

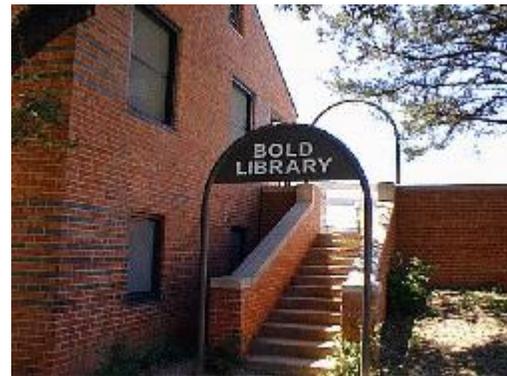


## Butler Outreach Library Division [BOLD]

BOLD PROFILE	
Address	1801 North South Freeway
City Council District	8 - Kathleen Hicks
Drive-Time Trade Areas (in minutes)	2
Core Borrower	K06

### Summary Overview

Buxton has completed an analysis of Butler Outreach Library Division (BOLD) to compare its overall library profile and the profile for different library collections and services. Based on data collected, BOLD has a targeted segment of Core Borrowers that share common demographics, hobbies, and interests who serve as its Active Borrowers. BOLD focuses on serving its immediate neighborhood, or those that live within 2 drive time minutes of the library location. This small service area is targeted due to BOLD's mission to serve the Butler development. The data suggest that BOLD's Core Borrowers use the library due to the convenience of the location. 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 living near the library. Profiles are ranked in order of percentage of borrowers for the library.



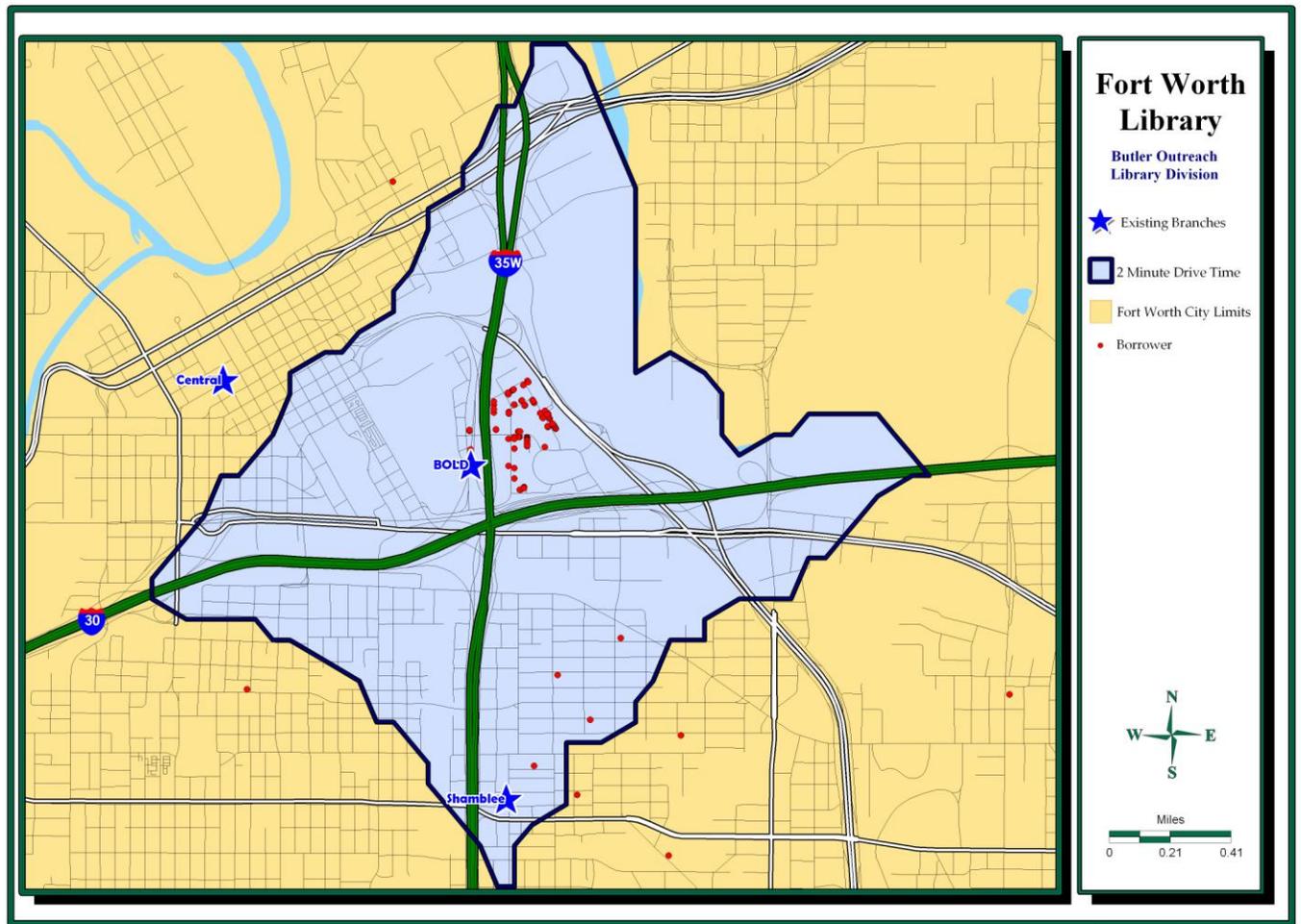
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- IV. Primary Core Borrower Habits
- V. Borrower Versus Non-borrower Comparisons
- VI. Branch Score Sheet and Details

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

BOLD strives to serve those residences that are within 2 drive-time minutes of the location. Mapping the residences of those borrowers shows that, while some borrower addresses are outside the Butler development, the majority of those residences within the trade area are clustered in the Butler neighborhood.

*Figure 1: Trade Area Map*



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## II. Core Borrower Profile

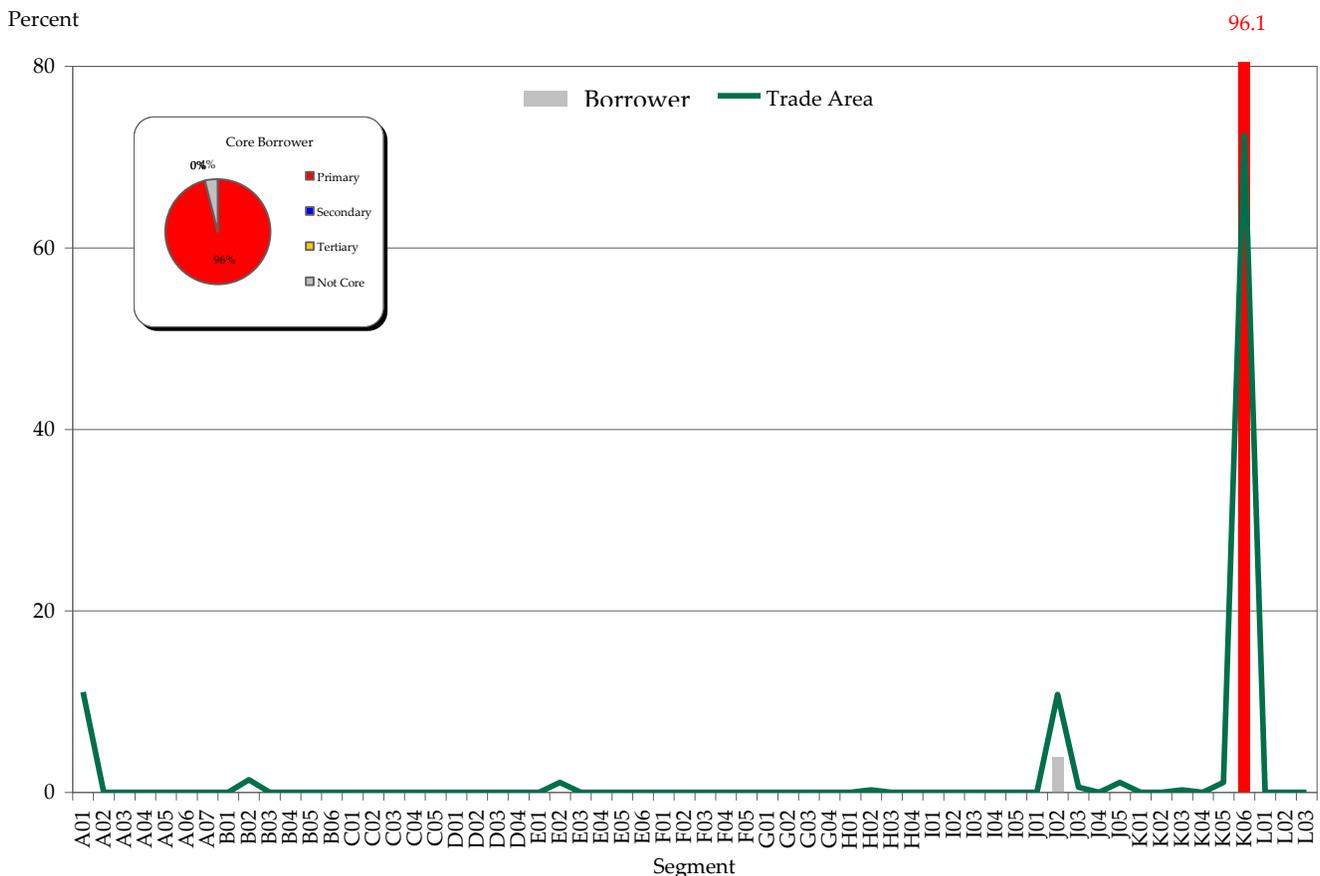
To determine BOLD’s Core Borrower, the Active Borrowers at BOLD were compared to the profile of all households in the library’s trade area. A segment was designated as a Core Borrower if it contributed to a higher percentage of the library’s borrowers than would be expected based on the segment’s representation in the population of the trade area. 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: BOLD’s borrower profile*

The graph illustrates the percentage of borrowers and non-borrowers for BOLD. The bars represent the percent composition of the borrowers, and the green line represents the households in the trade area. Primary Borrowers (red) represent borrowers who have a very high usage and are most likely to be in the library. BOLD has no Secondary or Tertiary borrower segments. 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 V.

Data indicates that K06 borrowers are the only Primary Borrowers of BOLD.

### Core Borrowers: Butler Outreach Library Division



### III. Primary Borrower Description

#### K06 Getting By Profile

**Overall Branch Actual Borrowers: 96.1%**

**Percentage of Households in the Trade Area: 72.4%**

K06 borrowers are the dominant Active Borrowers at BOLD. K06 borrowers make up 96.1% of the borrowers at BOLD, versus only 72.4% of households in the trade area. This segment tends to be young, single and single-parent African-American households that are faced with economic challenges. With less than half of residents in the workforce, few own their own homes or possess a car. Therefore residents rely on walking, carpooling, and/or public transportation. Most leisure activities are home-based. Nights out usually involve a movie, church social, or civic club. Young people enjoy playing sports such as baseball, basketball, and football. This segment shows high rates for a variety of media. Their TV is probably on all day, and they tend to subscribe to premium cable channels. K06s are readers of mainstream and ethnic-targeted magazines, and tend to listen to gospel, R&B, and urban contemporary music on the radio. They have limited access to the Internet, but when they do go online it is to surf for sports scores, job and medical information, and to download music and stream videos. K06 borrowers tend to check out Music CDs, DVDs, and Children’s DVDs. They have secondary and tertiary interests in Teen materials, Children’s Fiction, Adult Non-fiction materials, and in using the library’s PCs and Remote Services.

### IV. Primary Core Borrower Habits

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

	Segment	K06	Percentage of core BOLD borrowers with a propensity to use the category
Category			
Adult Non-Fiction		✓	96.1%
Music on CDs		✓	96.1%
DVD		✓	96.1%
Juvenile DVD		✓	96.1%
PC Logins		✓	96.1%
Children’s Non-Fiction		✓	96.1%
Teen		✓	96.1%
Remote Users		✓	96.1%
Children’s Fiction			
Picture Books & Easy Readers			
Bestsellers			
Adult Fiction			
Spanish Materials			
Books on CD			

## V. Borrowers Versus Non-Borrower Comparisons

According to research data, there are some segments in the BOLD'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 borrowers of the library.

Many of these borrower types that are not frequent borrowers of BOLD are Core Borrowers at other libraries. The unique experience of BOLD and its focus on its immediate neighborhood likely limit its use by households outside the Butler development. However, these profiles of the non-borrower segments for BOLD are offered to note the interests and hobbies of those not using BOLD in order to understand what types of materials and services, if available at the library, might expand BOLD's borrower base.

### Library Non-Borrower Profiles

The segments below represent a significant portion of households in the trade area that are under-represented in BOLD's actual borrowers.

#### A01 America's Wealthiest Profile

##### Percentage of Households in the Trade Area: 11.04%

A01 borrowers are married, middle-aged adults whose households are found within suburban and metropolitan communities. Data indicates that these borrowers represent the nation's wealthiest households. They are financially secure and tend to live luxurious lifestyles, contrary to BOLD's Primary Borrowers. A01 borrowers have a primary interest in Bestsellers, Adult Fiction/Non-fiction, Books on CD as well as PC and Remote Services. A01 borrowers use Central, Southwest Regional, and Ridglea libraries.

#### J02 Latino Nuevo Profile

##### Percentage of Households in the Trade Area: 10.8%

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. 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/Non-fiction, Teen, Spanish materials, Music CDs, DVDs, Juvenile DVDs, and utilize Remote Services. While J02 borrowers are not frequent borrowers of BOLD, they are Primary Borrowers of other 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	Borrowers	Trade Area
Traveled 500 miles or more in the last 4 weeks	1206	947
VIEWED IN LIVING COLOR ON BET IN LAST 4 WEEKS	953	739
LISTEN TO BLACK/RHYTHM AND BLUES ON RADIO MON-SUN TOTAL (24 HRS)	941	730
READ THE MAGAZINE ENTREPRENEUR	935	733
WATCH INSIDE EDITION (WEEKEND) ONCE A WEEK PROGRAM WITH FULL ATTENTION	810	622
VIEWED THE JAMIE FOXX SHOW ON BET IN LAST 4 WEEKS	806	625
READ THE MAGAZINE ESSENCE	683	535
VIEWED INDEPENDENT SPIRIT AWARDS IN IFC IN LAST 4 WEEKS	668	523
LISTEN TO URBAN AC ON RADIO MON-SUN TOTAL (24 HRS)	655	510
READ THE MAGAZINE JET	659	515
VIEWED GIRLFRIENDS ON BET IN LAST 4 WEEKS	674	530
WATCHED WWE (TELEMUNDO) ONCE A WEEK PROGRAM WITH FULL ATTENTION	81	219
READ BLACK/AFRICAN-AMERICAN PUBLICATIONS	613	482
READ THE MAGAZINE EBONY	605	476
VIEWED BET (BLACK ENTERTAINMENT TV) CABLE TV SERVICES IN LAST 7 DAYS	581	457
WATCH SMALLVILLE (THE CW) ONCE A WEEK PROGRAM WITH FULL ATTENTION	573	452
WATCH 30 ROCK (NBC) ONCE A WEEK PROGRAM WITH FULL ATTENTION	553	432
WATCHED NAACP IMAGE AWARDS (CBS) LAST TIME IT WAS SHOWN	542	424
READ THE MAGAZINE BLACK ENTERPRISE	562	445
WATCH DIET TO GAIN WEIGHT	551	436
WATCH THE WALL STREET JOURNAL REPORT ONCE A WEEK PROGRAM WITH FULL ATTENTION	505	393
VIEWED THE SHIELD ON FX IN LAST 4 WEEKS	506	395
VIEWED FUSE CABLE TV SERVICES IN LAST 7 DAYS	554	446
LISTEN TO TEJANO ON RADIO MON-SUN TOTAL (24 HRS)	50	156
VIEWED INSP (INSPIRATIONAL NETWORK) CABLE TV SERVICES IN LAST 7 DAYS	516	412
READ THE MAGAZINE DETAILS	519	417
VIEWED THE TUDORS ON SHOWTIME IN LAST 4 WEEKS	492	393
READ THE MAGAZINE HOME	504	405
READ THE MAGAZINE LATINA STYLE	584	485
VIEWED RESCUE ME ON FX IN LAST 4 WEEKS	464	365

Index scores produced from Mosaic®/Simmons Profiles. Data Source: Experian, Experian Simmons

## VI. Branch Score Sheet and Details

Figure 4: BOLD Score Sheet



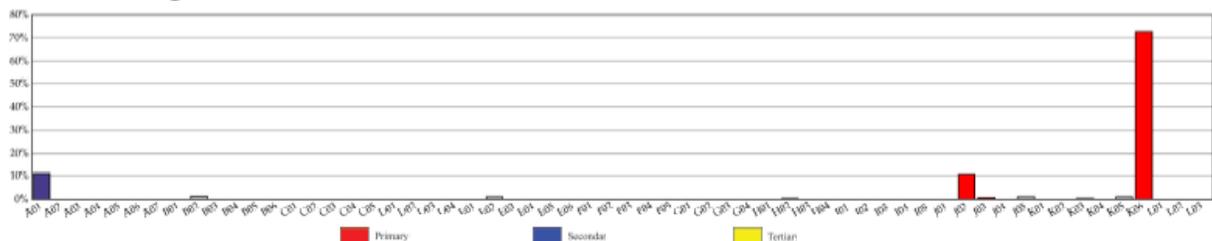
# Fort Worth Library Score Sheet

<b>Branch:</b> BUTLER OUTREACH LIBRARY DIVISION <b>Address:</b> 1801 N SOUTH FWY <b>City, State:</b> FORT WORTH, TX <b>DMA:</b> Dallas-Ft.Worth <b>BUDS:</b> Metropolitan (4)	<b>Score: 125</b>  <b>Date Scored:</b> 02/02/2010 <b>Total SQFT:</b> 1,700 <b>Trade Area (Minutes):</b> 2
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Profile Indices	Average	Site
Active Borrower	100	130
Adult Fiction	100	80
Adult Non-Fiction	100	103
Best Sellers	100	66
Books on CD	100	47
Children's Fiction	100	76
Children's Non-Fiction	100	102
Door Counts	100	101
DVD	100	129
Juvenile DVD	100	127
Music CDs	100	115
PC Logins	100	127
Picture Books / Easy Readers	100	72
Reference Questions	100	103
Remote Users	100	109
Spanish Materials	100	92
Teen	100	116

Demographics	Average	Site
Households	30,450	362
Active Borrowers	11,386	247
Active Borrower Penetration Percent	41.6	68.2
Five Year Population Growth Percent	5.0	4.3
Percent HH with Children	40.5	57.5
Percent Asian	3.1	1.8
Percent Black	25.1	59.8
Percent Hispanic	39.8	25.6
Median HH Income	\$41,401	\$7,895

### Trade Area Segmentation Profile



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## 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.