

Fort Worth Library Borrower Profiles

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
 - Internet logins
 - Reference counts

Borrower Data

- The borrower records summarized below are used in the borrower profile and trade area analyses:
 - 91,444 borrower records with last checkout date since 1/1/2006.
 - 12,664 borrower records representing current checkouts as of October 2009.

Drive-Time Trade Area

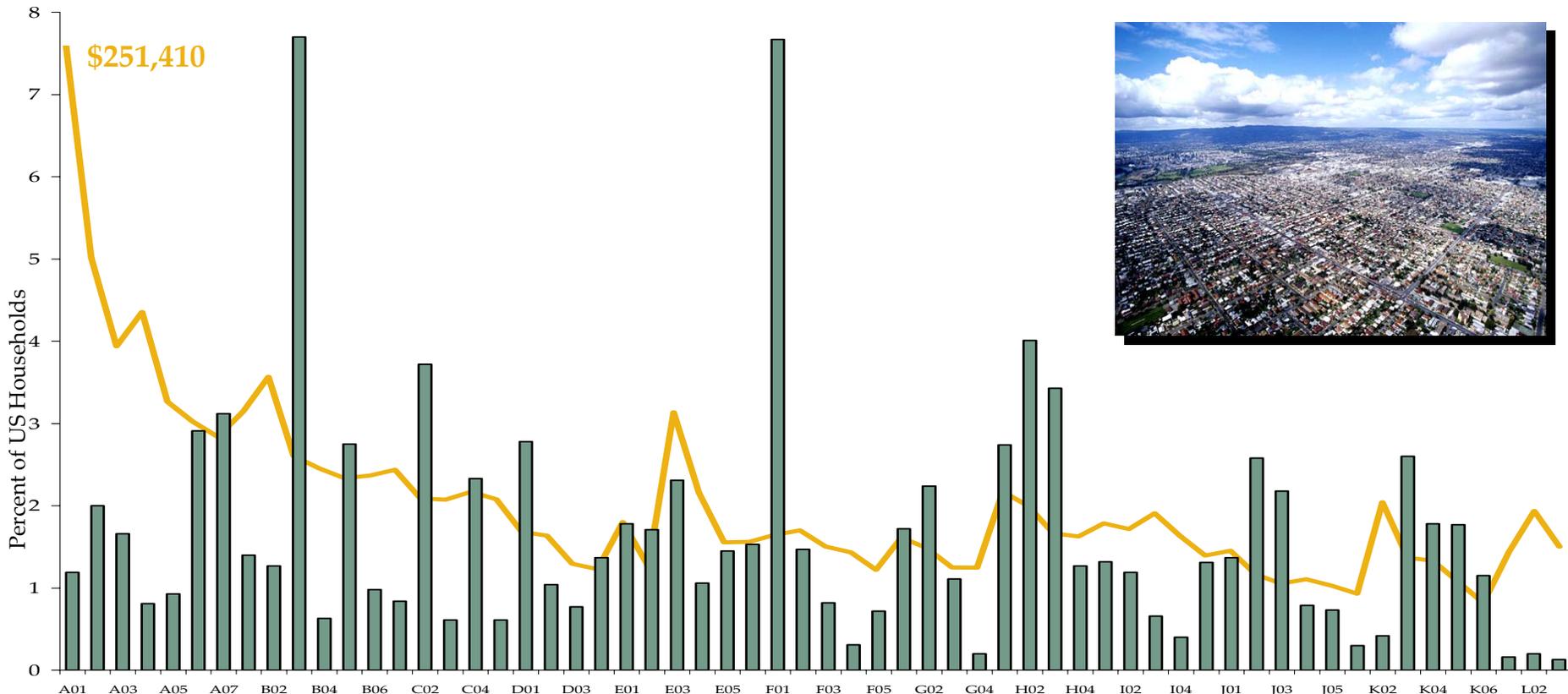
- The table below shows the Drive-Time Trade Areas for the 15 open branch locations in Fort Worth Public Library's network:

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

- Average Drive-Time Trade Area: **8 minutes**
- On average, 75% of Fort Worth Public Library's borrowers utilize a branch that is within an 8-minute drive time of their residence.

Segmentation

- All U.S. households are grouped into segments based on demographics and psychographics (e.g., habits, behaviors, hobbies & interests, buying patterns).
- Buxton used the psychographic system Mosaic® to classify each borrower household and develop a profile of borrowers and their interests.

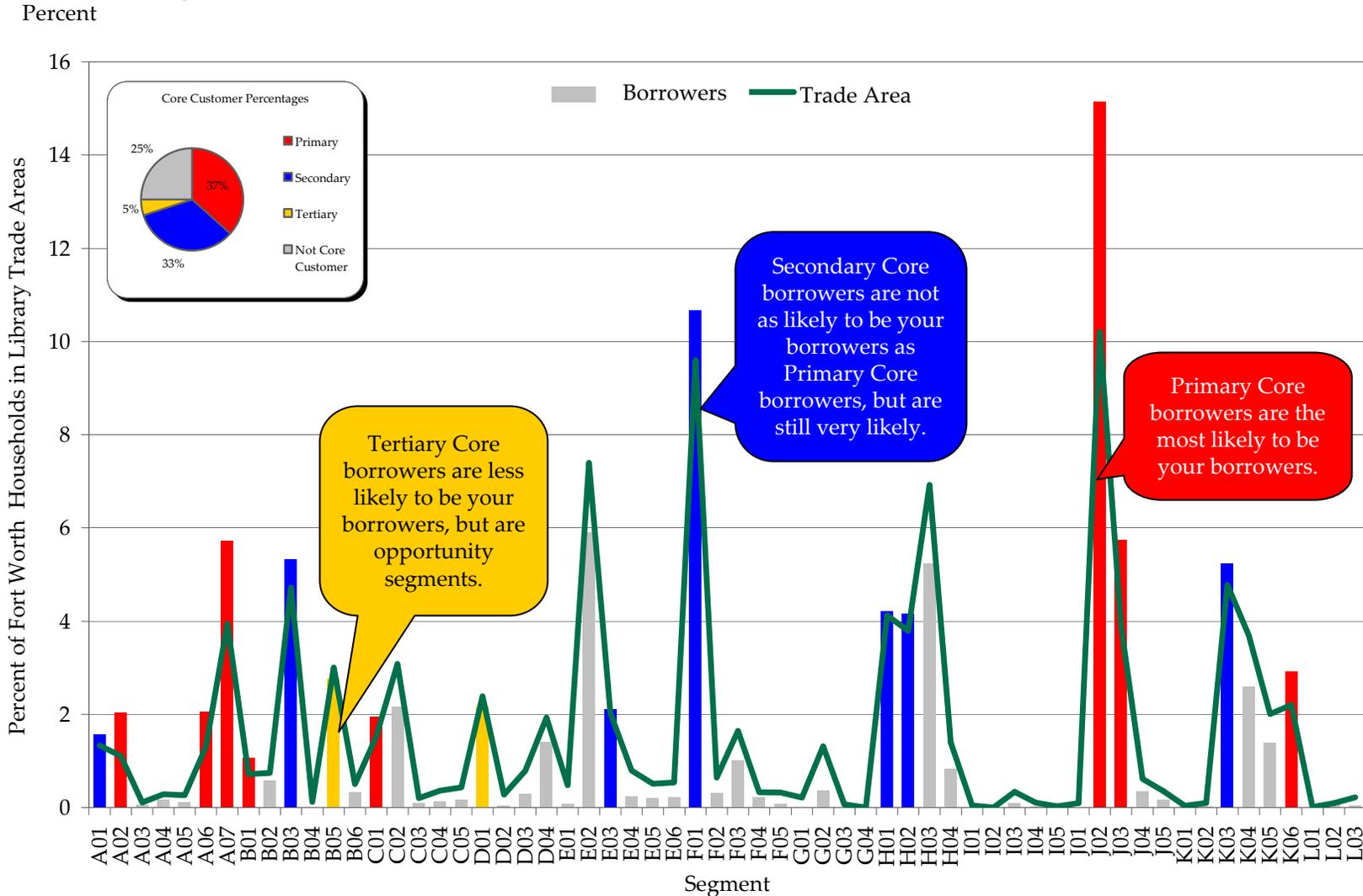


Mosaic Lifestyle Segments

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Core Borrowers: Active Borrowers at all Fort Worth Library Locations



Identify Your Primary Core Borrowers

- Fort Worth Public Library Core Active Borrowers
 - A02: Dream Weavers - Well-off families with school age children, living an affluent, suburban version of the American Dream.
 - A06: Small-town Success - White-collar, college educated, middle-aged working couples living in newly developed subdivisions outside the nation's beltways.
 - A07: New Suburbia Families - Young, affluent working couples with pre-school children concentrated in fast-growing, metro fringe communities.
 - B01: Status-conscious Consumers - Middle-aged Baby Boomer households living in suburban neighborhoods within a manageable commute to well-paying city jobs.

Identify Your Primary Core Borrowers

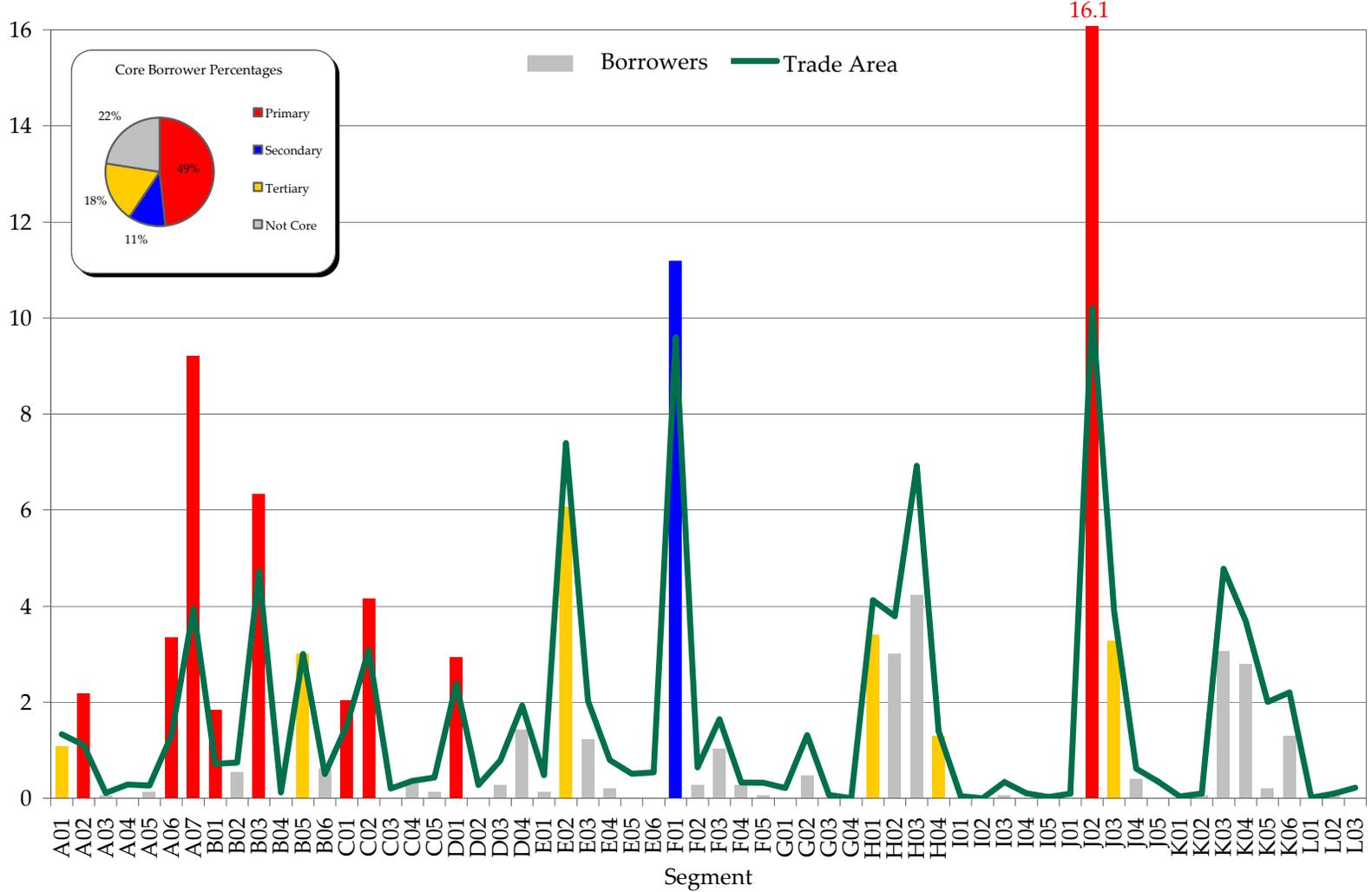
- Fort Worth Public Library Core Active Borrowers
 - C01: Second City Homebodies – Financially conservative, dual working, middle-aged couples and families living in small, satellite cities along the East and West coasts.
 - J02: Latino Nuevo – Primarily young, un-educated, but large-family Hispanic households concentrated in the barrios of border states like Texas and California earning very low incomes as laborers and service workers.
 - J03: Struggling City Centers – Young, single and single-parent minority renters living in very low-income city neighborhoods throughout the South.
 - K06: Getting By - Very low income minority single and single-parent households located in dense neighborhoods of small cities.

Identify What Your Borrowers Use/Check Out

- In addition to studying the overall borrower profile, Buxton also looked at segments who had specific materials checked out.
- Buxton utilized this data to create profiles for each category of material or service, when a sufficient number of records were available.
- Profiles are available for:
 - Picture Books/Easy Readers
 - Children's Fiction
 - Children's Non-Fiction
 - Bestsellers
 - Adult Fiction
 - Adult Non-fiction
 - Teen
 - Spanish Materials
 - Books on CD
 - Music CDs
 - DVDs
 - Juvenile DVDs
 - PC Sessions
 - Remote Only Use

Core Borrowers: Picture Books & Easy Readers

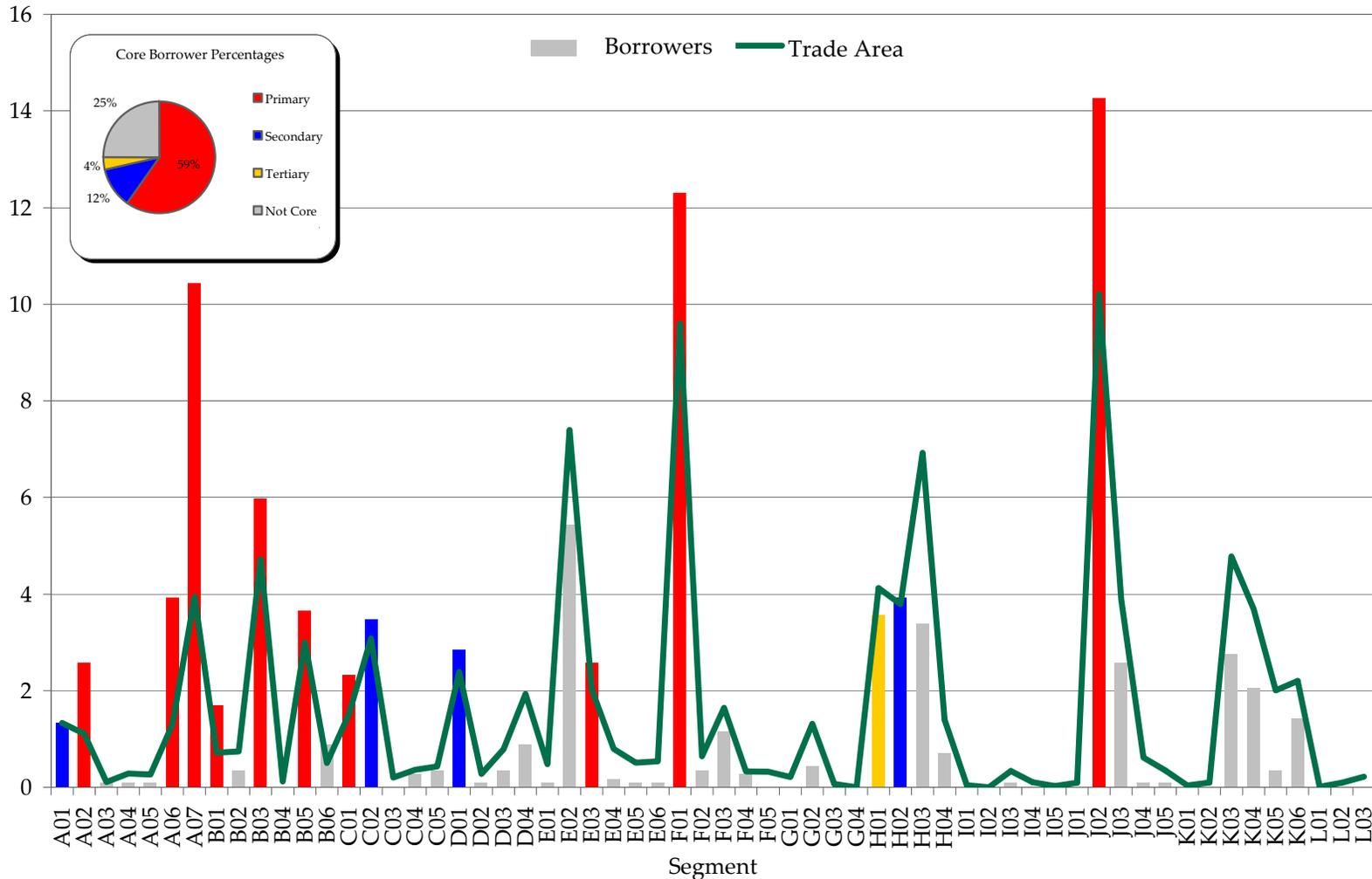
Percent



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Core Borrowers: Children's Fiction

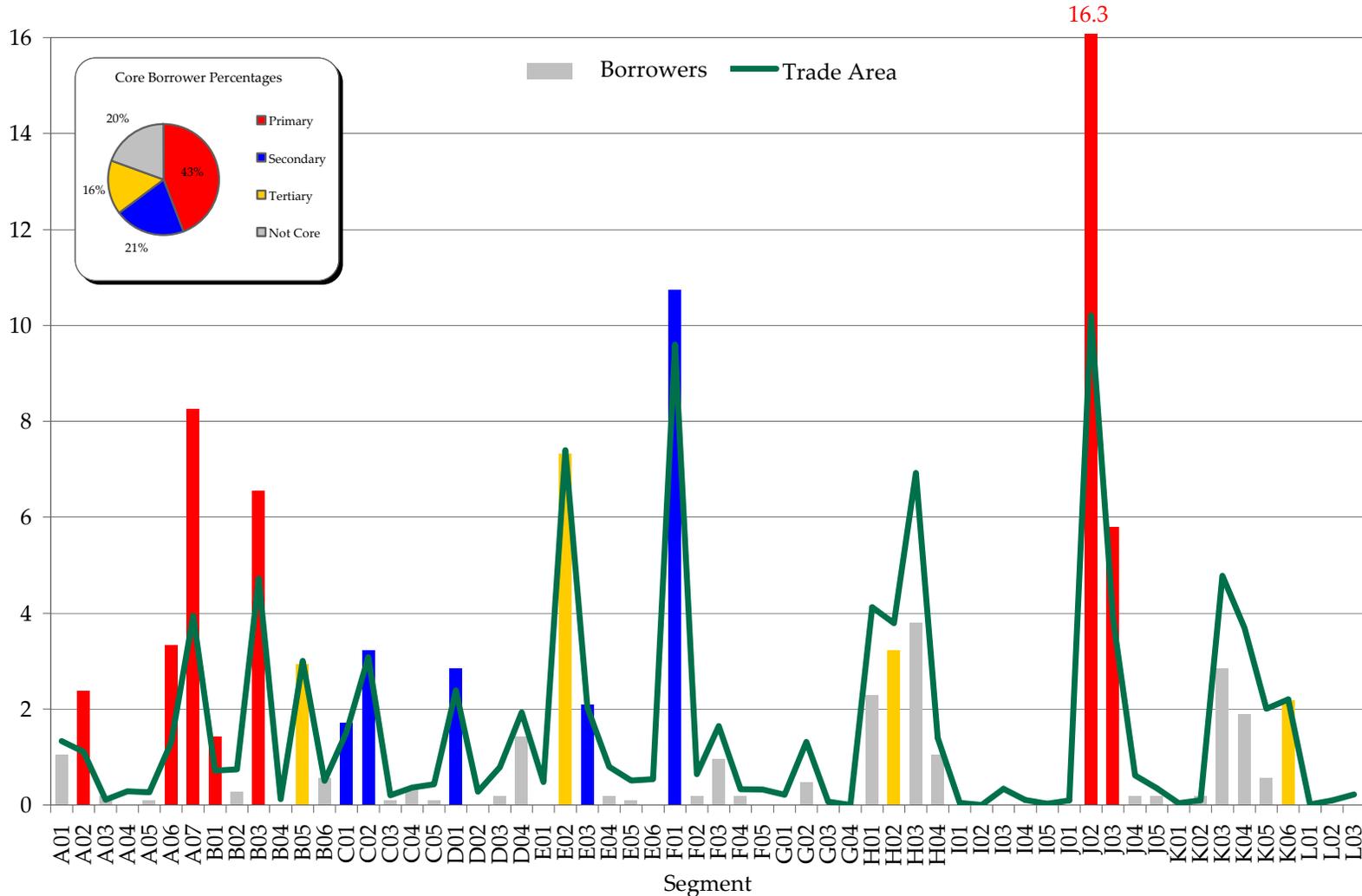
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Core Borrowers: Children's Non-Fiction

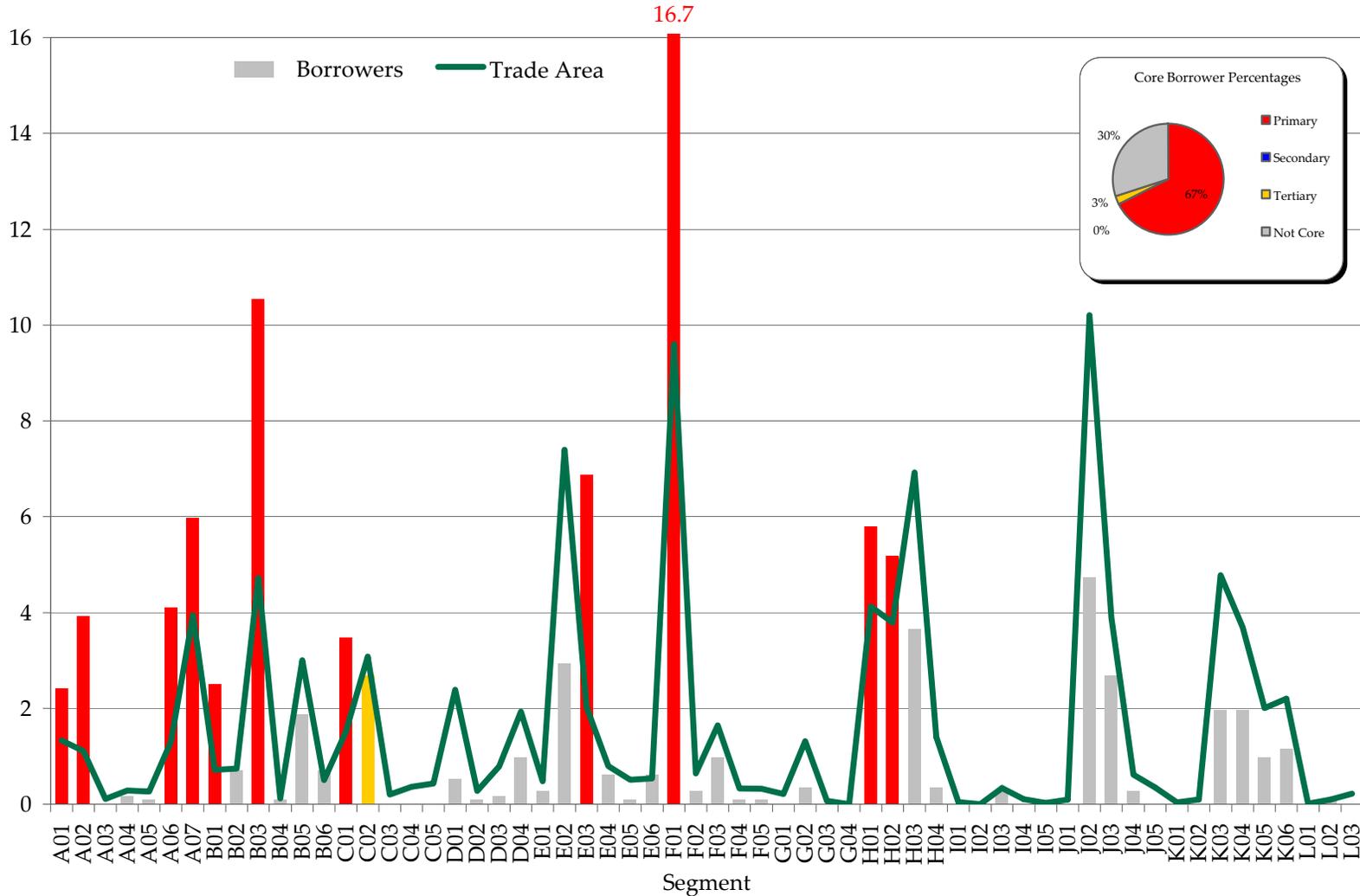
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Core Borrowers: Bestsellers

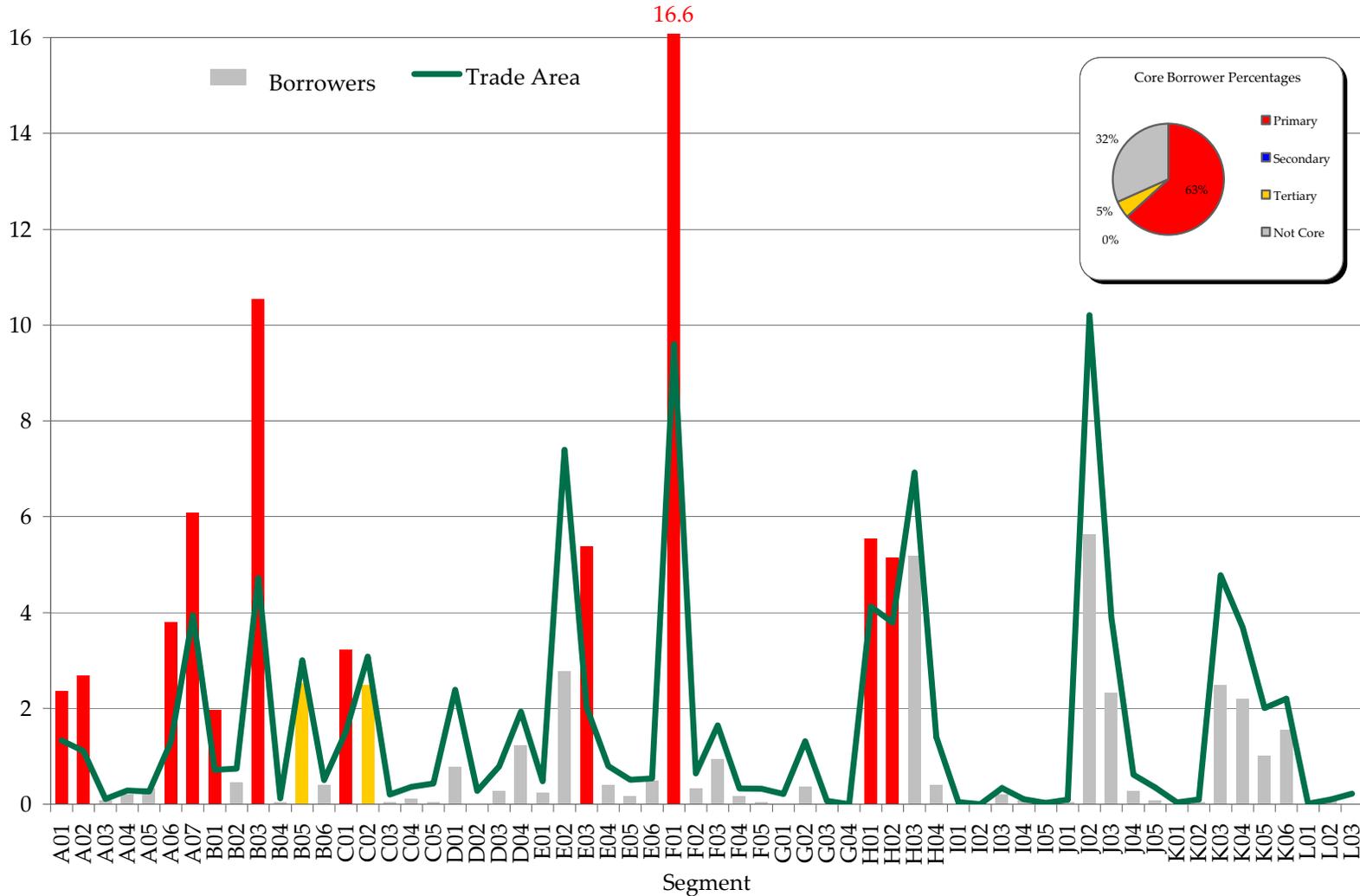
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Core Borrowers: Adult Fiction

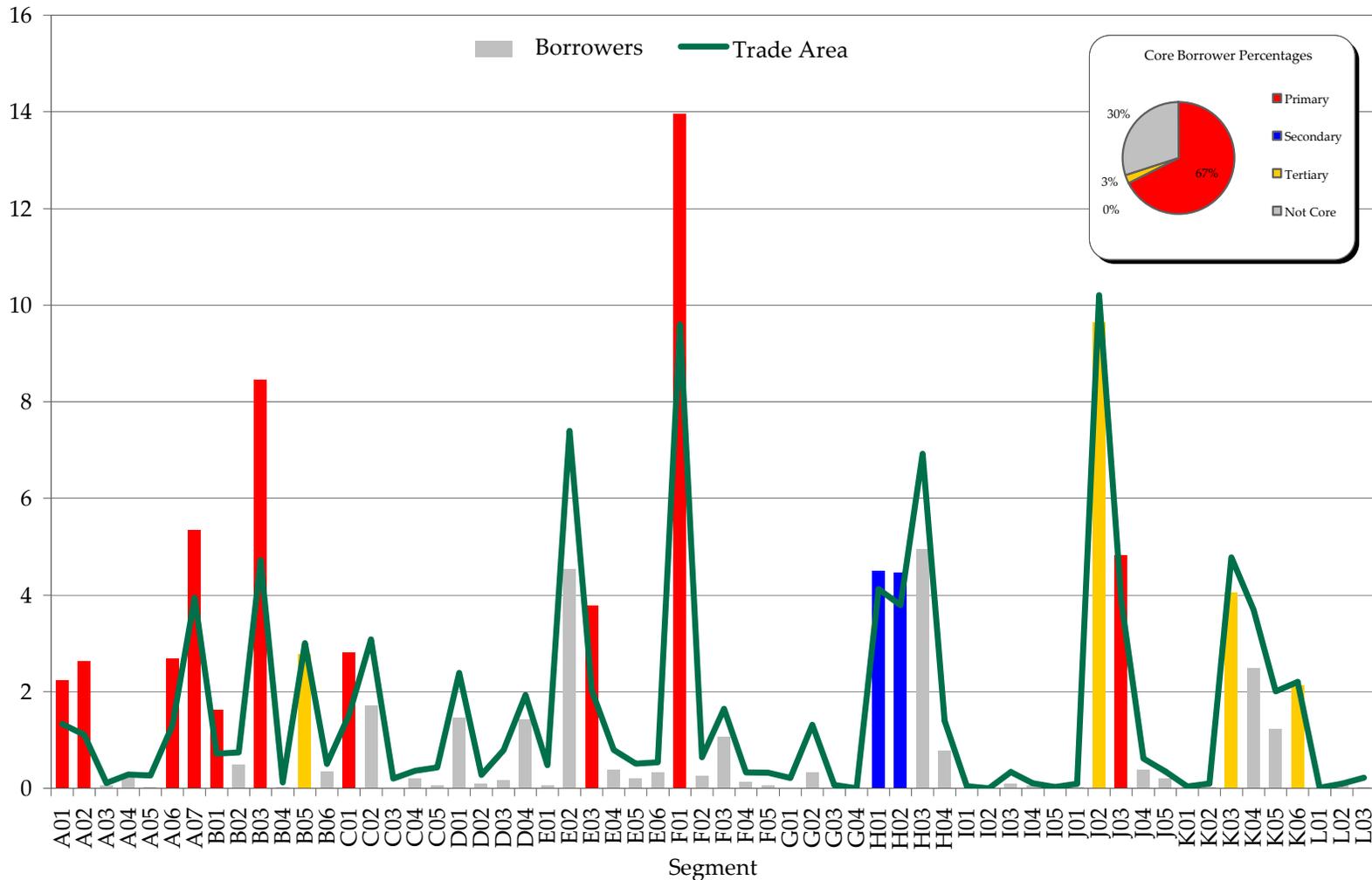
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Core Borrowers: Adult Non-Fiction

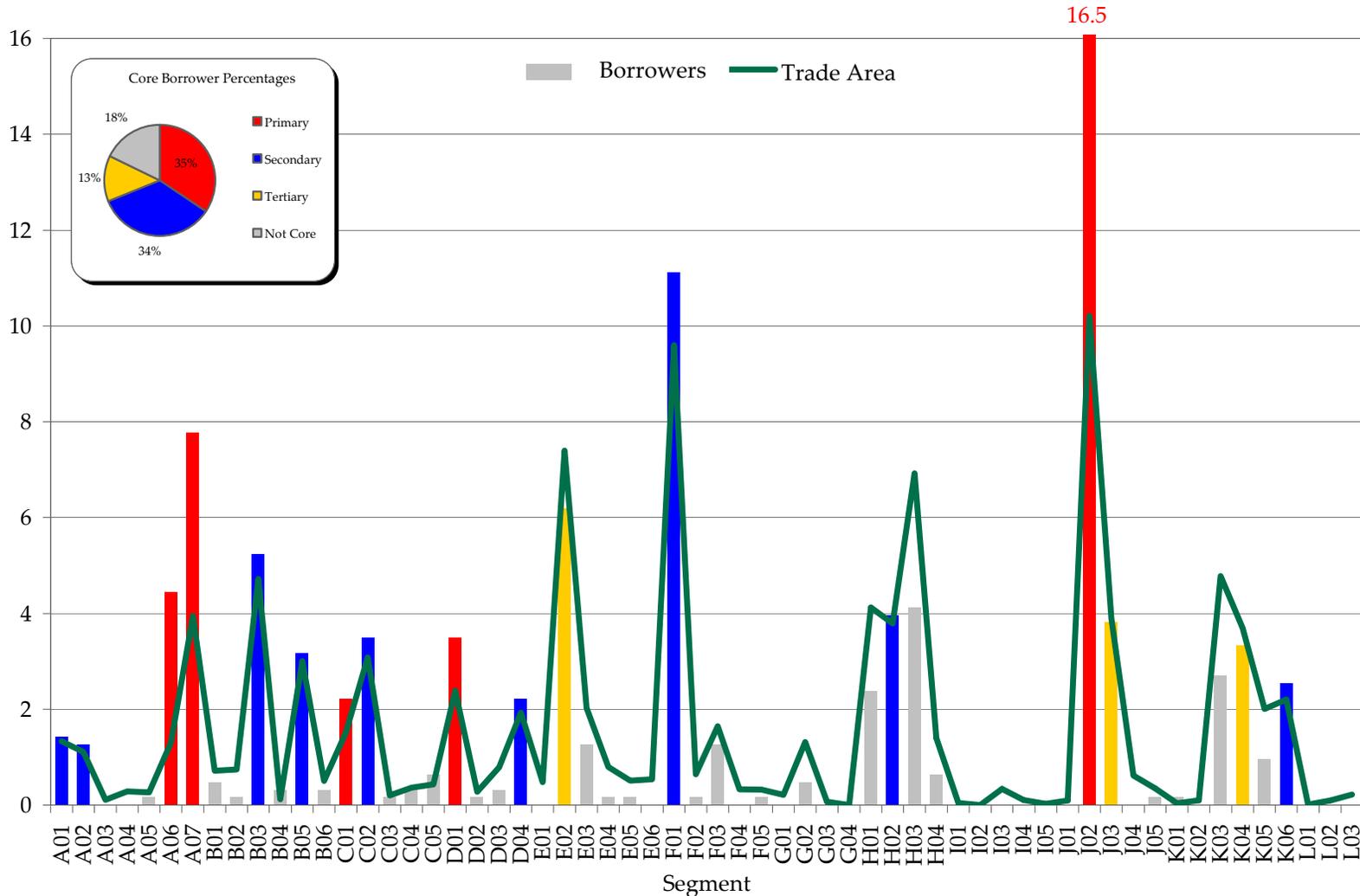
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Core Borrowers: Teen

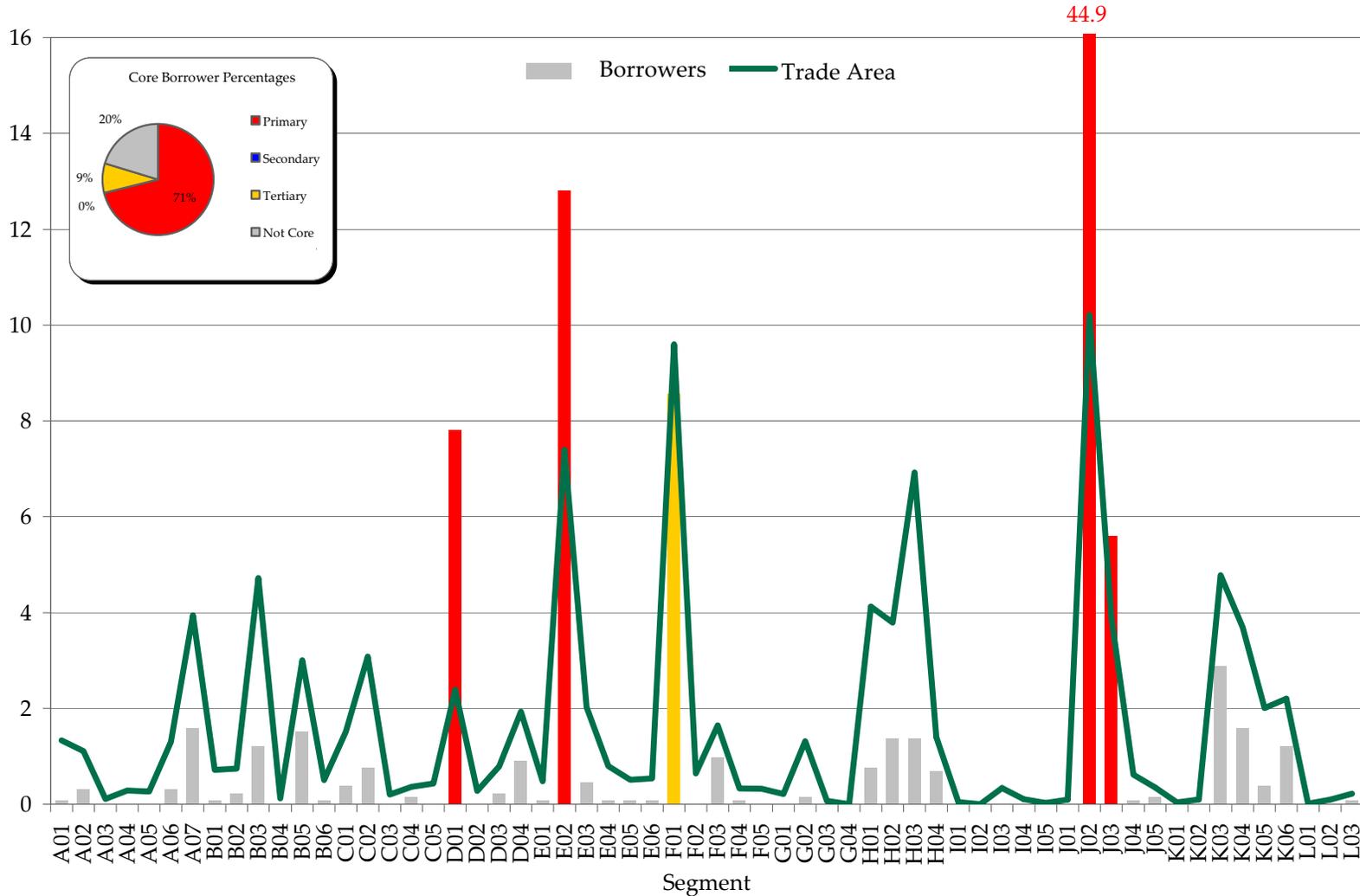
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Core Borrowers: Spanish Materials

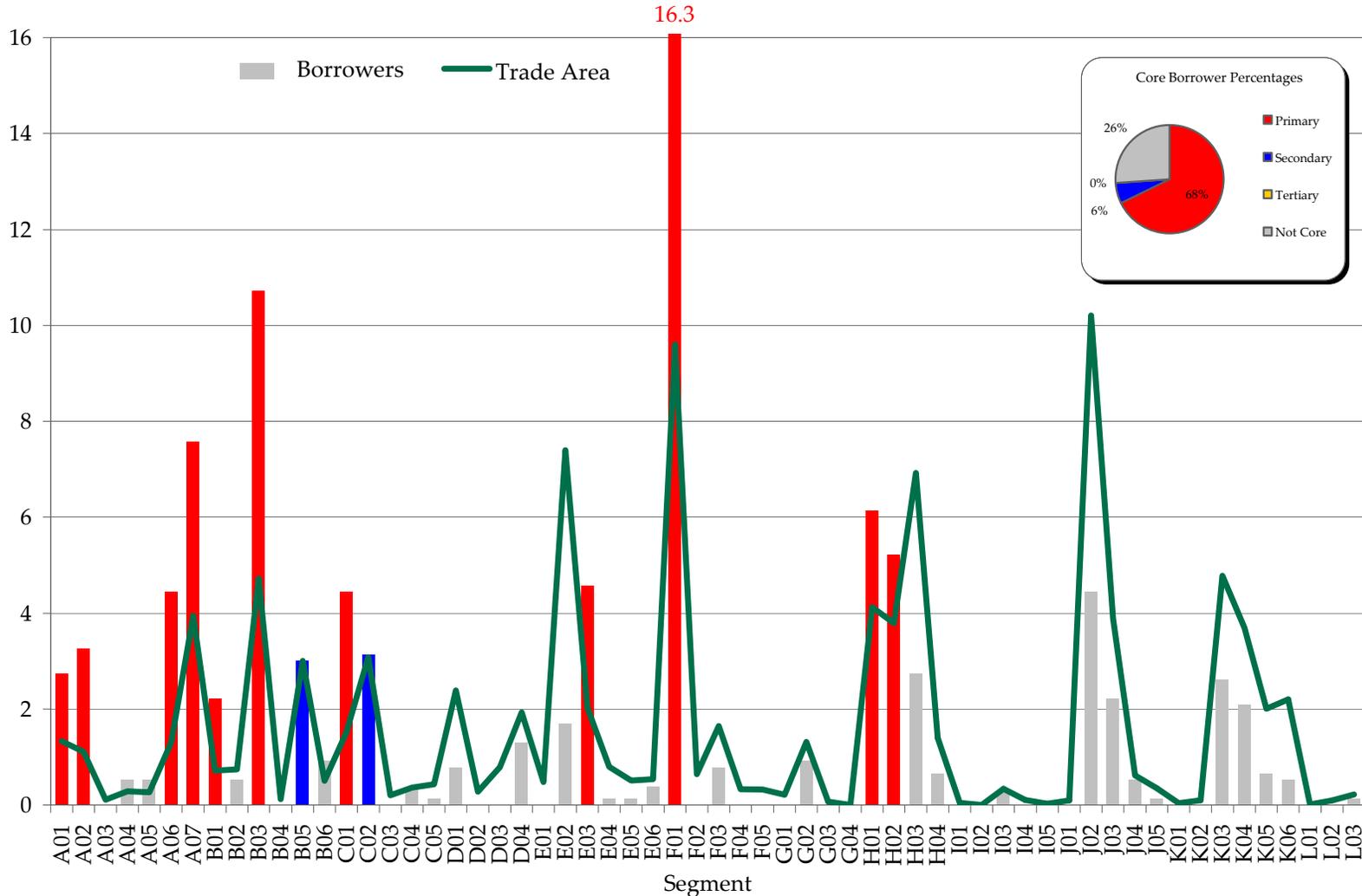
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Core Borrowers: Books on CD

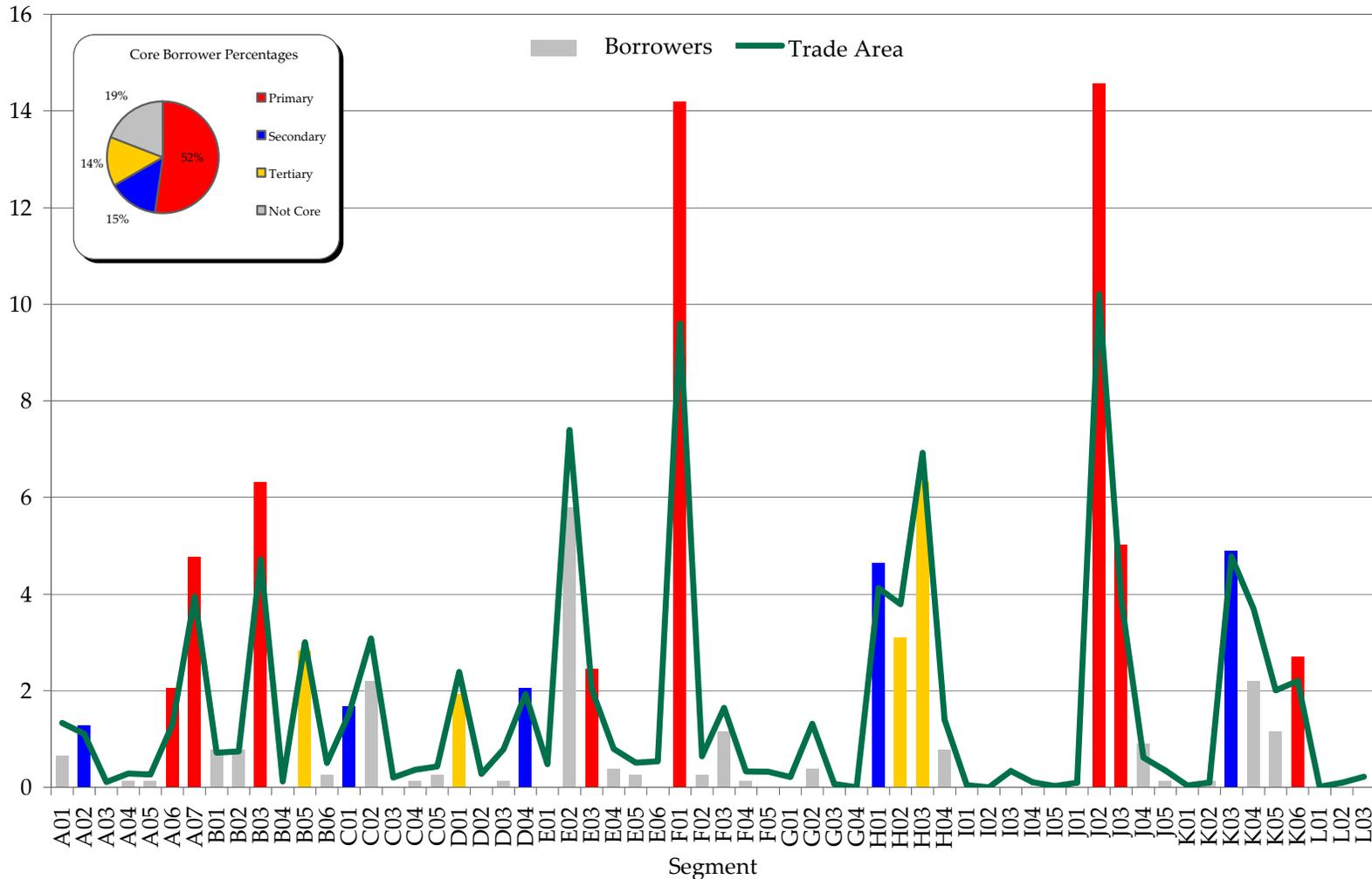
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Core Borrowers: Music CDs

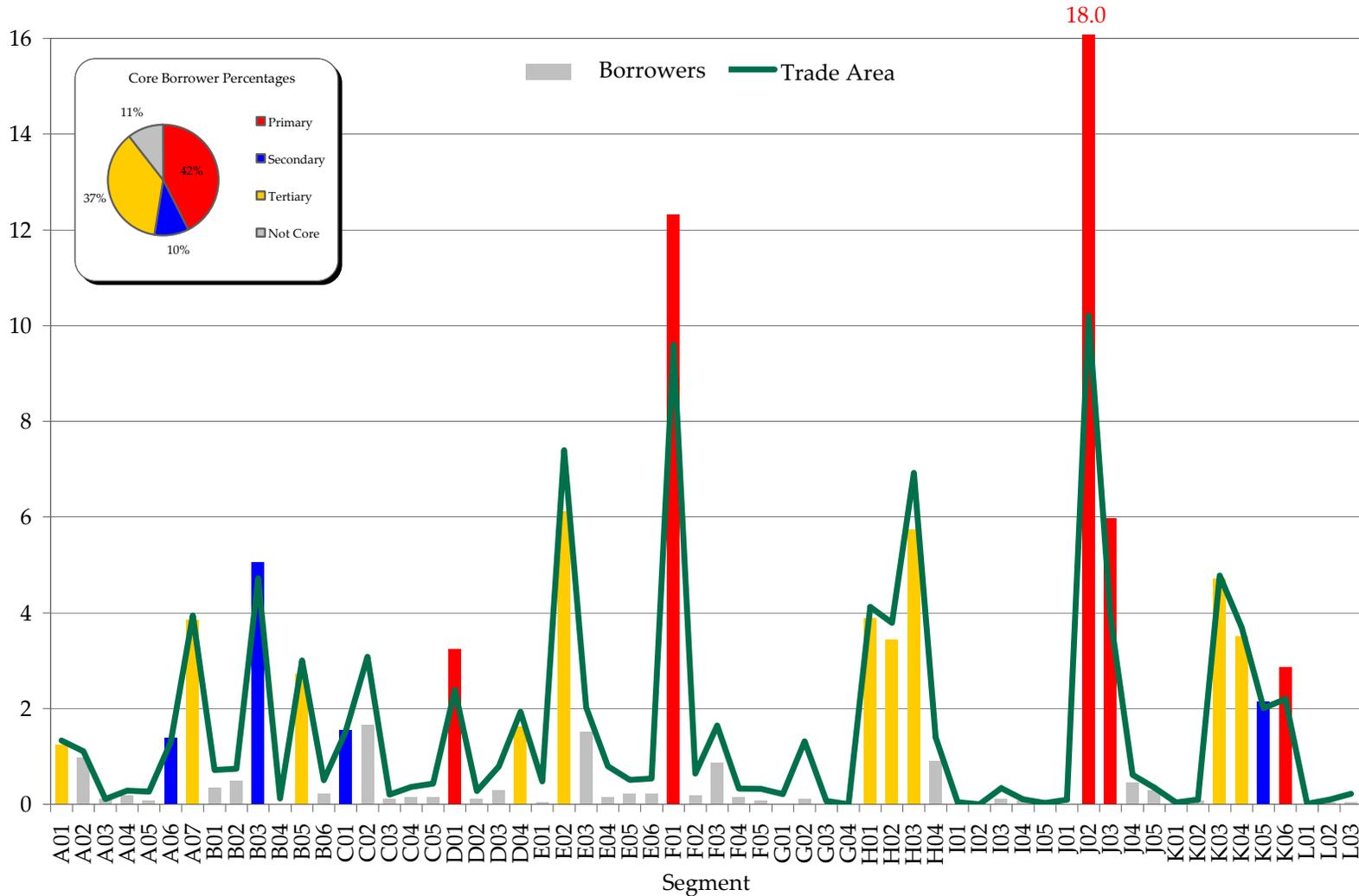
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Core Borrowers: DVD

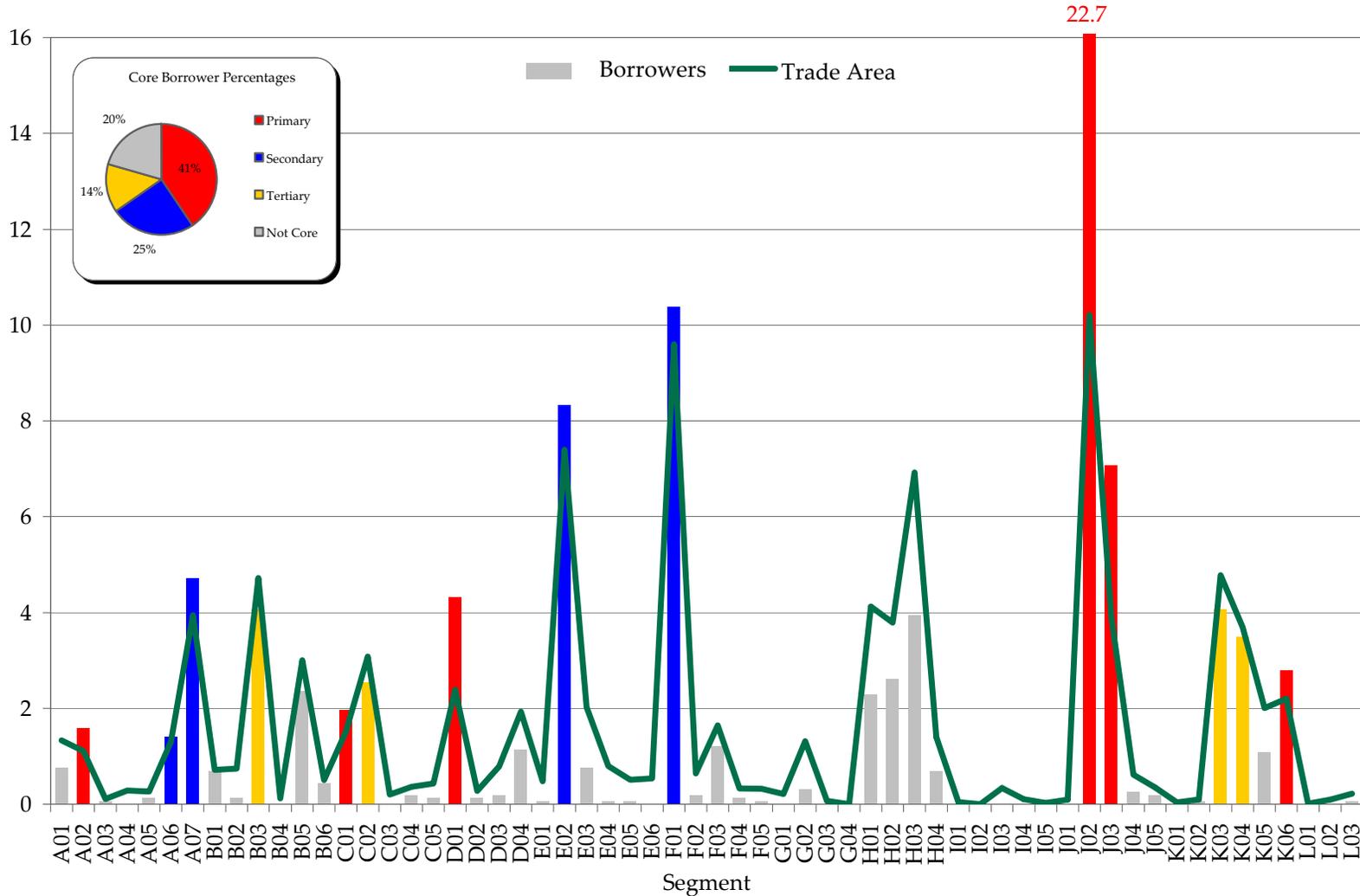
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Core Borrowers: Juvenile DVD

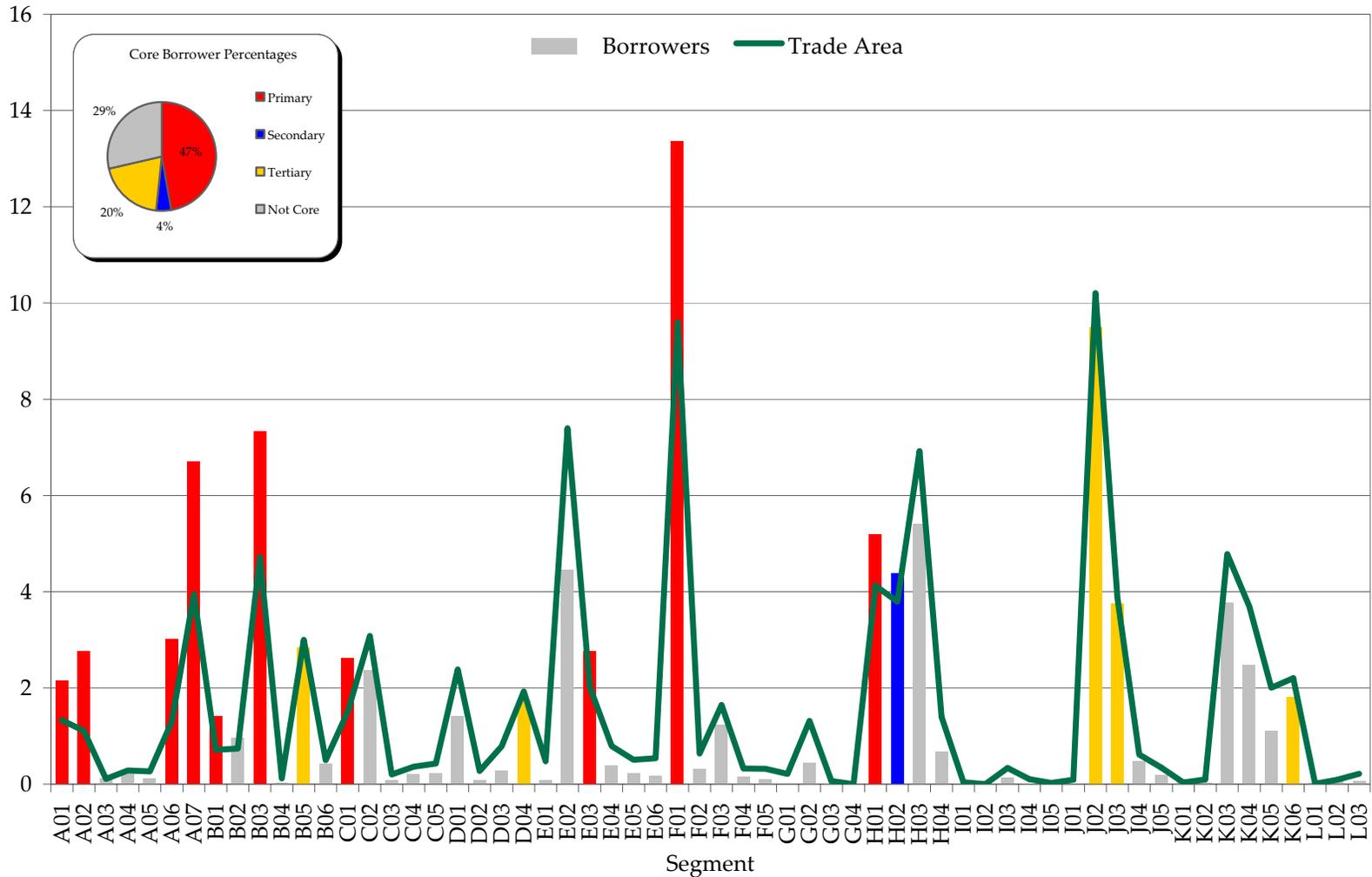
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Core Borrowers: PC Sessions

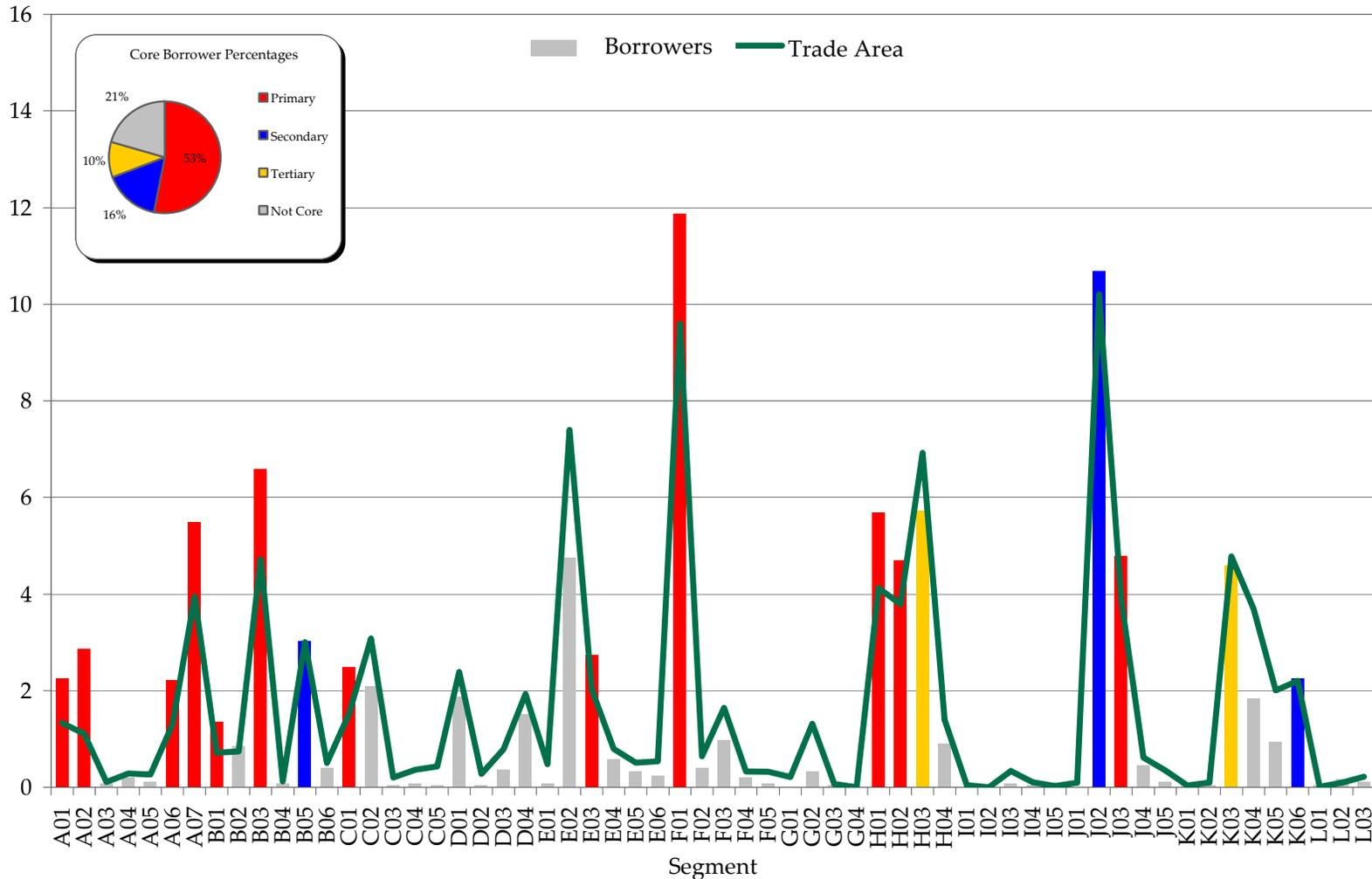
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Core Borrowers: Remote Only Users

Percent



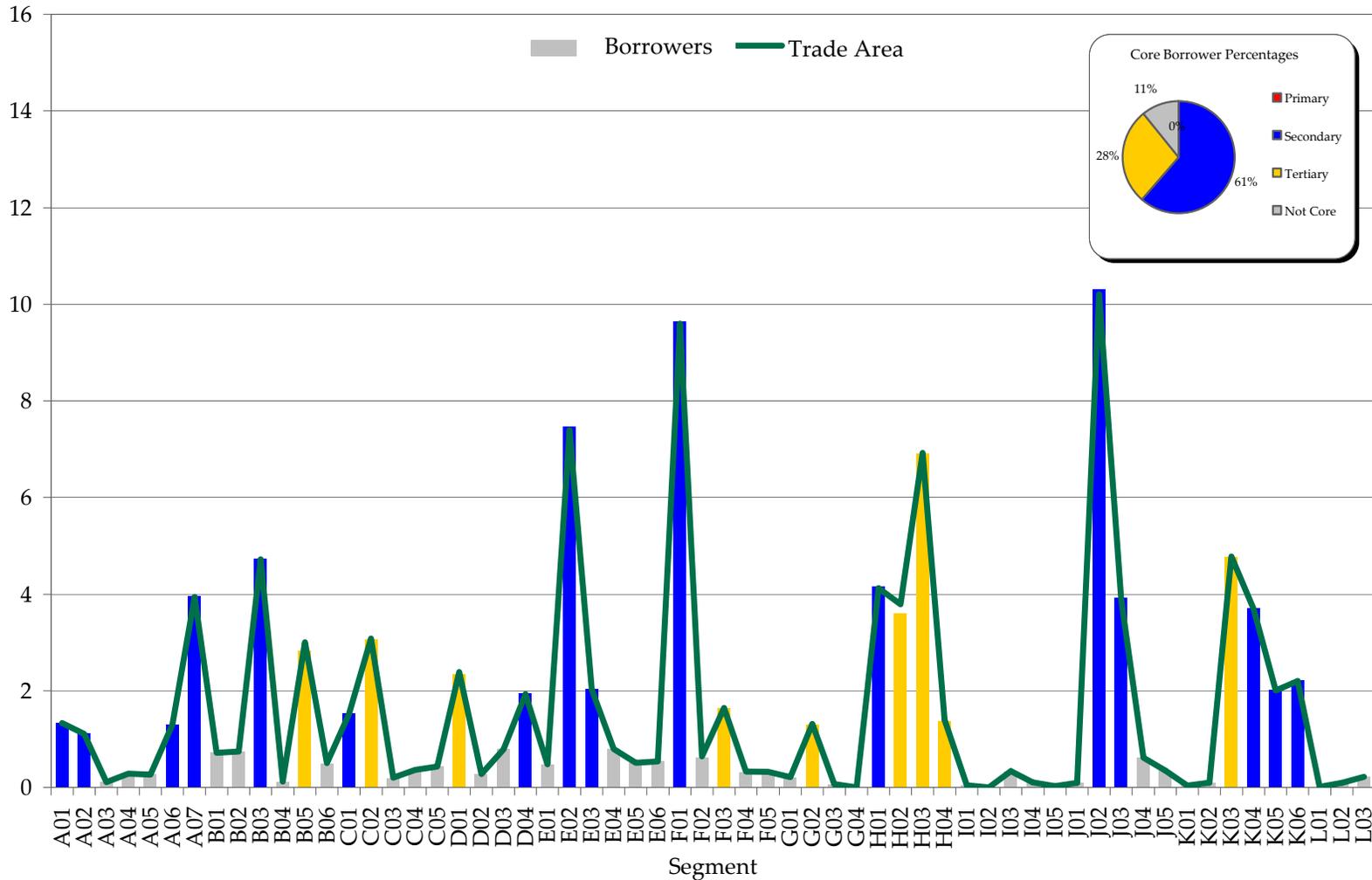
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Identify What Your Borrowers Use/Check Out

- In the case of some services, there are no records of which library patrons are actually utilizing them.
- In those cases, Buxton created inferred or “Top/All” profiles, which contrasted the types of households present in library trade areas when a service is highly utilized versus what households are near locations where that service is not as highly used. We then infer that those household types that are present where the service is highly utilized and absent in other cases are those using the service.
- Top/All profiles are available for:
 - Door Counts
 - PC Logins
 - Reference Counts

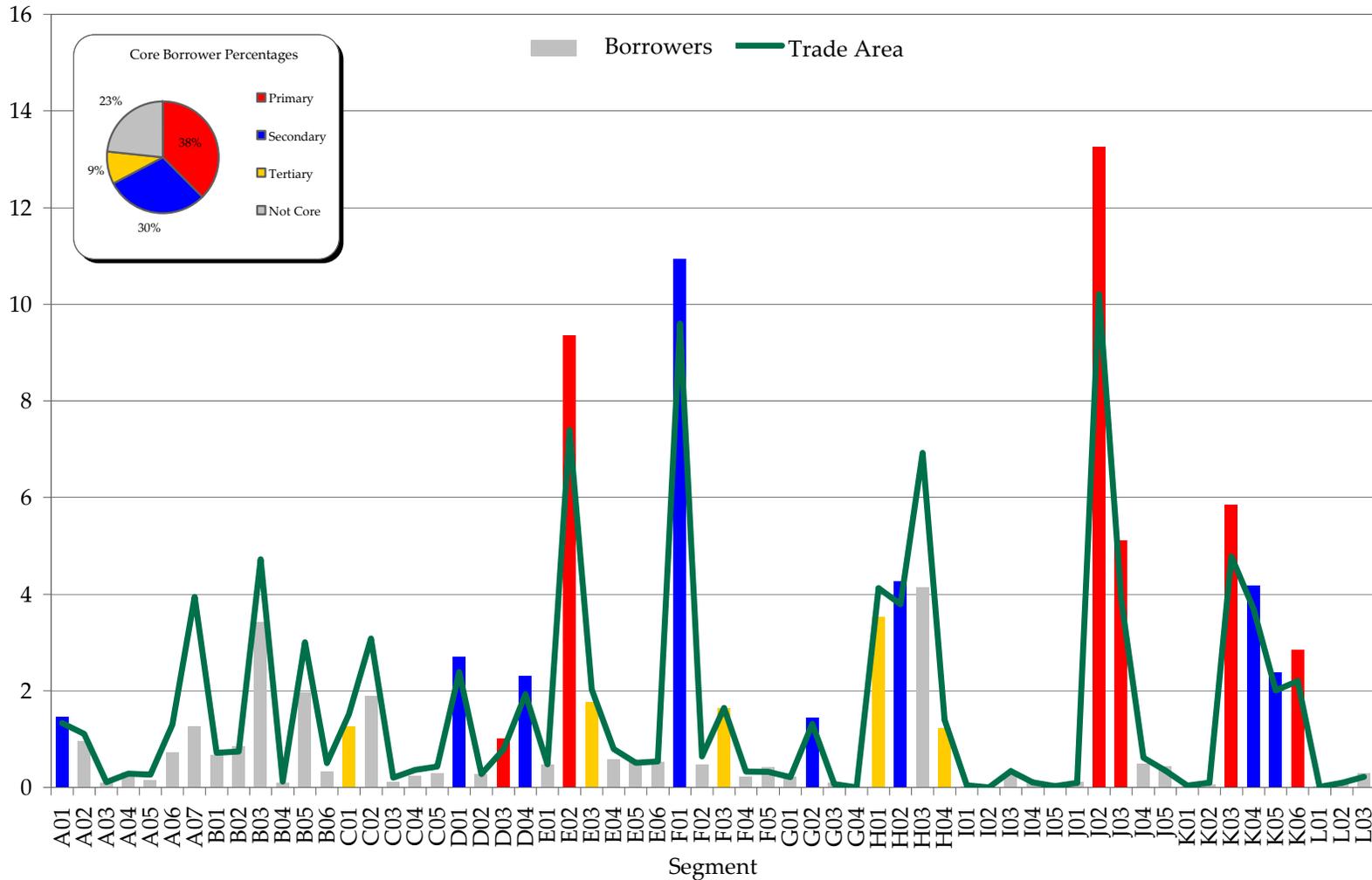
Top-All: Door Count

Percent



Top-All: PC Logins

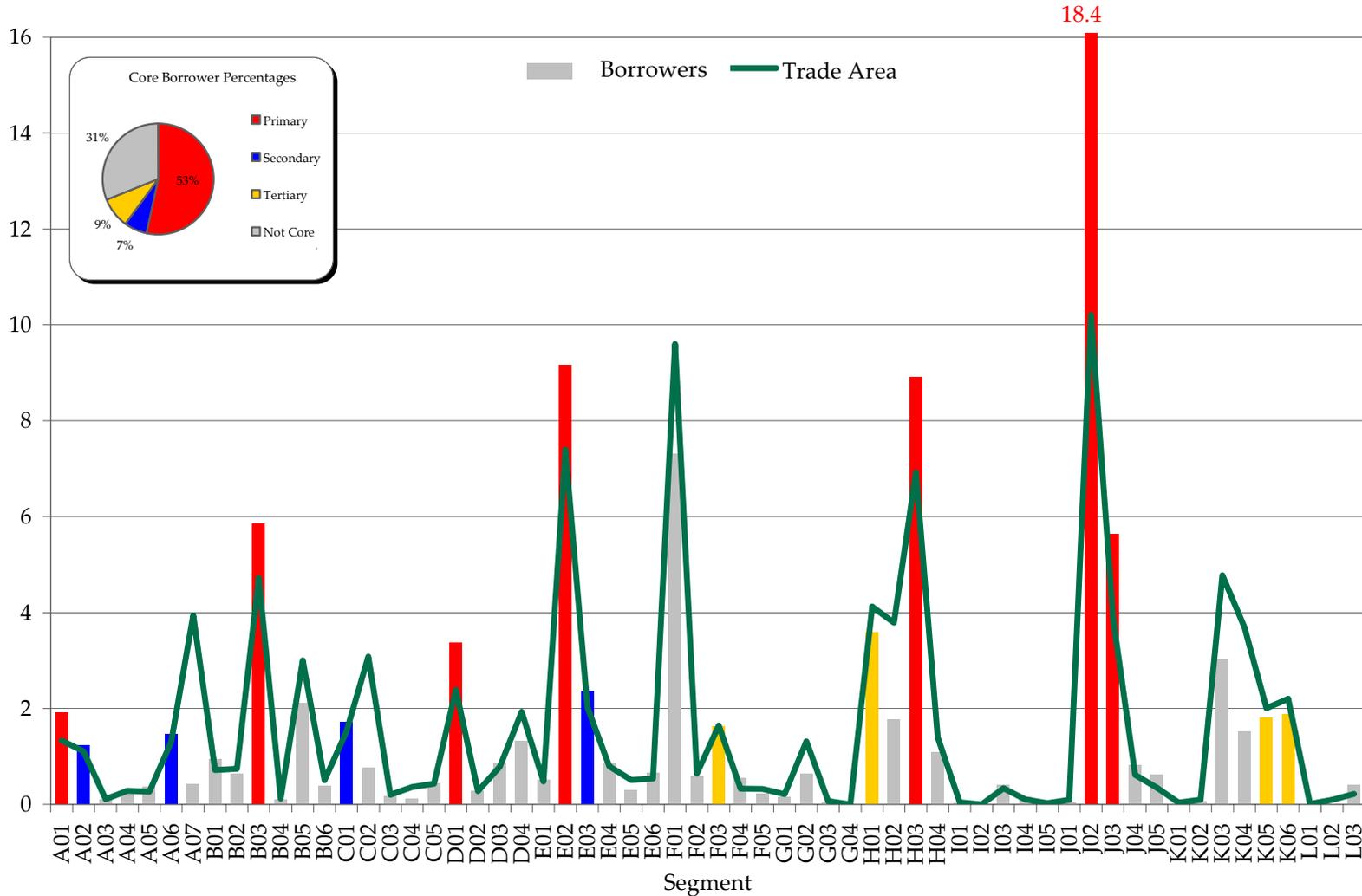
Percent



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Top-All: Reference Count

Percent



Questions?

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