

Wedgwood Library

WEDGWOOD PROFILE	
Address	3816 Kimberly Lane
City Council District	6 – Jungus Jordan
Drive-Time Trade Areas (in minutes)	8
Core Borrowers	A06, B03, B05, C01, F01, F04, K04

Summary Overview

Buxton has completed an analysis of Wedgwood Library to compare its overall library borrower profile and the profile for borrowers of different library collections and services. Based on data collected, Wedgwood core library borrowers are fairly similar in demographics and interests. Borrowers of Wedgwood tend to live within a



drive-time of 8 minutes of the branch, which is average among Fort Worth Library borrowers. 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.

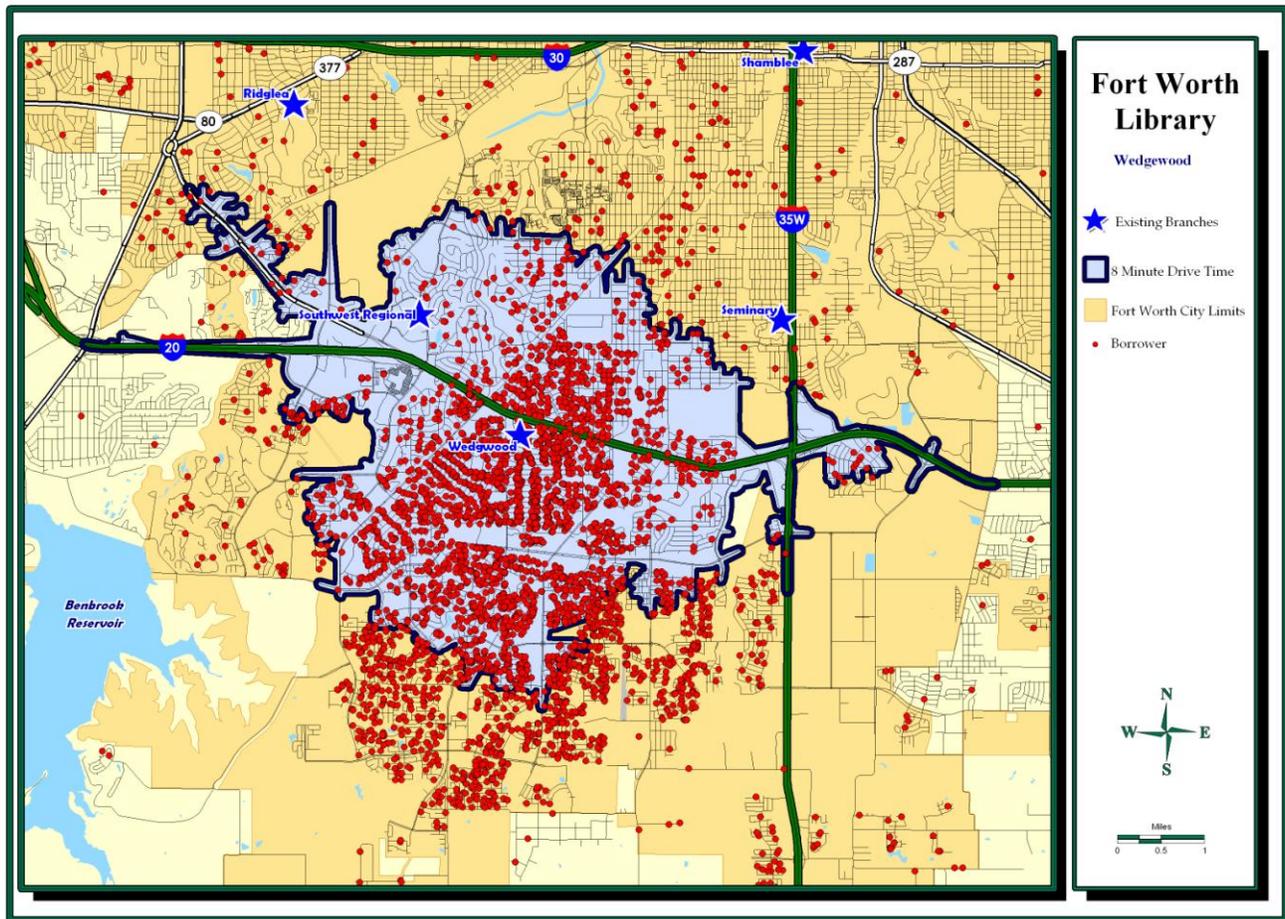
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I. Trade Area – Where borrowers are served by this library

Seventy-five percent of Wedgwood’s borrowers live within 8 minutes drive time of the location. Mapping the residences of those borrowers shows that Wedgwood draws borrowers from very near the location, and greater distances to the south of the location.

Figure 1: Trade Area Map



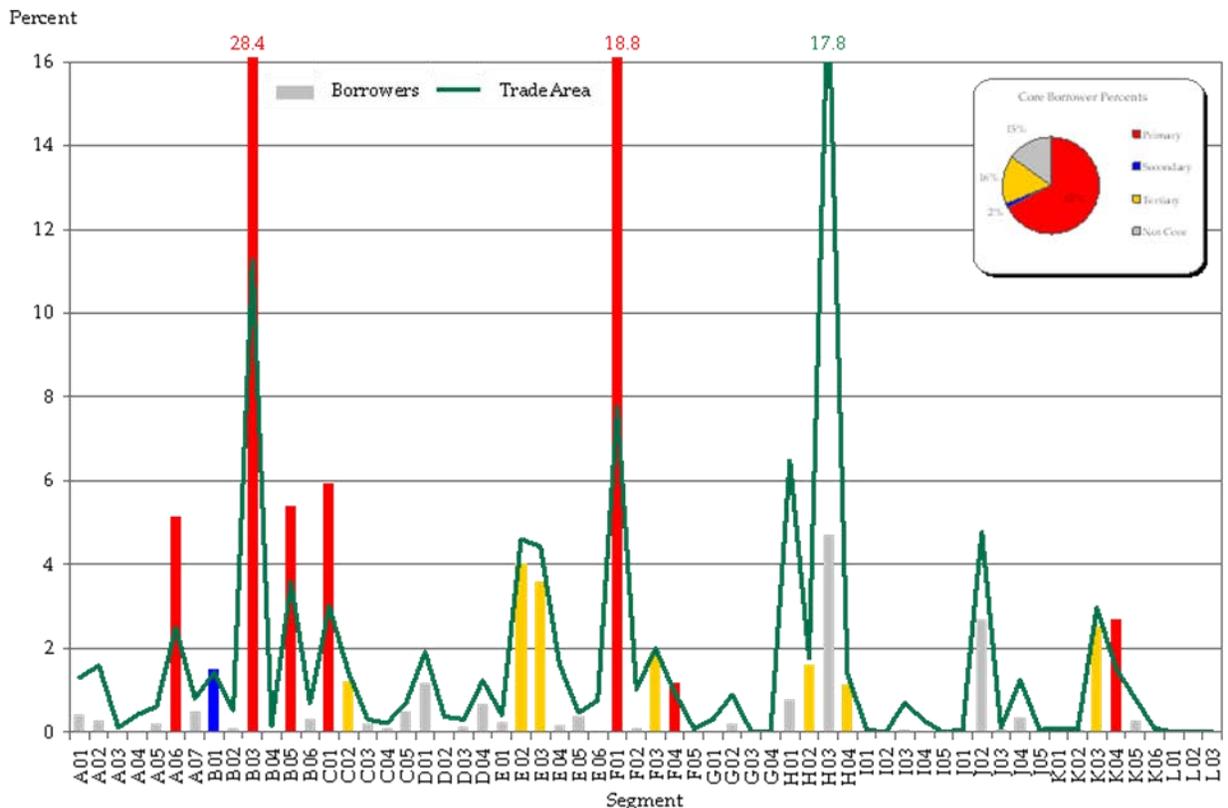
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II. Core Borrower Profiles

To determine Wedgwood’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 Wedgwood’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 Wedgwood’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: Wedgwood Library



III. Primary Borrower Profile

B03: Urban Commuter Families Profile

Overall Branch Actual Borrowers: 28.41%

Percentage of Households in the Trade Area: 11.25%

The B03 segment is the highest represented in the Active Borrowers at Wedgwood. B03 borrowers account for 28.41% compared to 11.25% 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 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.

F01: Steadfast Conservatives Profile

Overall Branch Actual Borrowers: 18.75%

Percentage of Households in the Trade Area: 7.74%

F01 borrowers rank second to B03 borrowers in terms of checked out materials and services used at Wedgwood, according to data. F01 represents 18.75% compared to 7.74% 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.

C01: Second City Homebodies Profile**Overall Branch Actual Borrowers: 5.93%****Percentage of Households in the Trade Area: 3.00%**

C01 accounts for 5.93% of the Active Borrowers at Wedgwood as compared to 3.00% of households in the trade area. C01 households consist of middle-aged couples and families. Most households are well-educated with many achieving 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, golf, 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, Adult 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.

B05: Second-generation Success Profile**Overall Branch Actual Borrowers: 5.40%****Percentage of Households in the Trade Area: 3.57%**

B05 borrowers account for 5.40% of the Active Borrowers at Wedgwood compared to 3.57% 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 childrens' 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 .

A06: Small-town Success Profile**Overall Branch Actual Borrowers: 5.13%****Percentage of Households in the Trade Area: 2.49%**

A06 represents 5.13% of Wedgwood's Active Borrowers compared to 2.49% 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.

K04: Urban Diversity Profile

Overall Branch Actual Borrowers: 2.68%

Percentage of Households in the Trade Area: 1.51%

Based on data collected, K04 represents 2.68% of Active Borrowers compared to 1.51% of households in the trade area. K04 is reflective of a large majority of households containing minorities. Most adults have completed high school or some college. Still, these borrowers face economic challenges, working at entry-level jobs in retail, health care, and food services. They tend to be more mobile than other minority populations. A third of K04 households have children, making them a strong market for children's products including toys, books, dolls, and board games. They also buy consumer electronics for their children and themselves. K04 borrowers enjoy TV and going online at a much higher rate than other segments. Data shows that K04s are Tertiary Borrowers for Teen materials, DVDs, and Juvenile DVDs.

F04: Urban Grit Profile

Overall Branch Actual Borrowers: 1.17%

Percentage of Households in the Trade Area: 0.94%

F04 accounts for 1.2% of the borrowers at Wedgwood, compared to 0.94% of households in the trade area. These households have a working-class lifestyle where the population is ethnically mixed – more than half the residents are Hispanic or African American. Nearly a third of the segment's population is under 35 years old, and most households contain singles or single-parent families with less than one in five containing married couples with children. This segment leads a fairly active, if modest, lifestyle. They play team sports, attend dance performances, and take their children to the zoo. F04s are households with children and influenced by toys, electronics, and video games that are geared towards children. Few segments have more fans of advertising than this one. They appreciate the entertainment value of TV ads and recall commercials while shopping. They are big fans of a variety of TV programs, read newspapers (usually the job ads first), and a variety of magazines. They rarely go online, but when they do, it is often at a library to check out job search websites.

F04 is a very small segment of the population, and therefore comprised very small percentages of overall check outs. Analysis noted no clear preferences for the segment. However, data from the segment profile suggests that F04 borrowers have a high interest in TV and radio, in particular radio stations that feature Spanish and urban programming.

IV. Secondary & Tertiary Borrower Descriptions

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

- **B01: Status-conscious Consumers - Overall Branch Actual Borrower: 1.50%**
Percentage of Households in Trade Area: 1.41%
Middle-aged Baby Boomer households living in suburban neighborhoods within a manageable commute to well-paying city jobs.

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 of the library.

- **E02: Urban Blues - Overall Branch Actual Borrower: 4.01%**
Percentage of Households in Trade Area: 4.60%
Young Hispanic families, singles, and single parents living in urban areas working in low paying, entry-level blue-collar and service jobs.
- **E03: Professional Urbanites - Overall Branch Actual Borrower: 3.58%**
Percentage of Households in Area: 4.43%
An upper-middle-class retirement oasis in the metropolitan sprawl containing very active empty nesting couples and older singles.
- **K03: African-American Neighborhoods - Overall Branch Actual Borrower: 2.52%**
Percentage of Households in Trade Area: 2.96%
Young, working-class minority city dwellers and single-parent families with low educational levels living in older homes and low-rise apartments.
- **F03: Southern Blues - Overall Branch Actual Borrower: 1.92%**
Percentage of Households in Trade Area: 2.00%
Racially mixed, young and lower-middle-class singles and couples living in older, garden style apartments in satellite cities.
- **H02: Minority Metro Communities - Overall Branch Actual Borrower: 1.62%**
Percentage of Households in Trade Area: 1.76%
Concentrated in inner-ring suburbs, these married couples and single-parent minorities earn above-average incomes from a mix of service industry and white-collar jobs in transportation, health care, education, and public administration.
- **C02: Prime Middle America - Overall Branch Actual Borrower: 1.23%**
Percentage of Households in Trade Area: 1.43%
A mix of young, upper-middle-class couples and families working in well paying white-collar and blue-collar jobs.
- **H04: Aspiring Hispania - Overall Branch Actual Borrower: 1.13%**
Percentage of Households in Trade Area: 1.39%
Young, married and single Hispanic households earning lower-middle-class incomes and living in urban gateway communities.

V. Core Borrower Habits

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

	Segment	A06	B03	B05	C01	F01	F04	K04	Percentage of core Wedgwood borrowers with a propensity to use the category
Category									
DVD		✓	✓	✓	✓	✓		✓	66.3%
Teen		✓	✓	✓	✓	✓		✓	66.3%
PC Logins		✓	✓	✓	✓	✓		✓	66.3%
Books on CD		✓	✓	✓	✓	✓			63.6%
Children's Fiction		✓	✓	✓	✓	✓			63.6%
Remote Users		✓	✓	✓	✓	✓			63.6%
Adult Fiction		✓	✓	✓	✓	✓			63.6%
Adult Non-Fiction		✓	✓	✓	✓	✓			63.6%
Children's Non-Fiction		✓	✓	✓	✓	✓			63.6%
Music CD's		✓	✓	✓	✓	✓			63.6%
Picture Books/Easy Readers		✓	✓	✓	✓	✓			63.6%
Juvenile DVD		✓	✓		✓	✓		✓	60.9%
Bestsellers		✓	✓		✓	✓			58.2%
Spanish Materials						✓			18.75%

VI. Borrowers Versus Non-Borrower Comparisons

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

H03: Stable Careers Profile

Percentage of Households in the Trade Area: 17.79%

H03s are a collection of young and ethnically diverse singles and childless couples living in the city. More than half have gone to college and most have white-collar jobs. The noted difference of H03 borrowers is that they enjoy urbane and fast-paced lifestyles, especially in comparison to some existing Core Borrowers at Wedgwood. They enjoy the urban nightlife, and staying in shape at health clubs. Their TV and magazine tastes skew to young and popular culture. Early tech adopters, they are computer literate and go online frequently. With such a 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 Summerglenn libraries.

H01: Young Cosmopolitans Profile

Percentage of Households in the Trade Area: 6.47%

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.

J02: Latino Nuevo Profile**Percentage of Households in the Trade Area: 4.77%**

J02 households are filled with children, in fact according to data, no other segment contains more large families than J02. Typically J02 residents are unable to afford many leisure activities, which data suggest may 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 and Non-fiction, Teen, Spanish materials, Music CDs, DVDs, Juvenile DVDs, and utilize Remote Services. While J02 borrowers are not frequent borrowers of Wedgwood, they are Primary Borrowers of libraries such as Central, Northside, and Seminary.

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 Honduras*	128	205
Other Country Most Identified With Is Brazil*	148	221
Expect To Buy First Home During Next 12 Months	98	168
Watched WWE (Telemundo) Once A Week Program With Full Attention*	95	149
Other Country Most Identified With Is Nicaragua*	81	130
Listen to Urban Contemporary On Radio Mon-Sun Total (24 Hours)	106	152
Other Country Most Identified With Is Ecuador*	64	108
Expect To Get Married During Next 12 Months	107	150
Visited Terra.com Spanish Website During Last 30 Days*	98	141
Watched Ultrachamos (Univision) Once A Week Program With Full Attention*	92	131
Prefer Listening To Radio Only In Spanish*	103	140
Other Country Most Identified With Is Columbia*	89	126
Listen To Oldies Rock – 70s on Radio Mon-Sun Total (24 Hours)	125	88
Listen to Univision Radio on Radio Mon-Sun Total (24 Hours)	100	136
Listen to Black/Rhythm and Blues on Radio Mon-Sun Total (24 Hours)	91	127
Expect First Child To Be Born During Next 12 Months	89	125
Read the Magazine Essence	89	124
Watch World Cup Soccer on TV Frequently	71	105
Visited Telemundo.com Spanish Website During Last 30 Days*	104	147
Read The Magazine American Baby	82	111
Use Internet Mostly At Airports	79	108
Attend Women’s Tennis Sporting Events	71	100
Read the Magazine North American Fisherman	112	84
H and R Block Taxcut (Online Tax Software) Prepared Personal Taxes in Last 12 Months	111	85
Member of American Association of Retired Persons (AARP)	117	93
Viewed NASCAR on TNT on TNT in Last 4 Weeks	98	74
Viewed Concerts on Pay-Per-View TV in Last 12 Months	118	95
Member of Fraternal Orders (Elks, Masons, Eastern Star)	106	83
Very Interested in NASCAR Busch Series During Last 12 Months	95	72
Read the Magazine Field and Stream	88	65
Watch LPGA on TV Frequently	115	93
Banking & Investments – Currently Have Savings Certificates CD/Short Term	112	90

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: Wedgwood Score Sheet



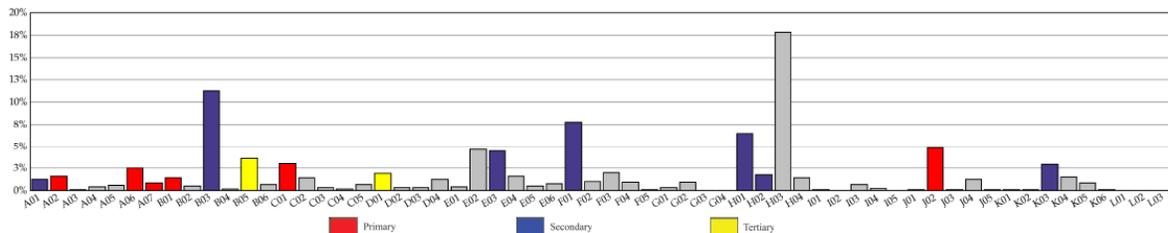
Fort Worth Library Score Sheet

Branch: WEDGWOOD	Score: 93
Address: 3816 KIMBERLY LN	
City, State: FORT WORTH, TX	
DMA: Dallas-Ft. Worth	Date Scored: 12/22/2009
BUDS: Suburban (3)	Total SQFT: 5,664
	Trade Area (Minutes): 8

Profile Indices	Average	Site
Active Borrower	100	94
Adult Fiction	100	121
Adult Non-Fiction	100	108
Best Sellers	100	123
Books on CD	100	120
Children's Fiction	100	98
Children's Non-Fiction	100	93
Door Counts	100	100
DVD	100	90
Juvenile DVD	100	81
Music CDs	100	100
PC Logins	100	88
Picture Books / Easy Readers	100	96
Reference	100	108
Remote Users	100	105
Spanish Materials	100	62
Teen	100	91

Demographics	Average	Site
Households	30,450	36,143
Active Borrowers	11,386	14,796
Active Borrower Penetration Percent	41.6	40.9
Five Year Population Growth Percent	5.0	3.5
Percent HH with Children	40.5	31.8
Percent Asian	3.1	3.5
Percent Black	25.1	14.2
Percent Hispanic	39.8	27.5
Median HH Income	\$41,401	\$51,066

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.