

Seminary Library

SEMINARY PROFILE	
Address	501 E. Bolt Street
City Council District	9 – Joel Burns
Drive-Time Trade Areas (in minutes)	8
Core Borrower	J02

Summary Overview

Buxton has completed an analysis of Seminary Library to compare its overall library borrower profile and the profile for borrowers of different library collections and services. Based on data collected, Seminary has a targeted segment of Core Borrowers that share common demographics, hobbies, and interests who serve as its Active Borrowers. Borrowers of Seminary tend to live within a drive-time of 8 minutes of the branch which is 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.



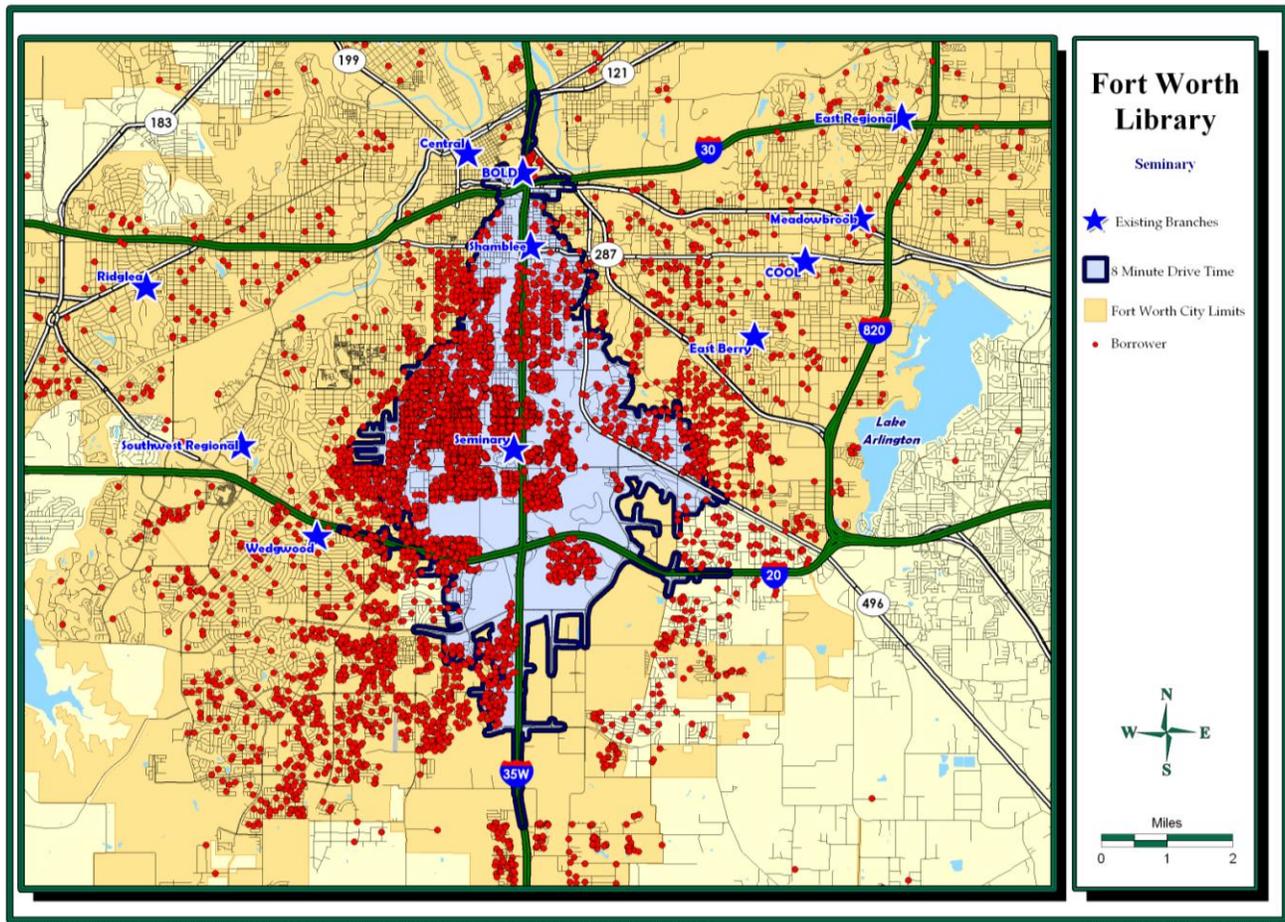
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I. Trade Area – Where borrowers are served by this library

Seventy-five percent of Seminary’s borrowers live within 8 minutes drive time of the location. Mapping the residences of those borrowers shows that Seminary draws borrowers from very near the location, and shows especially high penetration to the west of the location.

Figure 1: Trade Area Map



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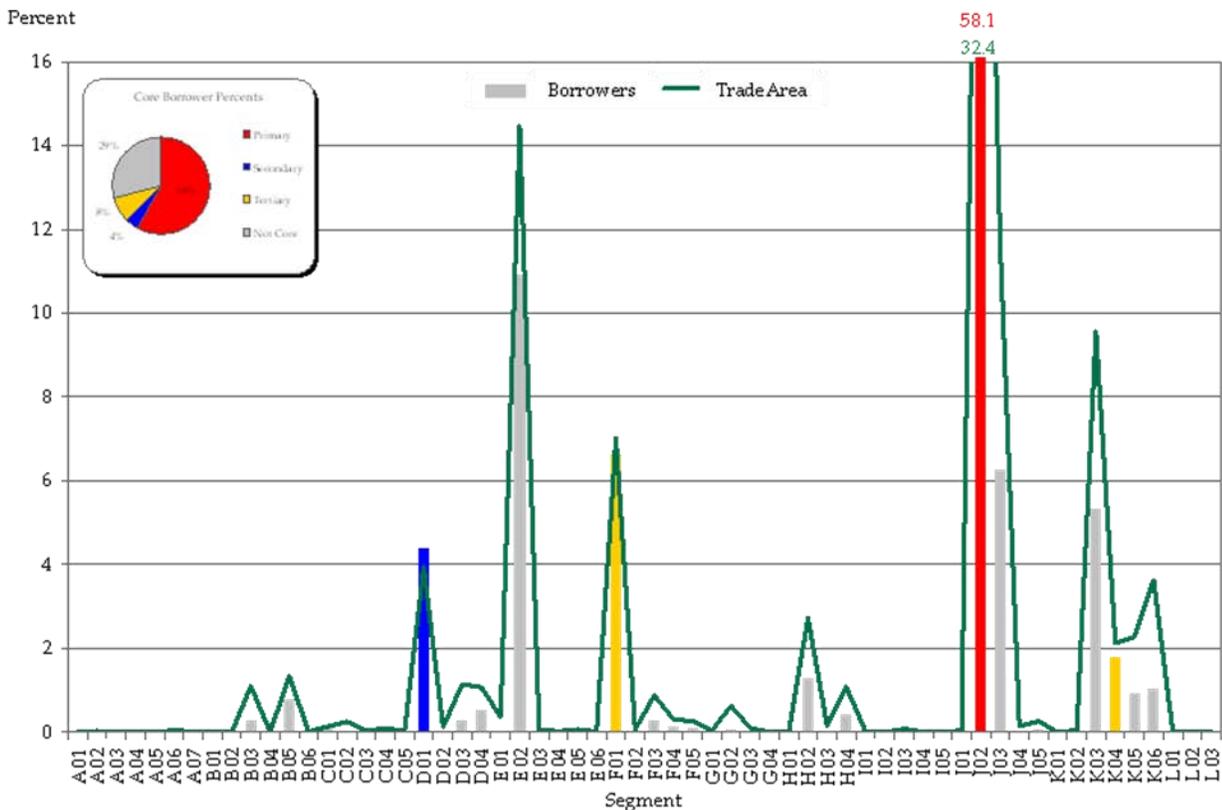
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II. Core Borrower Profiles

To determine Seminary’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 Seminary’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 Seminary’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: Seminary Library



III. Primary Borrower Description

J02: Latino Nuevo Profile

Overall Branch Actual Borrowers: 58.11%

Percentage of Households in the Trade Area: 32.37%

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 Seminary. They comprise 58.11% of the borrower households as compared to 32.37% 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. J02 households are filled with children. In fact according to data, no other segment contains more large families than J02. Based on data collected, J02s 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 another popular source 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, Children's Non-fiction, Teen, Spanish materials, Music CDs, DVDs, Juvenile DVDs, and utilize Remote Services.

IV. Secondary & Tertiary Borrower Description

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

- **D01: Nuevo Hispanic Families - Overall Branch Actual Borrower: 4.40%**
Percentage of Households in the Trade Area: 3.93%
Young and lower income Latino family households living in working-class neighborhoods of large cities.

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.

- **F01: Steadfast Conservatives - Overall Branch Actual Borrower: 6.61%**
Percentage of Households in the Trade Area: 7.01%
Home-to high-school educated mature singles and couples living in middle-class urban blue collar neighborhoods.
- **K04: Urban Diversity - Overall Branch Actual Borrower: 1.80%**
Percentage of Households in the Trade Area: 2.12
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 Seminary. The categories are listed in descending order based on the most frequently used materials and services.

Category	Segment	J02	Percentage of core Seminary borrowers with a propensity to use the category
Picture Books & Easy Readers		✓	58.1%
Children's Fiction		✓	58.1%
Children's Non-Fiction		✓	58.1%
Teen		✓	58.1%
Spanish Materials		✓	58.1%
Music CD's		✓	58.1%
DVD		✓	58.1%
Juvenile DVD		✓	58.1%
Remote Users		✓	58.1%
Adult Non-Fiction		✓	58.1%
PC Logins		✓	58.1%
Bestsellers			
Adult Fiction			
Books on CD			

VI. Borrowers Versus Non-Borrower Comparisons

According to research data, there are some segments in the Seminary Library's 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 the Seminary Library, 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 Seminary when compared to the overall population.

E02: Urban Blues Profile

Percentage of Households in the Trade Area: 14.45%

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.

J03: Struggling City Centers Profile

Percentage of Households in the Trade Area: 11.76%

J03 households tend to be in very low-income neighborhoods with a high concentration of African Americans. One-third of the households in this segment are single-parent homes and many are faced with economic challenges. Despite their economic conditions, many of these households are determined to have a better life for their children. Therefore, data suggest that activities, educational programs and materials that are geared towards children could be a way to draw in these borrowers. Data also indicates that J03 borrowers are a strong media market for music and ethnic media. This corresponds with borrower data which shows that at other libraries J03s are Primary Borrowers of Children's Non-fiction, Music CDs, DVDs and Juvenile DVDs. J03s are Primary borrowers at East Berry, Shamblee, Meadowbrook, and Ridglea.

K03: African-American Neighborhoods Profile

Percentage of Households in the Trade Area: 9.55%

K03 borrowers represent active working-class families and individuals in mainly minority neighborhoods. K03 borrowers are many times faced with economic challenges and represent single-parent households. To attract K03 borrowers the data suggests that the library consider having family-oriented activities and materials that are both recreational and educational for children. Due to the economic challenges in K03 households however, many families appear to utilize library resources near their homes rather than traveling to long distances to a library. K03s are Primary Borrowers at Shamblee, Secondary Borrowers at East Berry, and Tertiary Borrowers at East Regional, Meadowbrook, and Wedgwood.

K06: Getting By Profile**Percentage of Households in the Trade Area: 3.63%**

Members of K06 are financially challenged households where the median income is lowest in the nation. K06 stands at or near the bottom of the socioeconomic ladder. According to data, with less than half of residents in the workforce, few own their own homes or possess a car and therefore many residents rely on walking, carpooling and/or, public transportation. Leisure activities are home-based, primarily enjoying TV and radio and playing sports. They have limited access to the Internet. K06s are Primary Borrowers of BOLD, COOL, East Regional, and Shamblee. Data suggest that programs and media that are ethnic and minority focused could be a draw for these borrowers. Also, they appreciate educational programs that assist in job searching and receiving information about health and medical topics.

H02: Minority Metro Communities Profile**Percentage of Households in the Trade Area: 2.72%**

H02 borrowers reflect the nation's growing African-American middle class. Like some existing Seminary 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.

K05: New Generation Activists Profile**Percentage of Households in the Trade Area: 2.27%**

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 and a very high rate, and residents describe magazines as a major source of entertainment. These borrowers 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 Seminary. Unlike other young Americans, however, these households express little interest in high technology and very rarely go online.

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.

Characteristic	Borrower	Trade Area
Watched WWE (Telemundo) Once A Week Program With Full Attention*	1027	628
Listen to Tejano on Radio Mon-Sun Total (24 Hours)	920	645
Watched Cine De La Tarde (Telemundo) Once A Week Program With Full Attention*	741	493
Within Last 6 Months Read/Looked Into Furia Musical*	756	522
Within Last 6 Months Read/Looked Into TV Y Novelas*	659	448
Within Last 6 Months Read/Looked Into FAMA*	697	495
Read Bi-Weekly Publications On the Net*	615	423
Read Weekly Publications On the Net*	621	435
Other Country Most Identified With Is Guatemala*	550	364
Spanish Language Advertisement Important Factor In Purchasing Decision*	614	431
Visited Esmas.com Spanish Website During Last 30 Days*	616	434
Read Entertainment On the Net*	601	421
Notary Public Prepared Personal Taxes in Last 12 Months	592	412
Visited EspanolYahoo.com Spanish Website During Last 30 Days*	592	414
Other Country Most Identified With Is Honduras*	492	371
Read Women's On the Net*	460	342
Listen to Black/Rhythm and Blues On Radio Mon-Sun Total (24 Hours)	120	212
Viewed Soccer on Pay-Per-View TV in Last 12 Months	293	219
Listen to Southern Gospel on Radio Mon-Sun Total (24 Hours)	79	142
Very Interested In Soccer During Last 12 Months	250	190
Watch 30 Rock (NBC) Once A Week Program With Full Attention	39	70
Attend College Football Post Season Sporting Events	20	35

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: Seminary Score Sheet



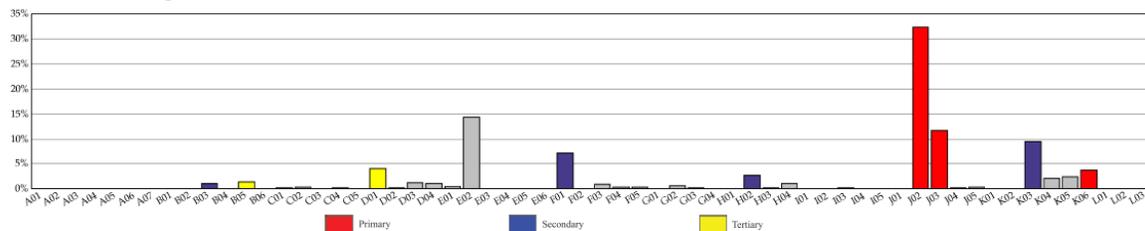
Fort Worth Library Score Sheet

Branch: SEMINARY Address: 501 E BOLT ST City, State: FORT WORTH, TX DMA: Dallas-Ft.Worth BUDS: Suburban (3)	Score: 114 Date Scored: 12/22/2009 Total SQFT: 7,741 Trade Area (Minutes): 8
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Profile Indices	Average	Site
Active Borrower	100	116
Adult Fiction	100	65
Adult Non-Fiction	100	91
Best Sellers	100	60
Books on CD	100	57
Children's Fiction	100	97
Children's Non-Fiction	100	116
Door Counts	100	100
DVD	100	129
Juvenile DVD	100	148
Music CDs	100	112
PC Logins	100	123
Picture Books / Easy Readers	100	106
Reference	100	127
Remote Users	100	95
Spanish Materials	100	217
Teen	100	112

Demographics	Average	Site
Households	30,450	20,263
Active Borrowers	11,386	9,056
Active Borrower Penetration Percent	41.6	44.7
Five Year Population Growth Percent	5.0	2.0
Percent HH with Children	40.5	47.0
Percent Asian	3.1	2.8
Percent Black	25.1	27.8
Percent Hispanic	39.8	55.6
Median HH Income	\$41,401	\$34,878

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.