



## Summerglen Library

SUMMERGLEN PROFILE	
Address	4205 Basswood Boulevard
City Council District	4 – Danny Scarth
Drive-Time Trade Areas (in minutes)	8
Core Borrower	A07, B05

### Summary Overview

Buxton has completed an analysis of Summerglen Library to compare its overall library borrower profile and the profile for borrowers of different library collections and services. Based on data collected, Summerglen’s Core Borrowers are similar to each other in demographics and interests.

Borrowers of Summerglen tend to live within a drive-time of 8 minutes of the library, which is the average for Fort Worth Library branches. 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.



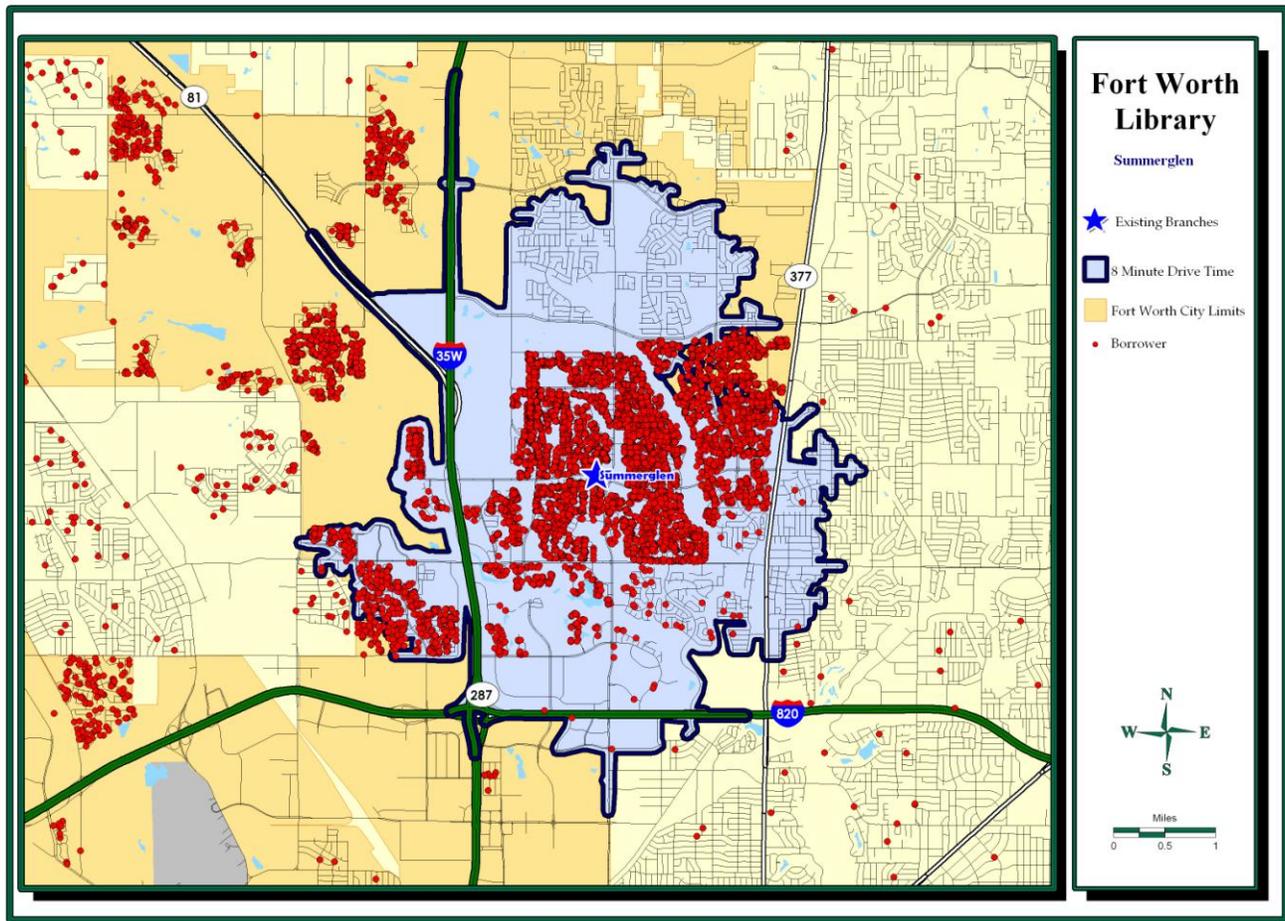
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## I. Trade Area – Where borrowers are served by this library

Seventy-five percent of Summerglen’s borrowers live within 8 minutes drive time of the location. However, mapping the residences of those borrowers shows that Summerglen draws borrowers mostly from adjacent neighborhoods or neighborhoods outside its trade area with no library alternative.

Figure 1: Trade Area Map



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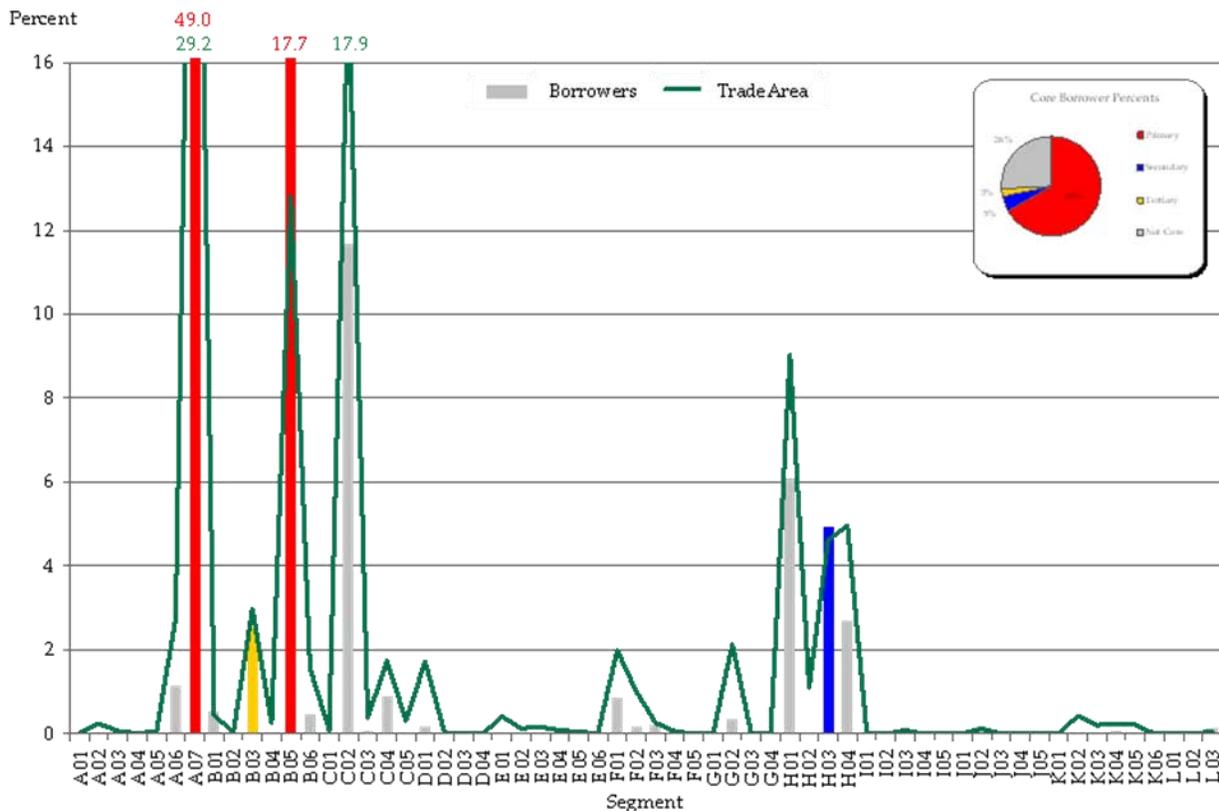
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## II. Core Borrower Profile

To determine Summerglen’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 Summerglen’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 Summerglen’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: Summerglen Library



### III. Primary Borrower Profile

#### **A07: New Suburbia Families Profile**

**Overall Branch Actual Borrowers: 48.98%**

**Percentage of Households in the Trade Area: 29.20%**

According to data on library card holders for the Fort Worth Library, this is the highest segment of Active Borrowers at Summerglenn. A07 borrowers account for 48.98% of Active Borrowers compared to 29.20% 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 child-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 TV 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 and 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.

#### **B05: Second-generation Success Profile**

**Overall Branch Actual Borrowers: 17.66%**

**Percentage of Households in the Trade Area: 12.79%**

B05 accounts for 17.7% of Active Borrowers at Summerglenn compared to 12.8% of households in the trade area. This segment has multi-ethnic households that have achieved upper-middle-class status through hard work and devotion to family. More than half the adults have attended college, landing a mix of blue- and white-collar jobs. These borrowers are primarily married couples with children who enjoy active family-centered lifestyles. They participate in team sports, and go on family outings to the zoo, aquarium, cinema, or their children's sporting games. These young families make a strong market for toys and high-tech products that are heavily influenced by children. Additionally, B05 borrowers enjoy virtually all media, including TV, radio, magazines, and the Internet, at above-average rates.

B05s are Primary Borrowers for Children's Fiction, Secondary Borrowers for Teen materials, Books on CD, and Remote Services, and Tertiary Borrowers for Picture Books & Easy Reader, Children's Non-fiction, Adult Fiction and Non-fiction, Music CDs, and DVDs .

## IV. Secondary & Tertiary Borrower Profiles

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

- **H03: Stable Careers - Overall Branch Actual Borrower: 4.92%**  
**Percentage of Households in Trade Area: 4.61%**  
Young and ethnically diverse singles residing in low- and high-rise apartment buildings and living comfortable lifestyles in big-city metropolitan areas.

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.

- **B03: Urban Commuter Families - Overall Branch Actual Borrower: 2.56%**  
**Percentage of Households in Trade Area: 2.97%**  
Upscale, college educated Baby Boomer families and couples living in comfortable, single detached homes in city neighborhoods on the metropolitan fringe.

## V. Core Borrower Habits

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

	Segment	A07	B05	Percentage of core Summerglenn borrowers with a propensity to use the category
Category				
Books on CD		✓	✓	66.6%
Children's Fiction		✓	✓	66.6%
Remote Users		✓	✓	66.6%
Teen		✓	✓	66.6%
Adult Fiction		✓	✓	66.6%
Adult Non-Fiction		✓	✓	66.6%
Children's Non-Fiction		✓	✓	66.6%
Music CD's		✓	✓	66.6%
Picture Books & Easy Readers		✓	✓	66.6%
PC Logins		✓	✓	66.6%
DVD		✓	✓	66.6%
Bestsellers		✓		48.9%
Juvenile DVD		✓		48.9%
Spanish Materials				

## VI. Borrowers Versus Non-Borrower Comparisons

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

#### H01: Young Cosmopolitans Profile

##### Percentage of Households in the Trade Area: 9.02%

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, Adult Non-fiction, Books on CD, Music CDs and reserve PC sessions and use Remote Services via the Internet.

#### H04: Aspiring Hispania Profile

##### Percentage of Households in the Trade Area: 4.95%

More than half the H04 residents are Hispanic and split fairly evenly between married and single households. Many of these newcomers have large families and feel squeezed between high rents and lower-middle-class incomes. With their modest educations—more than one-quarter have not completed high school—the cluster's residents typically work in low-paying service industries including food services, retail, and transportation. H04 households tend to have low-key lifestyles. H04 households lack discretionary income to spend on many leisure activities, but they do enjoy playing sports like soccer, baseball, and basketball. When they can, they will splurge on their children, taking them to theme parks and buying an array of games, toys, dolls and action figures. Many H04 members would like to own their own business. H04s shows above-average usage rates for every kind of media—TV, radio, magazines, and movies. When online, they visit chat rooms, watch streaming video, and visit sports sites. H04 is not a Primary or Secondary borrower segment at any library. It is a Tertiary segment at East Regional and Wedgwood.

**G02: Rural Southern Living Profile**

**Percentage of Households in the Trade Area: 2.12%**

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. G02's pursue outdoor activities and make a strong television 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 East Regional. Data suggest that materials relating to outdoor 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
Other Country Most Identified With is Paraguay*	240	345
Other Country Most Identified With is Panama*	353	251
Type of Investment – Own 529 College Savings*	223	171
Other Country Most Identified With is Brazil*	97	146
Prefer Listening To Radio In Some Other Language*	151	103
Accompanied Spouse On Business On Foreign Travel During Last 3 Years	193	147
Listen to Radio Disney on Radio Mon-Sun Total (24 Hours)	214	169
Other Country Most Identified With is Costa Rica*	197	156
Attend MLS Soccer Sporting Events	226	188
Type of Investment – Own Common or Preferred Stock in Company Work For	185	151
Traveled Abroad For Business Only During Last 3 Years	212	179
Took 11 Or More Domestic Plane Round Trips on Business During Last 12 Months	200	167
Other Offline Software Prepared Personal Taxes in Last 12 Months	167	134
Attend College Football Post Season Sporting Events	178	147
Watched Gran Cine (Telemundo) Once A Week Program With Full Attention*	60	91
Watched Ultrachamos (Univision) Once A Week Program With Full Attention*	34	65
Took 4 or More Foreign Round Trips By Plane for Personal During Last 3 Years	212	172
PC Used At Home For Time Management	190	160
Viewed ESPN Sports Packages on Pay-Per-View TV in Last 12 Months	157	127
Prefer Reading In Some Other Language*	46	75
Within Last 6 Months Read/Looked Into Furia Musical*	56	80
Bought Other Instructional/How-To DVD's in Last 12 Months	75	98
Very Interested in Championship Car World Series During Last 12 Months	57	80
Expect to Separate/Divorce During Next 12 Months	53	75
Visited EspanolYahoo.com Spanish Website During Last 30 Days*	83	104
Viewed Sunday Morning Shootout on AMC in Last 4 Weeks	45	65
Within Last 6 Months Read/Looked Ino Mira*	76	95
Listen to Tejano on Radio Mon-Sun Total (24 Hours)	57	76
Visited Hispanicvista.com Spanish Website During Last 30 Days*	106	88
Read Magazine Country Weekly	62	80
Watch WWE on TV Frequently	59	77
Read Entertainment On the Net*	70	87

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: Summerglen Score Sheet



# Fort Worth Library Score Sheet

**Branch:** SUMMERGLEN  
**Address:** 4205 BASSWOOD BLVD  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Suburban (3)

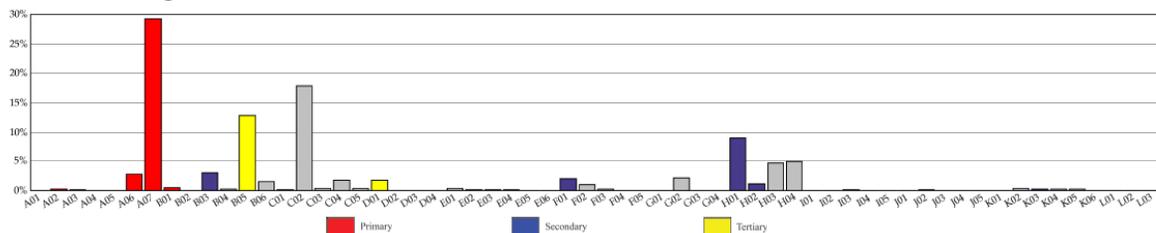
**Score: 102**

**Date Scored:** 12/22/2009  
**Total SQFT:** 11,000  
**Trade Area (Minutes):** 8

Profile Indices	Average	Site
Active Borrower	100	101
Adult Fiction	100	115
Adult Non-Fiction	100	100
Best Sellers	100	113
Books on CD	100	136
Children's Fiction	100	152
Children's Non-Fiction	100	129
Door Counts	100	99
DVD	100	82
Juvenile DVD	100	87
Music CDs	100	96
PC Logins	100	62
Picture Books / Easy Readers	100	145
Reference	100	54
Remote Users	100	106
Spanish Materials	100	40
Teen	100	127

Demographics	Average	Site
Households	30,450	23,399
Active Borrowers	11,386	7,699
Active Borrower Penetration Percent	41.6	32.9
Five Year Population Growth Percent	5.0	17.9
Percent HH with Children	40.5	47.1
Percent Asian	3.1	6.3
Percent Black	25.1	6.5
Percent Hispanic	39.8	21.5
Median HH Income	\$41,401	\$73,506

### 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.