



## Southwest Regional Library

SOUTHWEST REGIONAL PROFILE	
Address	4001 Library Lane
City Council District	3 – W.B. “Zim” Zimmerman
Drive-Time Trade Areas (in minutes)	11
Core Borrowers	A01, A02, A06, A07, B01, B03, F01

### Summary Overview

Buxton has completed an analysis of Southwest Regional Library to compare its overall library borrower profile and the profile for borrowers of different library collections and services. Based on data collected, Southwest Regional core library borrowers are diverse in demographics and interests. Borrowers of Southwest Regional tend to live within a drive-time of 11 minutes to the library which is slightly longer 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.

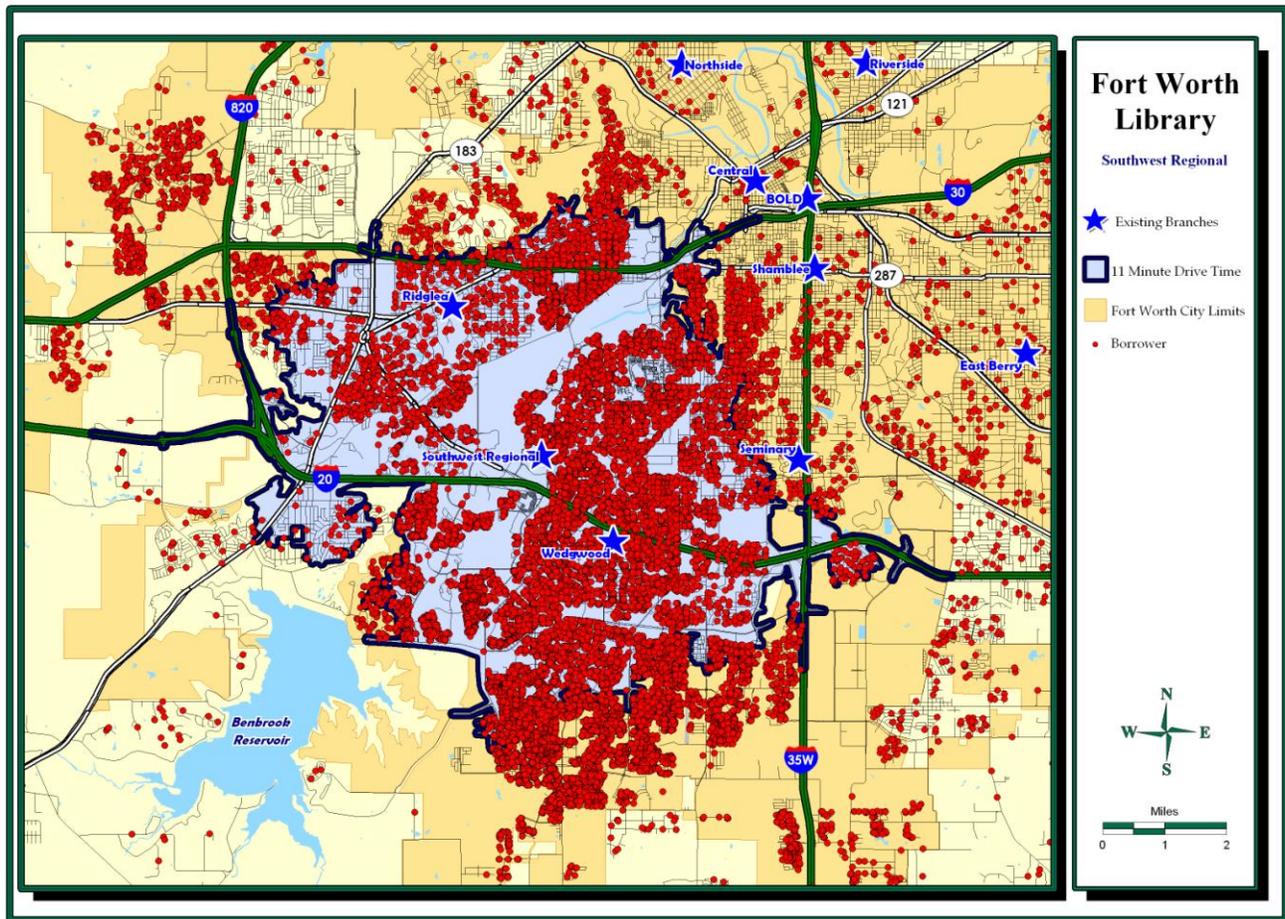
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## I. Trade Area – Where borrowers are served by this library

Seventy-five percent of Southwest Regional’s borrowers live within 11 minutes drive time of the location. Mapping the residences of those borrowers shows that Southwest Regional draws borrowers from a large area, and many borrowers are near another library in the Fort Worth Library System.

Figure 1: Trade Area Map



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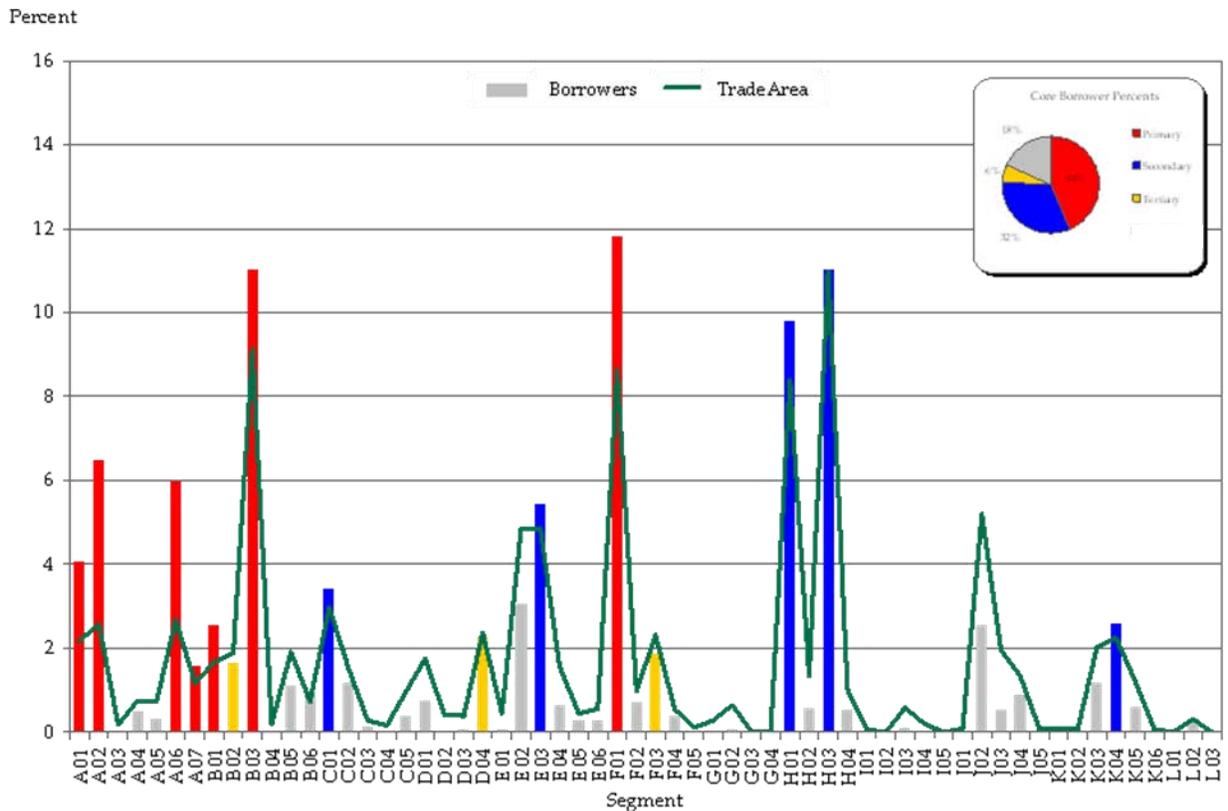
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## II. Core Borrower Profile

To determine Southwest Regional'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 Southwest Regional'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 Southwest'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) fall into 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: Southwest Regional Library



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### III. Primary Borrower Descriptions

#### **F01: Steadfast Conservatives Profile**

**Overall Branch Actual Borrowers: 11.82%**

**Percentage of Households in the Trade Area: 8.63%**

F01 accounts for 11.82% of Active Borrowers at Southwest Regional, compared to 8.63% 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, and 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: 11.03%**

**Percentage of Households in the Trade Area: 9.12%**

B03 accounts for 11.03% of Southwest Regional's borrowers compared to 9.12% 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 antiques. 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 rates 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.

#### **A02: Dream Weavers Profile**

**Overall Branch Actual Borrowers: 6.49%**

**Percentage of Households in the Trade Area: 2.56%**

A02 accounts for 6.49% of the borrowers at Southwest Regional as compared to 2.56% of the 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 and Non-fiction, Bestsellers, Adult Fiction and Non-fiction, Teen materials, 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: 5.99%****Percentage of Households in the Trade Area: 2.67%**

A06 accounts for 5.99% of the borrowers at Southwest Regional, compared to 2.67% 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 and Non-fiction, Music CDs, DVDs, Juvenile DVDs, and use the library's PCs and Remote Services.

**A01: America's Wealthiest Profile****Overall Branch Actual Borrowers: 4.07%****Percentage of Households in the Trade Area: 2.18%**

A01 accounts for 4.07% of the borrowers at Southwest Regional, compared to 2.1% of households in the trade area. With incomes well above the national average, A01s are very affluent households in well established suburban communities. Most of the A01 borrowers are adults, married, middle aged, and college educated. Most hold executive and management positions. A01s love to vacation abroad and are early technology adopters. Many are philanthropic, supporting environmental and human rights causes as well as the arts. A01 households are avid readers of print media, perusing daily and Sunday newspapers for articles about business/finance, science, fashion and travel. A01s are technologically sophisticated and utilize the Internet frequently to shop, book airline tickets, and gather financial

information, which is supported by data that suggests that A01 borrowers are most likely to check out Books on CD and use library PCs and the library's online Remote Services. A01s are also Primary Borrowers of Bestsellers, Adult Fiction, and Adult Non-fiction, and Secondary Borrowers of Children's Fiction and Teen materials.

**B01: Status-conscious Consumers Profile****Overall Branch Actual Borrowers: 2.53%****Percentage of Households in the Trade Area: 1.66%**

B01 makes up 2.53% of Active Borrowers at Southwest Regional, compared to 1.66% 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 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 of check outs than would be expected of Picture Books & Easy Readers, Children's Fiction and Non-fiction, perhaps for their grandchildren.

**A07: New Suburbia Families Profile****Overall Branch Actual Borrowers: 1.56%****Percentage of Households in the Trade Area: 1.17%**

A07 borrowers comprise 1.56% of the borrowers at Southwest Regional, compared to 1.17% of households in the trade area. This population represents young couples with pre-school children and most are under 35 years old. More than two-thirds have gone to college and many earn six-figure incomes as managers, executives, and white-collar professionals. Members of A07 have crafted active, children-centered lifestyles. They enjoy team sports and kid-friendly destinations such as zoos, aquariums, and campgrounds. A07 ranks top in owning toys, books, and video games. They are avid consumers of electronics. These energetic households are only moderate consumers of most media and are often too busy to read a magazine or newspaper. However they do watch television at a high rate. Their lengthy commutes make them frequent listeners of news, sports, classic rock, and adult contemporary radio.

While in the library, these households are Primary Borrowers of Picture Books & Easy Readers, Children's Fiction/Non-fiction, Best Sellers, Adult Fiction/Non-fiction, Teen materials as well as Books on CD, and Music CDs. They are also heavy users of the library's PCs and Remote Services.

## IV. Secondary & Tertiary Borrower Profiles

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

- **H03: Stable Careers - Overall Branch Actual Borrower: 11.01%**  
**Percentage of Households in the Trade Area: 10.98%**  
Young and ethnically diverse singles residing in low- and high-rise apartment buildings and living comfortable lifestyles in big-city metropolitan areas.
- **H01: Young Cosmopolitans - Overall Branch Actual Borrower: 9.79%**  
**Percentage of Households in the Trade Area: 8.38%**  
Residents are young, single, college educated and earning upper-middle-class incomes as white-collar professionals, managers and executives living in luxury apartments and condos in fast growing cities.
- **E03: Professional Urbanites - Overall Branch Actual Borrower: 5.42%**  
**Percentage of Households in the Trade Area: 4.84%**  
An upper-middle-class retirement oasis in the metropolitan sprawl containing very active empty nesting couples and older singles.
- **C01: Second City Homebodies - Overall Branch Actual Borrower: 3.41%**  
**Percentage of Households in the Trade Area: 2.96%**  
Financially conservative, dual working, middle-aged couples and families living in small, satellite cities.
- **K04: Urban Diversity - Overall Branch Actual Borrower: 2.60%**  
**Percentage of Households in the Trade Area: 2.23%**  
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.

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.

- **D04: Small-city Endeavors - Overall Branch Actual Borrower: 2.24%**  
**Percentage of Households in the Trade Area: 2.36%**  
A mix of lower income, young and old singles, families and single parents living in older homes and small apartments in working-class areas.
- **F03: Southern Blues - Overall Branch Actual Borrower: 1.88%**  
**Percentage of Households in the Trade Area: 2.30%**  
Racially mixed, young and lower-middle-class singles and couples living in older, garden style apartments in satellite cities.
- **B02: Affluent Urban Professionals - Overall Branch Actual Borrower: 1.64%**  
**Percentage of Households in the Trade Area: 1.88%**  
Affluent singles and couples who live in the chic high-rise neighborhoods of many big cities, owning swank condos and apartments.

## V. Core Borrower Habits

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

	Segment	A01	A02	A06	A07	B01	B03	F01	Percentage of core Southwest borrowers with a propensity to use the category
Category									
Adult Fiction		✓	✓	✓	✓	✓	✓	✓	43.4%
Adult Non-Fiction		✓	✓	✓	✓	✓	✓	✓	43.4%
Bestsellers		✓	✓	✓	✓	✓	✓	✓	43.4%
Books on CD		✓	✓	✓	✓	✓	✓	✓	43.4%
Remote Users		✓	✓	✓	✓	✓	✓	✓	43.4%
Children's Fiction		✓	✓	✓	✓	✓	✓	✓	43.4%
Picture Books/Easy Readers		✓	✓	✓	✓	✓	✓	✓	43.4%
PC Logins		✓	✓	✓	✓	✓	✓	✓	43.4%
Teen		✓	✓	✓	✓		✓	✓	40.9%
Children's Non-Fiction			✓	✓	✓	✓	✓	✓	39.4%
Music on CD's			✓	✓	✓		✓	✓	36.8%
Juvenile DVD			✓	✓	✓		✓	✓	36.8%
DVD		✓		✓	✓		✓	✓	34.4%
Spanish Materials								✓	11.8%

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

According to research data, there are some segments in the Southwest Regional 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 Southwest Regional, many are recurring 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 Southwest Regional when compared to the overall population.

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

##### **Percentage of Households in the Trade Area: 5.19%**

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 explores 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. While J02s are not frequent borrowers of Southwest Regional, they are Primary Borrowers of Central, Northside, and Seminary.

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

##### **Percentage of Households in the Trade Area: 4.83%**

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 television. The data suggests these types of materials could attract more E02 borrowers to the library. E02s are Primary Borrowers at Meadowbrook.

#### **K03: African-American Neighborhoods Profile**

##### **Percentage of Households in the Trade Area: 2.01%**

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. K03s tend to utilize library resources nearer to their homes rather than traveling to Southwest Regional. K03s are Primary Borrowers at Shamblee, Secondary Borrowers at East Berry, and Tertiary Borrowers at East Regional, Meadowbrook, 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)	98	164
Watched Ultrachamos (Univision) Once a Week Program With Full Attention*	78	143
Watched Plaza Sesamo (Telefutera) Once a Week Program With Full Attention*	97	152
Within Last 6 Months Read/Looked Into Furia Musical*	89	144
Prefer Reading Only In Spanish*	85	137
Prefer Listening To Radio In Some Other Language*	113	164
Visited Starmedia.com Spanish Website During Last 30 Days*	70	120
Read Weekly Publications On the Net*	81	128
Read Entertainment On the Net*	86	131
Read Men’s On the Net*	87	130
Read Women’s On the Net*	97	139
Other Country Most Identified With Is Guatemala*	101	141
Within Last 6 Months Read/Looked Into Newsweek En Espanol*	98	138
Notary Public Prepared Personal Taxes in Last 12 Months	93	132
Visited EspanolYahoo.com Spanish Website During Last 30 Days*	88	127
Listen to Univision Radion on Radio Mon-Sun Total (24 Hours)	88	126
Read Bi-Weekly Publications On the Net*	81	127
Other Country Most Identified With Is El Salvador*	86	122
Member of Country Club	145	110
Other Country Most Identified With Is Paraguay*	126	92
Other Country Most Identified With Is Costa Rica*	70	103
Type of Investment – Own City/Municipal or State Bonds	141	111
Type of Investment – Own 529 College Savings	114	86
Attend PGA Sporting Events	129	102
Type of Investment – Other US Government Bonds	129	104
Type of Investment – Other College Savings	123	98
Took 11 or More Domestic Plane Round Trips on Business During Last 12 Months	134	100

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: Southwest Regional Score Sheet



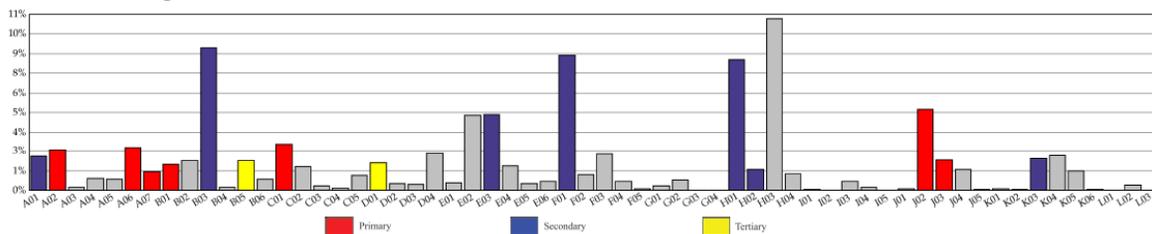
# Fort Worth Library Score Sheet

<b>Branch:</b> SOUTHWEST REGIONAL	<b>Score: 90</b>
<b>Address:</b> 4001 LIBRARY LN	
<b>City, State:</b> FORT WORTH, TX	
<b>DMA:</b> Dallas-Ft. Worth	<b>Date Scored:</b> 12/22/2009
<b>BUDS:</b> Suburban (3)	<b>Total SQFT:</b> 25,000
	<b>Trade Area (Minutes):</b> 11

Profile Indices	Average	Site
Active Borrower	100	97
Adult Fiction	100	124
Adult Non-Fiction	100	111
Best Sellers	100	129
Books on CD	100	126
Children's Fiction	100	101
Children's Non-Fiction	100	95
Door Counts	100	100
DVD	100	92
Juvenile DVD	100	84
Music CDs	100	101
PC Logins	100	92
Picture Books / Easy Readers	100	98
Reference	100	106
Remote Users	100	109
Spanish Materials	100	66
Teen	100	93

Demographics	Average	Site
Households	30,450	65,946
Active Borrowers	11,386	25,978
Active Borrower Penetration Percent	41.6	39.4
Five Year Population Growth Percent	5.0	3.7
Percent HH with Children	40.5	31.1
Percent Asian	3.1	3.1
Percent Black	25.1	12.7
Percent Hispanic	39.8	27.9
Median HH Income	\$41,401	\$51,103

### 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.