



**Fort Worth Library**  
**Methodology Statement**  
**February 2, 2010**

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## Executive Summary

Buxton® has completed an analysis of Fort Worth Library data to construct Drive-Time Trade Areas and build *Mosaic*® Segmentation Profiles. Developed at the household level by Buxton's data partner, Experian, the *Mosaic*® segmentation system provides global reach and access to an expanded catalog of 75,000 consumer lifestyle characteristics. This analytical approach is widely used by retailers, and has been adapted for use for the Fort Worth Library.

These trade areas and lifestyle segmentation profiles of the households served by the current Fort Worth Library system were then utilized to suggest what the optimal collection components would be for each existing Library branch. In addition, Buxton used the information learned from the trade area and Library borrower profile to locate potential new library branch locations within the city of Fort Worth, and also make recommendations about the collections & services housed at each of those new branches.

## Objectives

- To determine Drive-Time Trade Areas
- To profile the trade areas and determine *Mosaic* core borrower segments.
- To utilize the profiles and trade areas developed to understand where new library branches & services should be located.

## Data Summary

- Branch Data
  - Data were received for 15 Fort Worth Public Library branches, including:
    - Geographic location
    - Performance metrics for use in top/all profiles:
      - Door counts
      - Computer logins
      - Reference queries
- Borrower Data
  - Fort Worth Library provided borrower records for library card holders and check out information for service categories and types of materials. Buxton studied these records to draw conclusions about the general users of each library location and each service category. As an initial step in the study, Buxton examined the total counts of overall borrower records and service category check outs. All profiles reported to Fort Worth Library are based on a sample set that provides confidence in the results and conclusions. The borrower records summarized below are used in the borrower profiles and trade area analyses:
    - 91,444 borrower records with last checkout date since 1/1/2006, as of October 2009.

- 12,664 borrower records representing current checkouts as of October 2009.

## Drive-Time Trade Area

The Drive-Time Trade Area identifies how far borrowers are willing to drive to a Fort Worth Library location. The determination of Fort Worth Library’s Drive-Time Trade Areas can provide the following benefits:

- Identifies the area where Fort Worth Library’s borrowers live
- Determines where advertising may be most effective
- Assists in determining coverage gaps

Drive-time methodologies incorporate speed limits, road classification, length of road, time of day, as well as other factors. Street networks around each borrower were generated, and drive times were attached to each segment of road.

For the Fort Worth Library branches, 75% of active borrowers live within an **8-minute** drive time of the location visited. See page 5 for more discussion of active borrowers.

Drive-time trade areas by branch are shown in the chart below:

BRANCH	ADDRESS	TRADE AREA (IN MINUTES)
BUTLER OUTREACH LIBRARY DIVISION	1801 N SOUTH FWY	2
CENTRAL LIBRARY	500 W 3RD ST	15
CAVILLE OPPORTUNITY OUTREACH LIBRARY	5060 AVENUE G	2
DIAMOND HILL/JARVIS	1300 NE 25TH ST	7
EAST BERRY	4300 E BERRY ST	7
EAST REGIONAL	6301 BRIDGE ST	10
MEADOWBROOK	2800 STARK ST	7
NORTHSIDE	601 PARK ST	7
RIDGLEA	3628 BERNIE ANDERSON AVE	9
RIVERSIDE	2913 YUCCA AVE	5
SEMINARY	501 E BOLT ST	8
ELLA MAE GRATTS SHAMBLEE	1062 EVANS AVE	9
SOUTHWEST REGIONAL	4001 LIBRARY LN	11
SUMMERGLEN	4205 BASSWOOD BLVD	8
WEDGWOOD	3816 KIMBERLY LN	8

## Borrower Profile Analysis

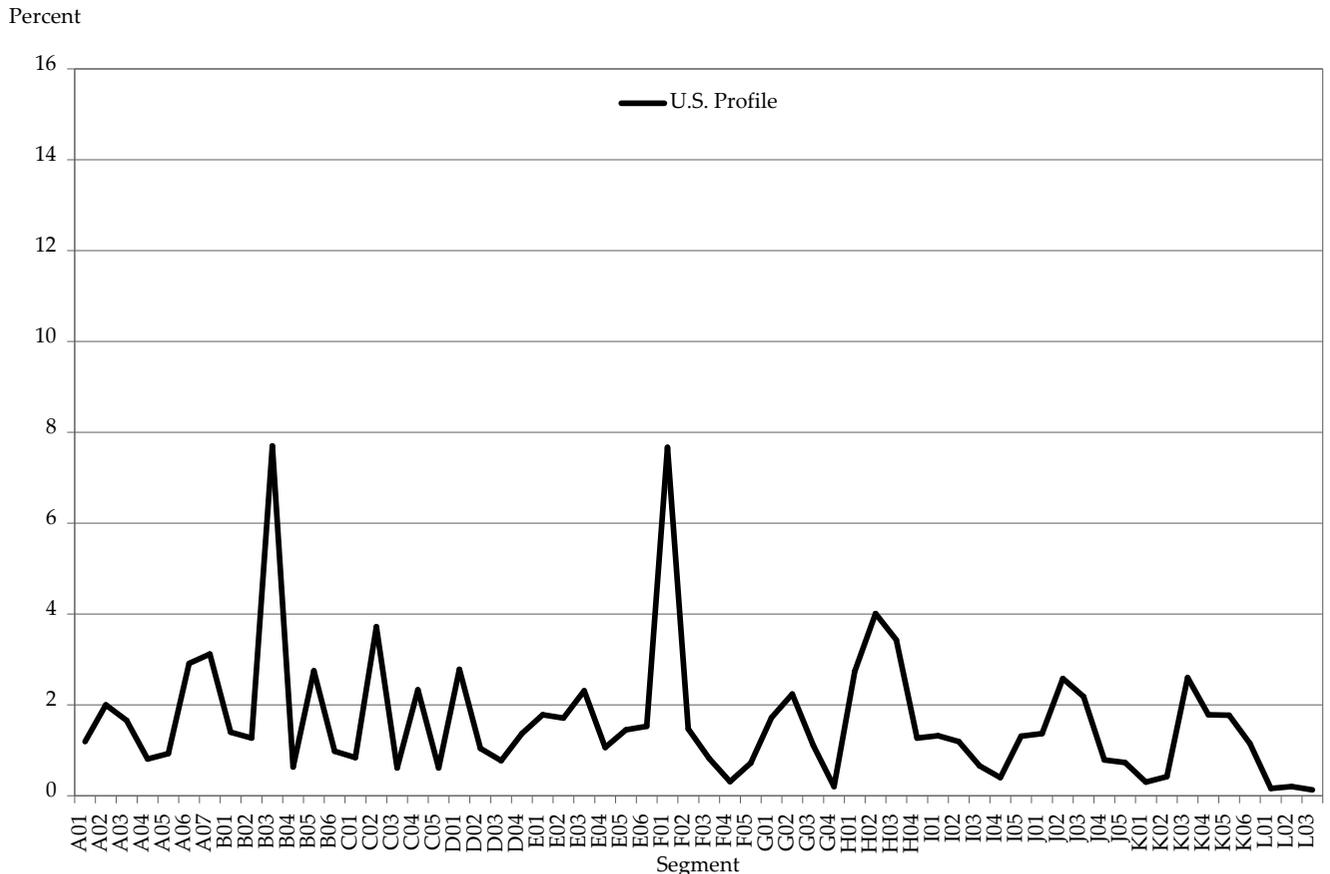
### Segmentation

Mosaic® categorizes every U.S. household into 1 of 60 unique segments, from Segment A01 to Segment L03. Segmentation integrates behavioral, demographic and consumer spending habits into models that accurately describe any household in the United States. These models describe everything from age, income and education to hobbies and purchasing decisions a household is likely to make.

The segmentation process has been thoroughly tested and is one of the most sophisticated geographic targeting systems available. For general information on **Mosaic® USA** segmentation please reference the brief Mosaic® grouping and segment summaries provided in the Appendix at the end of this Methodology Statement. Please also refer to the **Mosaic® USA Multimedia Guide** found at [www.buxtonco.com/mosaic.asp](http://www.buxtonco.com/mosaic.asp) for a more detailed breakdown of lifestyle habits and preferences associated with specific segments.

Figure 1: The Mosaic® Profile of the US

This chart shows the percent of households in each segment in the U.S.



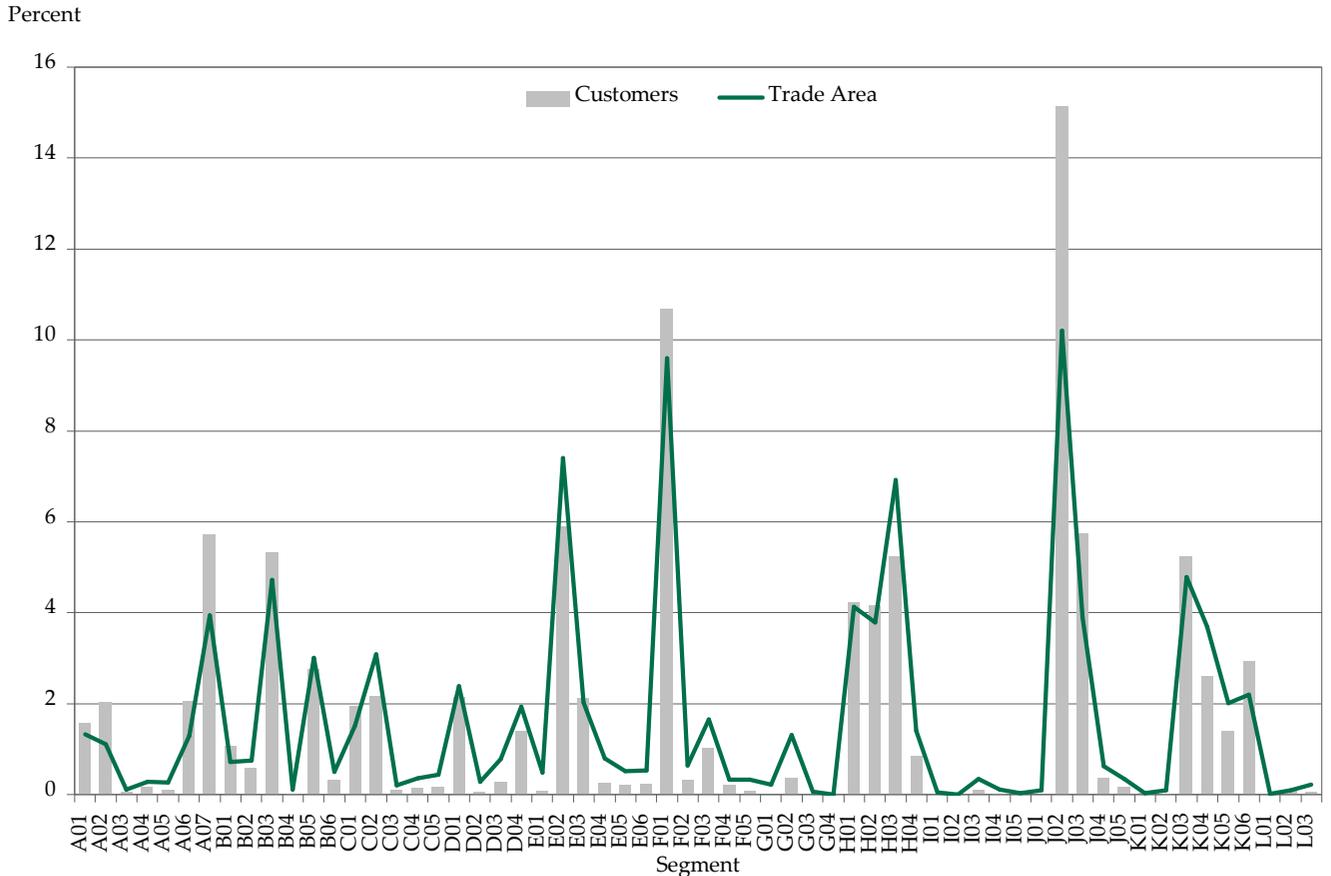
**Active Borrower Profile vs. Trade Area**

To determine Fort Worth Library’s Active Core Borrowers, the profile of active borrowers (i.e., those who have used their library cards since 1/1/2006) is compared to the profile of all households in the trade area. In other words, we analyze the types of households that are using the Library against all households who have access to that Library (i.e., are within the same distance of the Library as its users).

Graphing the percent composition of Fort Worth Library borrowers along with the percent composition of the trade area identifies which segments are most likely to be Fort Worth Library active borrowers. If a segment makes up a higher percentage of the active borrowers than it makes up of the trade area, Fort Worth Library is capturing a relatively large proportion of that segment from the trade area.

Notice that some segments are better represented as Fort Worth Library active borrowers than in the trade area. For example, 5.7% of the Fort Worth library active borrower households are from **Segment A07**, whereas 3.9% of Fort Worth’s households are in Segment A07. This differentiation contributes to the determination of core borrowers.

Figure 2: Developing the Active Borrower Profile



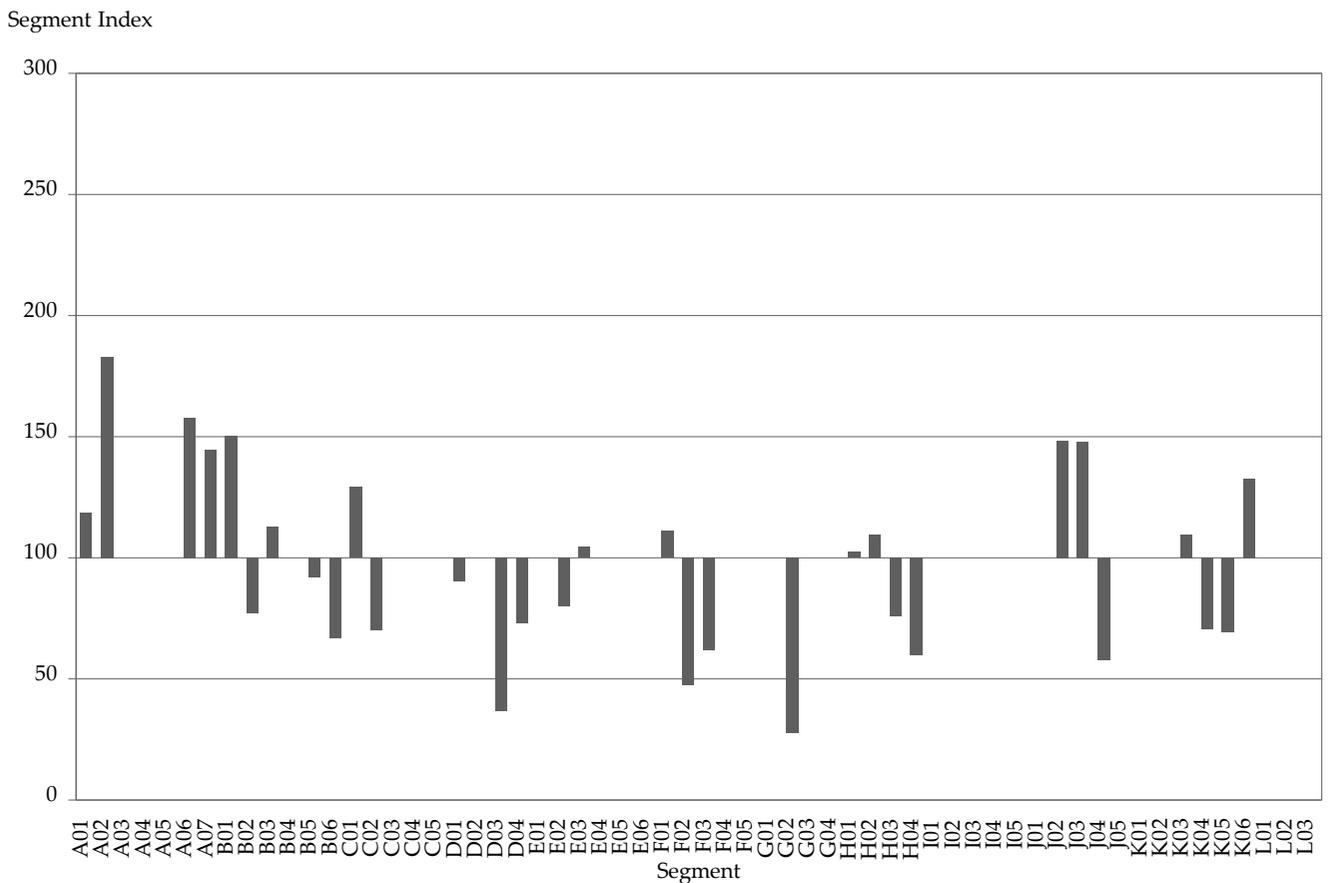
### Segment Index: Active Borrowers

The Segment Index is a measure of the likelihood of a segment to be a Fort Worth Library active borrower. The index compares the segmentation of Fort Worth Library active borrower to the profile of the trade area.

When the percent composition of a borrower segment is higher than that of the trade area, the Segment Index for that segment will be high. For each segment, the higher the index, the more likely the segment is to be a Fort Worth Library borrower.

A Segment Index of 100 means the segment is no more or less likely to be a borrower than the typical trade area household, while an index of 200 means the segment is twice as likely to be a borrower. For example, **Segment A07** has a Segment Index of 145, which indicates that **Segment A07** households are almost one and a half times as likely to be active borrowers.

Figure 3: Segment Indexes for the Active Borrower Profile



Segments with a small sample size are excluded from the graph above.

## Core Borrower Selection

By using the percent composition graph in conjunction with the Segment Index, Fort Worth Library core borrowers can be determined. To be a core borrower, a segment must comprise at least 1% of the current borrower base. Core borrowers are then differentiated as follows:

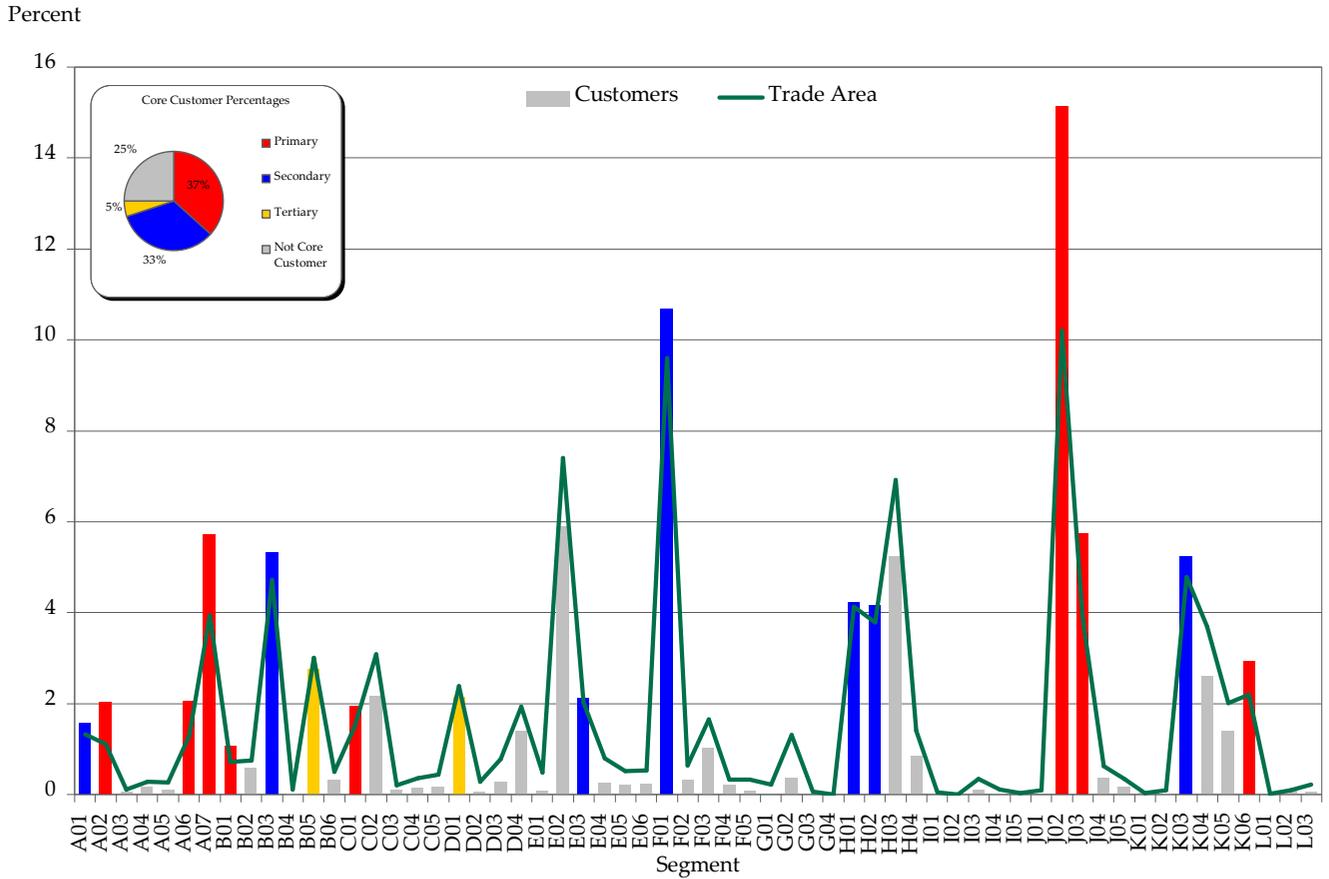
- **Primary Core Borrowers** have a Segment Index of at least 120. These segments have a high likelihood of being Fort Worth Library borrowers.
- **Secondary Core Borrowers** have a Segment Index between 100 and 120. These segments are likely to be Fort Worth Library borrowers.
- **Tertiary Core Borrowers** have a Segment Index between 80 and 100. Tertiary core borrowers are less likely to be Fort Worth Library borrowers, but only slightly so, and thus could be considered opportunity segments that could be targeted to expand your borrower base.

The graph on the next page identifies the Active Borrower core borrowers for Fort Worth Library.

### Core Borrowers: Active Borrowers

The following graph shows the Primary Core Borrowers in red, Secondary Core Borrowers in blue, and Tertiary Core Borrowers in yellow. The bars represent the percent composition of the borrowers, and the green line represents the households in the trade area.

Figure 4: The Fort Worth Library Active Borrower Profile



### Service Category and Branch level Profiles

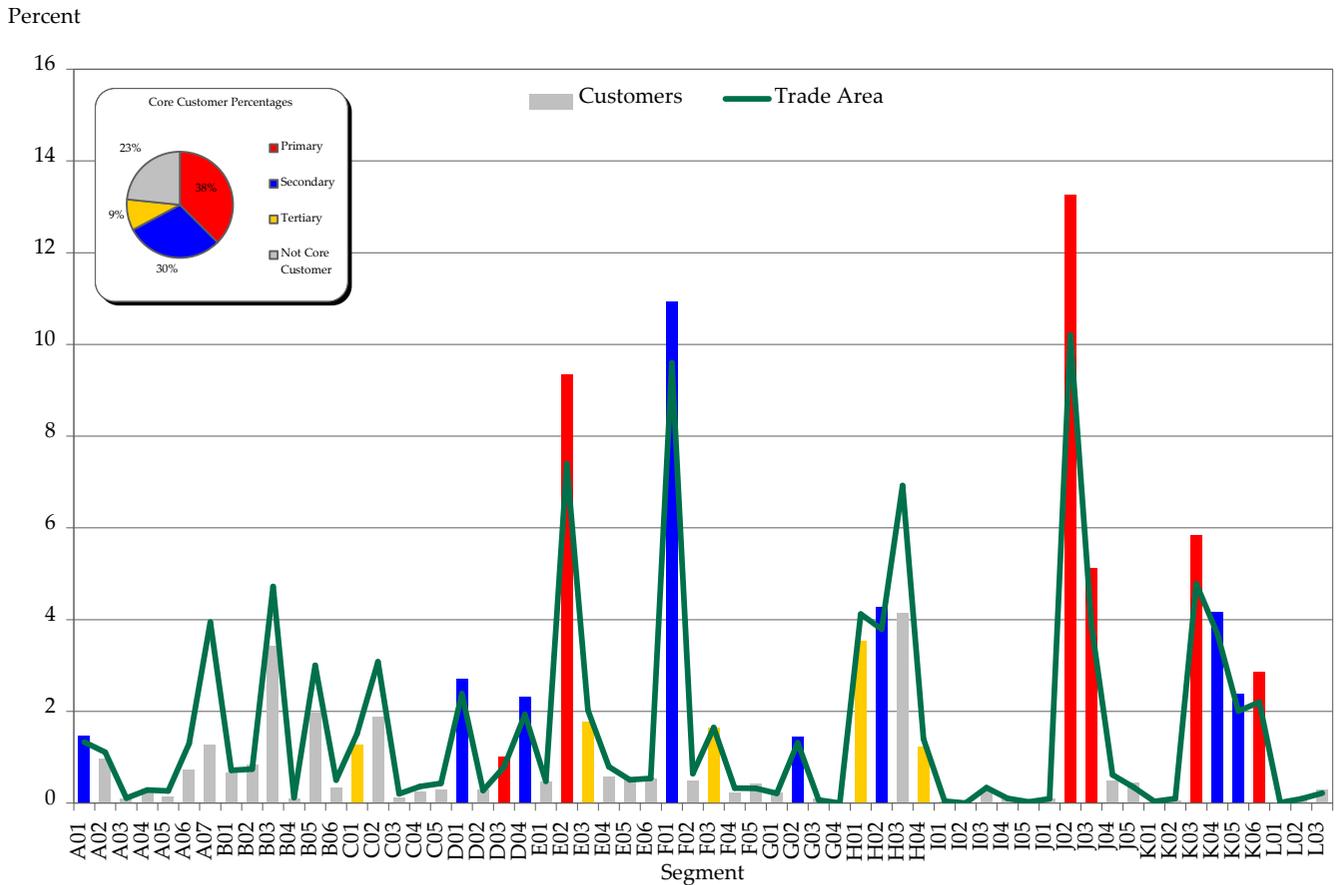
The same methodology reported for the overall Active Borrower profile was also used to create profiles for each Fort Worth Library branch and each service category that has borrower check out data with sufficient sample sizes (i.e., greater than 1000 households with checked out material within the category). We noticed dramatic differences in both the profiles (who is using the library branches) and the trade areas (who has the library available to them) by branch. See the service category profile section and the branch sections of this report to note service category profiles and branch level library profiles.

In addition, Buxton completed “Top vs. All” analyses for service categories that had performance indicators (e.g., computer logins, reference queries) that were not tied to specific borrower households that could be profiled directly using a borrower’s address & associated data.

“Top vs. All” analyses show a performance implied profile for services. To arrive at the profile, the trade areas around the Fort Worth Library branches with performance in the top 30% based on the performance indicator are compared to the trade areas around all the Fort Worth Library branches.

As an example, the following chart shows the distribution, or percent composition, of those households within the drive time of the Fort Worth Library branches with performances in the top 30% of performance for computer log-ins as compared to all branches.

Figure 5: Top-All Profile for Computer Log-Ins at Fort Worth Library branches



Notice that some segments are better represented around top-performing branches. This differentiation contributes to the determination of core borrowers. In essence, core borrowers for these services are inferred to be segments that are more highly concentrated around areas where services are highly utilized.

### Existing Branch Network Service Category Optimization

Based on the Mosaic® profiles and the indices regarding specific lifestyles, hobbies, education, interests, and purchasing behaviors at the branch level and for different library service categories,

Buxton offers a review of the profile data which suggests the optimal mix of materials for each current branch. Our observations are made considering the likely activities and interests of the households around each library branch, and the general information in the profiles regarding what types of households tend to use what services driven by the Fort Worth Library's active borrower and checked out materials data.

### **Next Steps: Fort Worth Market Studies**

Buxton's next steps are to take the overall and branch level and service category level profiles and create two plans for locating library branches for the City of Fort Worth. Buxton will deliver two versions of results:

1. A Fill In Study – this deliverable is a mapped plan for Fort Worth Library noting opportunities for additional branches and locations. Each new identified location will be accompanied by a report noting the overall profile of the area that the location would serve and recommended services for the branch.
2. A White Paper Study – this deliverable is a mapped plan for Fort Worth Library noting what an optimal configuration of library locations would be if we were not constrained by existing locations. In essence, this scenario pretends that no library locations currently exist, and it notes the optimal spacing, library type and configuration of the locations for the best coverage of the city. As with the Fill In Study, each identified library location will be accompanied by a report noting the overall service area of the location, the profile of that area served, and a recommendation for the types of services to be offered at the location.

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## Appendix: Mosaic USA Group Descriptions

A full Mosaic media guide is available online at: [www.buxtonco.com/mosaic.asp](http://www.buxtonco.com/mosaic.asp)

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### Group A Affluent Suburbia

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*The wealthiest households in the U.S. living in exclusive suburban neighborhoods enjoying the best of everything that life has to offer*

The seven Segments in the Group A comprise the wealthiest households in the nation. These segments outrank all other Mosaic Segments in terms of household income, home value and educational achievement. Concentrated in exclusive suburban neighborhoods, these households are predominantly white, college educated and filled with Baby Boom parents and their children. With their managerial and executive positions paying six-figure-plus incomes, they enjoy the good life in fashionable houses outfitted with the latest technology. These are the Americans who drive luxury cars, belong to country clubs, travel abroad and relax by sailing, golfing or skiing. Many are culture buffs who attend the theater, art shows, dance performances and concerts, all at high rates. Both their purchasing behavior and media choices reflect their interests in money management, travel, computers and gourmet foods.

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#### Segment A01 America's Wealthiest

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*The nation's wealthiest households are financially secure with expensive tastes, living the most luxurious of lifestyles in the most affluent and exclusive communities*

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#### Segment A02 Dream Weavers

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*Well-off families with school age children, living an affluent, suburban version of the American Dream*

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#### Segment A03 White Collar Suburbia

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*A haven for upscale, college educated Baby Boomers living in suburban comfort in expensive new subdivisions*

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#### Segment A04 Upscale Suburbanites

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*A portrait of pleasant living, consisting of affluent, middle-aged empty nesting couples and singles in established suburban neighbourhoods*

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#### Segment A05 Enterprising Couples

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*A collection of married couples with children and childless duos living in upper-middle-class commuter communities*

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#### Segment A06 Small Town Success

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*White-collar, college educated, middle-aged working couples living in newly developed subdivisions outside the nation's beltways*

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#### Segment A07 New Suburbia Families

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*Young, affluent working couples with pre-school children concentrated in fast-growing, metro fringe communities*

## **Group B Upscale America**

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*College-educated couples and families living in the metropolitan sprawl earning upscale incomes providing them with large homes and very comfortable and active lifestyles*

The six Segments in Group B are populated with mainly white, college-educated couples and families living in the metropolitan sprawl. Most of the adults work as executives and white-collar professionals, and their upscale incomes provide them with large homes and comfortable lifestyles. They like to spend their leisure time getting exercise – jogging, biking and swimming are popular – or shopping for the latest in-fashion and high-tech electronics. They are active in community affairs as members of business clubs, environmental groups and arts associations. They're selective media fans who prefer magazines and cable TV channels that cover business, fashion and the arts. Their one exception is the Internet. These Americans are omnivorous Web users who go online for everything from banking and trading stocks to downloading music and buying merchandise.

### **Segment B01 Status-Conscious Consumers**

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*Middle-aged Baby Boomer households living in suburban neighborhoods within a manageable commute to well-paying city jobs*

### **Segment B02 Affluent Urban Professionals**

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*Affluent singles and couples who live in the chic high-rise neighborhoods of many big cities, owning swank condos and apartments*

### **Segment B03 Urban Commuter Families**

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*Upscale, college-educated Baby Boomer families and couples living in comfortable, single detached homes in city neighborhoods on the metropolitan fringe*

### **Segment B04 Solid Urban Life**

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*A mix of upper-middle class younger and middle-aged couples and singles who enjoy upscale comfort in maturing bedroom suburbs*

### **Segment B05 Second-Generation Success**

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*Upper-middle-class and large multi-ethnic households working in white and blue-collar jobs within metro fringe communities*

### **Segment B06 Successful Suburbia**

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*Middle-age, married couples with children who enjoy an upscale life far from the downtown hustle of city living*

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## Group C Small-Town Contentment

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*Middle-aged, upper-middle-class families living in small towns and satellite cities with moderate educations employed in white-collar, blue-collar and service professions*

The five Segments in Group C represent the nation's middle-aged, upper-middle-class families living in small towns and satellite cities. As a group, they share moderate educations and a mix of well-paying jobs in white-collar, blue-collar and service professions. With their locations outside the nation's major metros, these households can afford recently built homes and new SUVs and pickup trucks. They enjoy outdoor sports like hiking, fishing and camping. They are also close enough to big cities to frequent comedy clubs, nightclubs and upscale malls for designer clothes and sporting goods. They tend to have varied media tastes, enjoying music and comedy shows on television, modern rock and country music on the radio and fitness and music magazines from newsstands. They are active Internet users going online for instant messaging, exchanging email and getting the latest sports scores and news.

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### Segment C01 Second City Homebodies

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*Financially conservative, dual working, middle-aged couples and families living in small, satellite cities along the East and West coasts*

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### Segment C02 Prime Middle America

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*A mix of young, upper-middle-class couples and families living in both small towns and midsized cities working in well paying white-collar and blue-collar jobs*

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### Segment C03 Suburban Optimists

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*A portrait of middle-class diversity containing middle-aged couples and families living in older suburban homes, duplexes and apartments located in coastal states*

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### Segment C04 Family Convenience

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*Sprawling families living in remote towns and military bases containing dual-income couples working at skilled blue-collar jobs in manufacturing and construction as well as in the military*

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### Segment C05 Mid-Market Enterprise

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*Located in small towns throughout New England, these households are mix of middle-aged and middle-income singles and couples with high school degrees and some college education*

## **Group D Blue-Collar Backbone**

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*Budget-conscious, young and old blue-collar households living in older towns working in manufacturing, construction and retail trades*

The four Segments in Group D are a bastion of blue-collar diversity. This group features above-average proportions of both old and young residents, whites and Hispanics, families and singles, homeowners and apartment renters. Most residents live in older outlying towns and cities, and work at blue-collar jobs in manufacturing, construction and retail trades. Their lifestyle reflects a working-class sensibility. Their most popular leisure activities include baseball, soccer, fishing and woodworking. They're more likely to go out to a veterans club than attend a concert or play. These budget-conscious households shop at discount clothiers and department stores, and they have low rates for buying investments or insurance products. With relatively few entertainment options due to their remote location or lack of discretionary income, this group is a strong market for traditional media. Residents like to watch soaps and game shows on television, listen to country music on the radio and read a variety of outdoor and women's magazines.

### **Segment D01 Nuevo Hispanic Families**

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*Young and lower income Latino family households living in working-class neighborhoods of large cities*

### **Segment D02 Working Rural Communities**

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*Middle-class empty-nesting couples, middle-aged families and single seniors living in older, industrial towns skilled in blue-collar construction and manufacturing jobs*

### **Segment D03 Lower-Income Essentials**

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*Lower-income empty-nesting couples and aging seniors, living in out of the way towns in aging houses and mobile homes*

### **Segment D04 Small-City Endeavors**

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*A mix of lower income, young and old, singles, families and single parents living in older homes and small apartments in working-class towns*

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## Group E American Diversity

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*A diverse group of ethnically mixed singles and couples, middle-aged and retired with middle-class incomes from blue-collar and service industry jobs*

Group E is a reflection of how contrasting mid-America's population is. It is an ethnic mix of middle-aged couples, singles and retirees. With a few exceptions, these six Mosaic Segments consist of households with average educations and middle-class incomes from blue-collar and service industry jobs. Many of the group's adults are older Americans — aging singles and couples who've already exited the workplace. They tend to have unassuming lifestyles, scoring high for reading books and newspapers, going to movies and plays, and socializing through fraternal orders and veterans clubs. They have traditional media tastes, enjoying TV news, movies and game shows as well as business and shelter magazines. Conservative in their politics and fashion, they have limited interest in new clothing styles, consumer electronics or the Internet.

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### Segment E01 Ethnic Urban Mix

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*An ethnic mix of young and diverse city dwellers who are middle-aged singles and families living in older inner-city neighbourhoods*

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### Segment E02 Urban Blues

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*Young Hispanic families, singles, and single parents living in urban areas working in low paying, entry-level blue-collar and service jobs*

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### Segment E03 Professional Urbanites

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*An upper-middle-class retirement oasis in the metropolitan sprawl containing very active empty nesting couples and older singles*

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### Segment E04 Suburban Advantage

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*Empty-nesting couples and retirees living in middle-class homes and condominium developments in dense retirement communities along the Atlantic and Pacific coasts*

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### Segment E05 American Great Outdoors

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*Older rural couples and retirees scattered in remote communities around the country living on low wage and Social Security in modest homes, small apartment buildings and mobile homes*

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### Segment E06 Mature America

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*Home to the Greatest Generation, these senior residents earn modest and fixed incomes and live primarily in city neighborhoods in high-rise apartments, mobile homes and assisted living facilities*

## **Group F Metro Fringe**

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*Racially mixed, lower-middle-class clusters in older single-family homes, semi-detached houses and low-rise apartments in satellite cities*

Group F is a collection of five racially mixed, lower-middle-class Mosaic Segments located primarily in satellite cities such as Kissimmee, FL, Flint MI, Joliet, IL and Fresno, CA. Many of the group's households consist of young singles and couples who work at blue-collar and service industry jobs. They tend to live in older single-family homes, semidetached houses and low-rise apartments. Overall, this group is relatively active and pursues sports-oriented lifestyles participating in activities such as soccer and softball, rollerblading, skateboarding, gocarting and video gaming. As shoppers, they patronize discount retailers where they buy the latest fashion and tech gear at low prices. In their homes, they're fans of electronic media, whether it's watching youth-oriented cable channels like Spike TV, FX and Cartoon Network, or going online to chat forums and Web sites for job listings or music downloading.

### **Segment F01 Steadfast Conservatives**

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*Home to high-school educated mature singles and couples living in middle-class urban bluecollar neighborhoods*

### **Segment F02 Moderate Conventionalists**

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*Highly mobile, middle-class singles and childless couples living in modest homes, semidetached houses and apartments scattered throughout second-tier cities*

### **Segment F03 Southern Blues**

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*Racially mixed, young and lower-middle-class singles and couples living in older, garden style apartments in satellite cities throughout the South*

### **Segment F04 Urban Grit**

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*Young, ethnically mixed, working-class singles and single-parent households living in blue-collar neighborhoods in second-tier cities scattered around the country*

### **Segment F05 Grass-Roots Living**

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*Less educated, racially diverse mix of middle-aged couples, families and singles living in lower middle-class rural villages and aging industrial towns throughout the Midwest and South*

## **Group G Remote America**

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*A mix of farming and small industrial rural communities with outdoor oriented lifestyles living primarily in America's heartland*

The four Group G Segments reflect heartland lifestyles, a mix of farming and small industrial communities mostly located in the nation's midsection. The working -class couples and families in this group tend to be employed in agriculture and blue-collar jobs that pay modest wages. The median home value is about half the national average, and a significant number of residents live in mobile homes. No group has a lower population density, and few have higher rates for outdoors-oriented lifestyles. Households spend their leisure time fishing, hunting, hiking and horseback riding. In their homes, they look to their TV sets for entertainment, especially game shows, soap operas and home improvement shows. Their magazine tastes may split along gender lines with the men reading hunting publications while the women peruse shelter magazines. On the radio, country and western is the preferred choice of music.

### **Segment G01 Hardy Rural Families**

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*Predominantly middle-class, older Americans living rustic lifestyles in older single-family houses and mobile homes located in tiny towns and isolated villages*

### **Segment G02 Rural Southern Living**

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*Low income, blue-collar couples and families scattered in sparsely settled mobile home communities across the South*

### **Segment G03 Coal and Crops**

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*Rural, low-income families and singles living in small, racially mixed hamlets in sparsely populated areas working in mining and farming jobs throughout the Midwest and South*

### **Segment G04 Native Americana**

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*Young low-income, blue-collar families living in small towns and isolated communities in the Western states*

## **Group H Aspiring Contemporaries**

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*Young, mostly single, ethnically diverse, online active households living in new homes or apartments with discretionary income to spend on themselves*

The four Segments in Group H are all filled with upward strivers. The households tend to be young (Generation Xers between 18 and 34 years old), ethnically diverse (about 40 percent are minorities) and unattached (about two-thirds are single or divorced). Yet despite traditional barriers to affluence, the members of these metropolitan segments are already solidly middle-class. Many live in relatively new homes or apartments valued at more than the national average — a reliable sign of upward mobility. They're big culture buffs who like to see plays, movies, comics and live bands. They spend a lot of their discretionary income on the latest fashions and consumer electronics. They're heavy media consumers, listening to jazz on the radio and reading the Sunday paper for science and technology news. Raised on technology, they are very Internet savvy, spending their leisure time online to chat, shop, job search, send instant messages, bid in auctions and frequent dating Web sites.

### **Segment H01 Young Cosmopolitans**

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*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*

### **Segment H02 Minority Metro Communities**

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*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*

### **Segment H03 Stable Careers**

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*Young and ethnically diverse singles residing in low - and high-rise apartment buildings and living comfortable lifestyles in big-city metropolitan areas*

### **Segment H04 Aspiring Hispania**

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*Young, married and single Hispanic households earning lower -middle-class incomes and living in urban gateway communities*

## **Group I Rural Villages and Farms**

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*Rural, middle-class married families and couples of varied ages, living and working in agricultural and mining communities*

Representing America's agricultural and mining communities, Group I is a collection of five low-density Segments filled with middle-class families and couples of varied ages. Most of the households in this group are married, white and high school educated. They maintain tranquil lifestyles in unpretentious houses and comfortable mobile homes. They share a fondness for outdoor sports, enjoying fishing, hunting, camping and motor sports. Many residents are do-it-yourselfers who are into woodworking and needlework. They like to shop at the big-box home improvement chains and watch how-to shows on TV. When it comes to media, nothing dominates like country music. They watch their favorite country and western stars on TV, listen to them on the radio and attend their concerts.

### **Segment I01 Industrious Country Living**

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*High school educated, upper-middle-class hard-working couples and families found in industrial remote towns and villages across the country*

### **Segment I02 America's Farmlands**

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*Remote farming communities scattered across the nation earning middle-class incomes living in older, single-family homes on large plots of land*

### **Segment I03 Comfy Country Living**

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*Older, empty-nesting college-educated couples and retirees reside in quiet small-town communities*

### **Segment I04 Small-Town Connections**

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*Relatively young high-school educated couples and single households living in older houses and mobile homes earning lower-middle-class incomes*

### **Segment I05 Hinterland Families**

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*Blue-collar, middle-aged families and couples settled in isolated towns and villages throughout the South*

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## Group J Struggling Societies

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*Young minorities, students and single parents trying to raise families on low -level jobs in manufacturing, health care and food services*

The five Segments in Group J symbolize the challenges facing a significant number of economically challenged Americans. These households tend to be disadvantaged and uneducated. With incomes half the national average and nearly a third never completing high school, they are consigned to low-level jobs in manufacturing, health care and food services. Many of these residents are young, minorities, students and single parents trying to raise families on low incomes and tight budgets. Without much discretionary income their activities are limited and leisure pursuits include playing sports like basketball, volleyball and skateboarding. They shop at discount clothiers and sporting goods stores for casual apparel and athletic shoes. In these less fortunate communities, television is a main source of entertainment, specifically reality programs, sitcoms, talk shows and sports. This group also relates to ethnic -oriented media, creating a strong radio market for stations that play Spanish, Mexican and urban contemporary music.

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### Segment J01 Rugged Rural Style

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*Rural working-class households of older married couples and retirees residing in aging houses and mobile homes located in the most isolated communities in the Southwest and Western states*

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### Segment J02 Latino Nuevo

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*Primarily young, un-educated, but large-family Hispanic households concentrated in the barrios of border states like Texas and California earning very low incomes as laborers and service workers*

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### Segment J03 Struggling City Centers

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*Young, single and single-parent minority renters living in very low -income city neighborhoods throughout the South*

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### Segment J04 College Town Communities

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*Young, single and college educated households and students living in and around college oriented communities*

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### Segment J05 Metro Beginnings

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*Very low income, less educated singles and single -parent Hispanic and minority households living in high-rise apartments in diverse inner-city neighborhoods*

## **Group K Urban Essence**

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*Young, single and single-parent minorities living in older apartments working at entry-level jobs in service industries*

As a whole, the six segments in Group K make up the nation's least affluent group, a collection of relatively young minorities living in older apartments. More than half the households consist of African Americans and Hispanics. Many of these residents are single or single parents working at entry-level jobs in service industries. With their low education levels and household incomes, residents lead unpretentious lifestyles. Many spend their leisure time playing sports like baseball, basketball and football. With their above-average household size, they make a strong market for children's toys and electronic gear, especially video games, dolls and board games. They have high rates for enjoying traditional media, reading ethnic-targeted magazines, listening to jazz and urban contemporary radio and, especially, watching television. It's hard to find a network program or cable channel that they don't view, watching comedies, cartoons, sports, soaps and game shows.

### **Segment K01 Unattached Multi-Cultures**

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*Highly mobile, multi-ethnic singles, single parents and unmarried couples living in low-income downtown urban neighbourhoods*

### **Segment K02 Academic Influences**

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*Multi-ethnic campus communities dominated by young college-educated families and students living in gentrifying neighbourhoods*

### **Segment K03 African-American Neighborhoods**

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*Young, working-class minority city dwellers and single-parent families with low educational levels living in older homes and low-rise apartments*

### **Segment K04 Urban Diversity**

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*Young and mobile multi-ethnic singles and single-parent families living in inter-city neighborhoods in a mix of rowhouses and high-rise apartment buildings*

### **Segment K05 New Generation Activists**

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*Less educated, young, low income minority singles and single-parent families concentrated in the nation's inner cities*

### **Segment K06 Getting By**

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*Very low income minority single and single-parent households located in dense neighborhoods of small cities*

## **Group L Varying Lifestyles**

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*Residents who primarily live in group quarters including students, military personnel and institution populations*

The three Segments that make up Group L are an unconventional group. What they share is the singular experience of living in group quarters. A majority of this group lives the unique lifestyles offered by the military and university dorm life. Though their daily lives are different from many Americans — as well as each other — those who have the ability are more likely than average Americans to visit museums, zoos and state fairs. They like to stay active doing aerobic exercise, hiking, bowling and playing sports like tennis, baseball and volleyball. They're frequent travelers who vacation abroad as well as within the United States. At home, they divide their time between the television and computer screens. They typically watch TV news, comedy programs and late-night talk shows. When online they frequent chat rooms, auction and banking sites and listen to Internet radio with a preference for rock 'n' roll.

### **Segment L01 Varying Lifestyles**

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*Young American and ethnically-mixed couples and families who live in small towns on and around military bases and serving in the U.S. armed forces*

### **Segment L02 Military Family Life**

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*Dormitory living students and college educated households located in satellite cities that house sprawling universities*

### **Segment L03 Gray Perspectives**

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*Scattered in small towns across the country, these residents are a reflection of America's prison and institutionalized population, with some military barracks and households who support these facilities*