Days*	394	356
Prefer Reading Mostly In Spanish, But Some English*	372	334
Other Country Most Identified With Is El Salvador*	354	316
Read the Magazine Hispanic Magazine	289	255
Read the Magazine Latina Style	253	223
Read the Magazine Urban Latino	293	261
Uses Internet Mostly At Restaurants/Coffee Shops	119	144
Viewed Soccer on Pay-Per-View TV in Last 12 Months	223	199
Watch Passions (NBC) Daytime Program With Full Attention	86	108
Read the Magazine Jet	67	87
Read The Magazine W Magazine	103	122
Listen To Black/Rhythm and Blues on Radio Mon-Sun Total (24 Hours)	57	75
Other Offline Software Prepared Personal Taxes in Last 12 Months	164	147
Read the Magazine Vibe	103	120
Watch The Wall Street Journal Report Once A Week Program With Full Attention	138	122
Read the Magazine Black Enterprise	71	87
Watch 30 Rock (NBC) Once A Week Program With Full Attention	56	70
Watched NAACP Image Awards (CBS) Last Time It Was Shown	57	72

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: Riverside Score Sheet



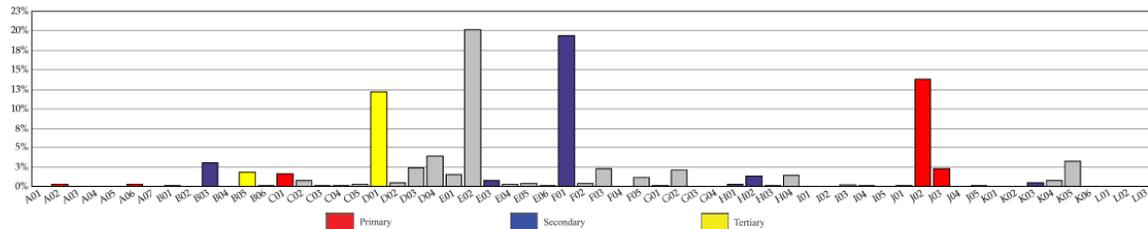
Fort Worth Library Score Sheet

Branch: RIVERSIDE Address: 2913 YUCCA AVE City, State: FORT WORTH, TX DMA: Dallas-Ft.Worth BUDS: Suburban (3)	Score: 77 Date Scored: 12/22/2009 Total SQFT: 8,197 Trade Area (Minutes): 5
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Profile Indices	Average	Site
Active Borrower	100	95
Adult Fiction	100	82
Adult Non-Fiction	100	89
Best Sellers	100	80
Books on CD	100	77
Children's Fiction	100	97
Children's Non-Fiction	100	103
Door Counts	100	100
DVD	100	108
Juvenile DVD	100	119
Music CDs	100	99
PC Logins	100	115
Picture Books / Easy Readers	100	100
Reference	100	113
Remote Users	100	88
Spanish Materials	100	166
Teen	100	106

Demographics	Average	Site
Households	30,450	5,964
Active Borrowers	11,386	2,684
Active Borrower Penetration Percent	41.6	45.0
Five Year Population Growth Percent	5.0	0.7
Percent HH with Children	40.5	38.1
Percent Asian	3.1	5.9
Percent Black	25.1	6.5
Percent Hispanic	39.8	53.6
Median HH Income	\$41,401	\$40,806

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.