



## Central Library (Central)

CENTRAL PROFILE	
Address	500 West 3 <sup>rd</sup> Street
City Council District	9 – Joel Burns
Drive-Time Trade Areas (in minutes)	15
Core Borrowers	A01, A02, A06, B01, B02, C01, F01, H01, J02

### Summary Overview

Buxton has completed an analysis of Central Library to understand its overall library borrower profile and the borrower profile for different library collections and services. Based on data collected, Central is the most diverse library in the Fort Worth Library System in terms of demographics, hobbies, and interests of its borrowers.



Borrowers of Central tend to live within a 15 minute drive time of the location, making it the largest trade area of any Fort Worth Library. 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.

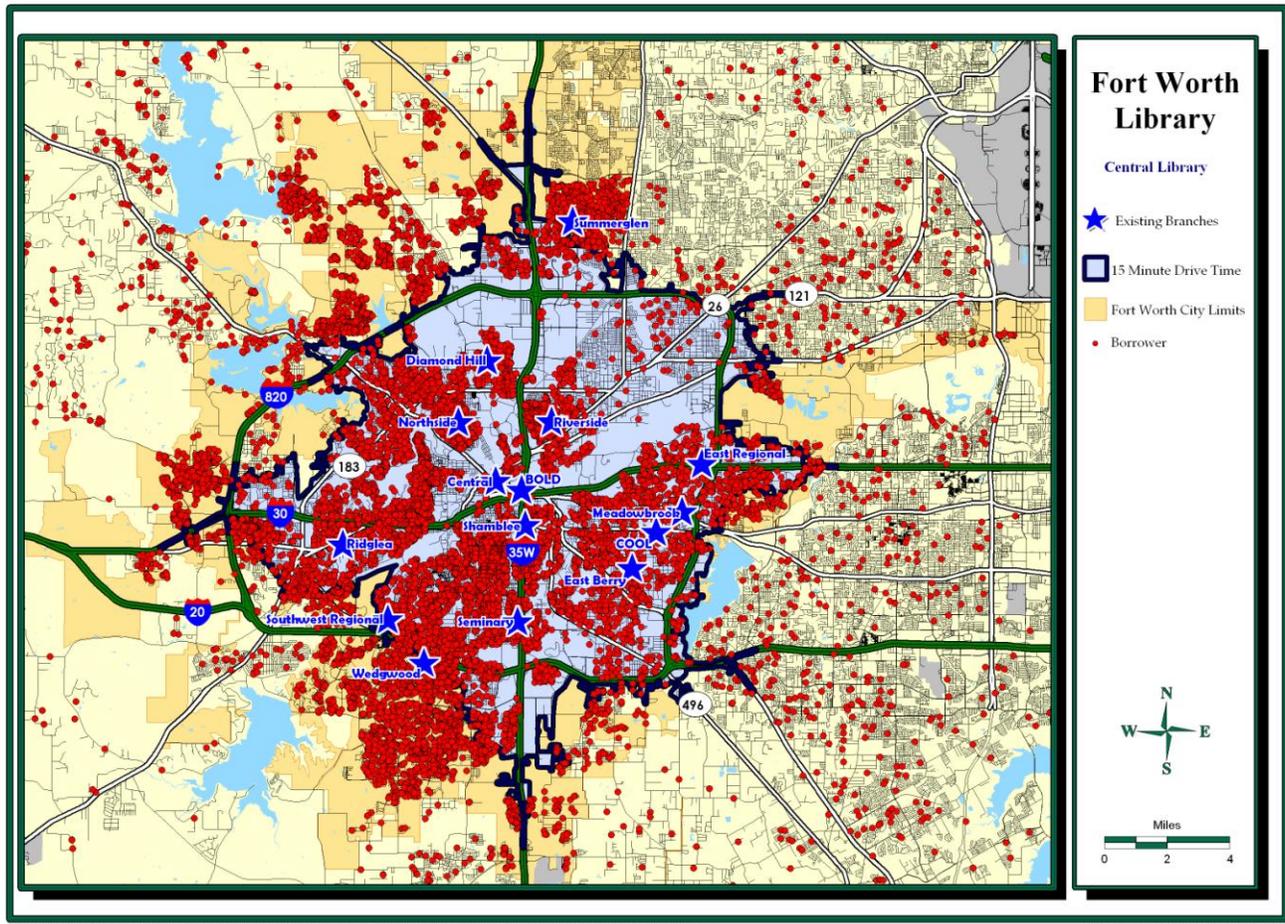
### Document Contents

- I. Trade Area
- II. Core Borrower Profile
- III. Primary Borrower Descriptions
- IV. Secondary & Tertiary Borrower Descriptions
- V. Core Borrower Habits
- VI. Borrower Versus Non-borrower Comparisons
- VII. Central Library Score Sheet and Details

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

Seventy-five percent of Central’s borrowers live within 15 minutes drive time of the location. Mapping the residences of those borrowers shows that Central draws borrowers from almost all parts of Fort Worth.

Figure 1: Trade Area Map



Mosaic® USA is a registered trademark of Experian.™ National Business Database Source: Experian.™ Census Estimates and Projections 2009 Data: Data Source: Applied Geographic Solutions.™ Source: 2009 servicecenters.com/termsandplanet.com.

© 2009, Buxton, Fort Worth, TX 76102-1498. All Rights Reserved.

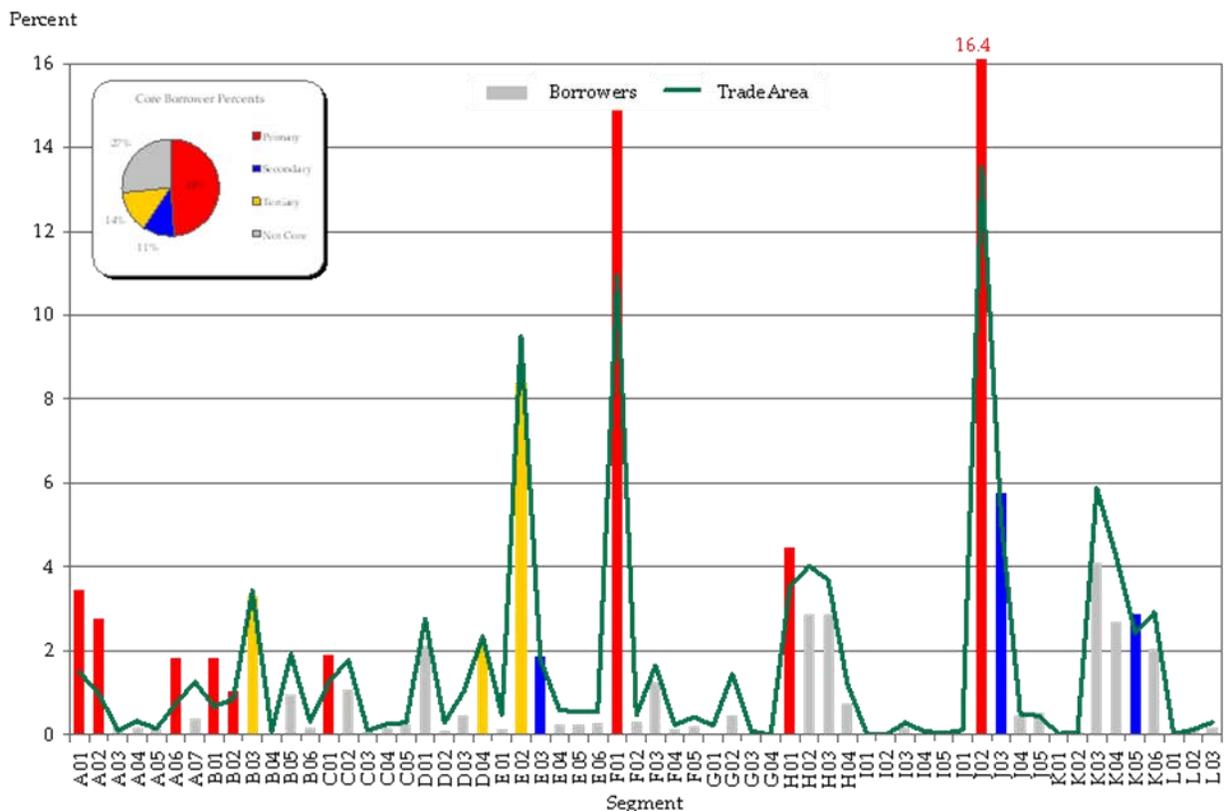
## II. Core Borrower Profile

To determine Central’s Active Core Borrower profile, the Active Borrowers 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: Central’s borrower profile*

The graph illustrates the full profile for Central’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 Central’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: Central Library



### III. Primary Borrower Descriptions

#### **J02: Latino Nuevo Profile**

**Overall Central Library Actual Borrowers: 16.35%**

**Percentage of Households in the Trade Area: 13.51%**

According to data on checked out materials and services used for the Fort Worth Library, this segment has the highest amount of Active Borrowers at Central. J02s account for 16.35% of the borrowers at Central as compared to 13.51% of households in the trade area. J02s represent a group of young, recent immigrants looking for better lives. Over half did not complete high school, and their incomes are one of the lowest in the country. J02 households are filled with children. In fact according to data, no other segment contains more large families than J02. Based on data collected, J02s check out materials related to children at an overwhelming rate compared to other profile segments.

Typically, J02s are unable to afford many leisure activities, which may account for their high library usage. The households of J02 are traditional media supporters who seek out Spanish-language formats. Newspapers are popular sources of information, especially news related to the Hispanic community. Few own a computer. 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.

#### **F01: Steadfast Conservatives Profile**

**Overall Central Library Actual Borrowers: 15.31%**

**Percentage of Households in the Trade Area: 10.95%**

F01 borrowers rank second to J02 borrowers in terms of checked out materials and services used for Central. F01s account for 15.31% of the borrowers at Central, as compared to 10.95% of households the trade area. These mature singles and couples check out Bestsellers, Adult Fiction/Non-fiction, 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 television 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/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, and Juvenile DVDs.

**H01: Young Cosmopolitans Profile****Overall Central Library Actual Borrowers: 4.45%****Percentage of Households in the Trade Area: 3.52%**

H01 is the third most represented segment in Central . H01 accounts for 4.45% of the borrowers at Central, as compared to only 3.52% of households in the trade area. H01 is a collection of households where many adults are under 35 years old and single. These borrowers enjoy busy, active lifestyles, including staying fit, dining out and participating in active night-life. Nearly half hold college degrees, and they are twice as likely as average Americans to have graduate degrees. They hold fast-track jobs in finance, information services, and the arts. If they're married, both spouses work. They travel frequently for business and pleasure, and are big purchasers of all kinds of tech gear.

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. H01s are Primary Borrowers of Bestsellers, Adult Fiction/Non-fiction, and Books on CD, and heavy users of library PCs and Remote Services. They are Secondary Borrowers of Music CDs.

**A01: America's Wealthiest Profile****Overall Central Library Actual Borrowers: 3.44%****Percentage of Households in the Trade Area: 1.48%**

Based on data collected, A01 borrowers comprise 3.44% of Active Borrowers at Central compared to 1.48% of households in the trade area. With incomes well above the national average, A01s are very affluent households found in well established suburban communities. Most of the A01 borrowers are adults, married, middle aged, and college educated. Most hold executive and management positions. A01s love to vacation abroad and are early technology adopters. Many are philanthropic, supporting environmental and human rights causes as well as the arts. A01 households are avid readers of print media, perusing daily and Sunday newspapers for articles about business/finance, science, fashion, and travel. A01s are technologically sophisticated and utilize the Internet frequently to shop, book airline tickets, and gather financial information, which is supported by data that suggests that A01 borrowers are most likely to check out Books on CD and use library PCs and the library's online Remote Services. A01s are also Primary Borrowers of Bestsellers, Adult Fiction/Non-fiction, and Secondary Borrowers Children's Fiction and Teen materials.

**A02: Dream Weavers Profile****Overall Central Library Actual Borrowers: 2.75%****Percentage of Households in the Trade Area: 0.97%**

According to data on checked out materials and services, this segment makes up 2.75% of Active Borrowers at Central, compared to only 0.97% of households in the trade area. A02 households tend to be families with middle-aged adults and school-aged children. No other segment has a higher rate of married residents. A02 is the second-wealthiest segment, with dual-income couples typically holding college degrees and white-collar professional jobs. They have high rates for belonging to churches and

synagogues, PTAs, art associations, and country clubs. They tend to live athletic lives, and on weekends go in search of family-friendly activities. It is not unexpected then, that A02 borrowers check out children's materials frequently.

Data indicates that A02 households enjoy media that relate to their homes and families. These consumers have a high interest in the latest technological trends, and many own home theater systems and digital cameras. A02 borrowers are frequently online for e-mail, news, shopping, stock trading, and making travel arrangements. In the library, A02s tend to check out Picture Books & Easy Readers, Children's Fiction/Non-Fiction, Bestsellers, Adult Fiction/Non-fiction, Teen, Books on CD, Music CDs, Juvenile DVDs, and to use library PCs. They are also heavy users of the library's Remote Services.

### **C01: Second City Homebodies Profile**

**Overall Central Library Actual Borrowers: 1.91%**

**Percentage of Households in the Trade Area: 1.26%**

C01 borrowers account for 1.91% of borrowers at Central compared to 1.26% of households in the trade area. C01 households consist of middle-aged couples and families. Most households are well-educated. Many have achieved 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/Non-fiction, Teen materials, Books on CD, and Juvenile DVDs. They are heavy users of library PCs and Remote Services. They are Secondary Borrowers of Children's Non-Fiction, Music CDs, and DVDs.

### **B01: Status-conscious Consumers Profile**

**Overall Central Library Actual Borrowers: 1.83%**

**Percentage of Households in the Trade Area: 0.67%**

B01 households account for 1.83% of the borrowers at Central compared to 0.67% of households in the trade area. Most B01s are Baby-Boomer adults with college educations, executive positions, and plenty of discretionary income. Most are couples or in households with few children. They enjoy traveling, the arts, and are willing to pay extra for environmentally friendly products. They tend to be among the first to own the latest cell phone, PC, or DVD player. B01 households are big supporters of news media. They read daily newspapers at high rates, turning first to the business, fashion, and travel sections. Frequently B01 borrowers listen to news talk radio and search information online for health and money matters.

B01 borrowers have a high interest in Bestsellers, Adult Fiction/Non-Fiction, Books on CD, library PCs, and using Remote Services. While B01 borrowers have few children, they do account for a higher percentage than would be expected of Picture Books & Easy Readers, Children Fiction/Non-fiction fcheck outs, perhaps for their grandchildren.

**A06: Small-town Success Profile****Overall Central Library Actual Borrowers: 1.82%****Percentage of Households in the Trade Area: 0.73%**

Based on findings, A06 borrowers account for 1.82% of borrowers at Central compared to 0.73% 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 shows, 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/Fiction, Music CDs, DVDs, Juvenile DVDs, and use the library's PCs and Remote Services.

**B02: Affluent Urban Professionals Profile****Overall Central Library Actual Borrowers: 1.03%****Percentage of Households in the Trade Area: 0.85%**

B02 accounts for 1.03% of Active Borrowers at Central as compared to 0.85% of households in the trade area. B02 households are mostly wealthy singles and couples in their twenties and thirties who have yet to settle down and have children. Most have college degrees and jobs as executives and white-collar professionals. B02 households enjoy trendy lifestyles--skiing, clubbing, and attending gallery and museum openings. They join health clubs for yoga and aerobic classes, and to jog and lift weights. B02s are early adopters of new technology, exhibiting high rates for buying the latest laptops, PDAs, MP3 players and digital camcorders. On the radio, they will tune into news talk shows and occasionally, stations that play classical music. They are not big supporters of print media and score low for magazine readership, but they do tend to read the Sunday paper specifically the TV and entertainment sections. Where they really excel is in online media and turn to the Internet for a variety of services including e-mail, travel, downloading music, watching streaming video, and dating sites.

B02 is a very small segment of the population, and therefore comprised very small percentages of overall check outs in the analysis, which notes no clear preferences for the segment. The profile of the segment suggests that to attract B02 borrowers, it is essential to utilize modern technology and the Internet. This is substantiated by their remote use of the library approaching a significant level.

## IV. Secondary & Tertiary Borrower Descriptions

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

- **J03: Struggling City Centers - Overall Central Library Actual Borrowers: 5.76%**  
**Percentage of Households in the Trade Area: 5.19%**  
Young, single and single-parent minority renters living in very low-income city neighborhoods.
- **K05: New Generation Activists - Overall Central Library Actual Borrower: 2.89%**  
**Percentage of Households in the Trade Area: 2.42%**  
Less educated, young, low-income minority singles and single-parent families concentrated in inner cities.
- **E03: Professional Urbanites - Overall Central Library Actual Borrower: 1.87%**  
**Percentage of Households in the Trade Area: 1.80%**  
Upper-middle-class retirees in the metropolitan sprawl containing very active empty nesting couples and older singles.

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.

- **E02: Urban Blues - Overall Central Library Actual Borrower: 8.39%**  
**Percentage of Households in the Trade Area: 9.48%**  
Young Hispanic families, singles, and single parents living in urban areas working in low paying, entry-level blue-collar and service jobs.
- **B03: Urban Commuter Families - Overall Central Library Actual Borrower: 3.32%**  
**Percentage of Households in the Trade Area: 3.42%**  
Upscale, college educated Baby-Boomer families and couples living in comfortable, single detached homes in city neighborhoods on the metropolitan fringe.
- **D04: Small-city Endeavors - Overall Central Library Actual Borrower: 2.11%**  
**Percentage of Households in the Trade Area: 2.35%**  
A mix of lower income, young and old, singles, families and single parents living in older homes and small apartments in working-class areas.

### V. Primary Core Borrower Habits

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

	Segment	A01	A02	A06	B01	B02	C01	F01	H01	J02	Percentage of core Central borrowers with a propensity to use the category
Category											
Children's Fiction		✓	✓	✓	✓		✓	✓	✓	✓	47.8%
PC Logins		✓	✓	✓	✓		✓	✓	✓	✓	47.8%
Picture Books/Easy Readers		✓	✓	✓	✓		✓	✓	✓	✓	47.8%
Remote Users		✓	✓	✓	✓		✓	✓	✓	✓	47.8%
Adult Non-Fiction		✓	✓	✓	✓		✓	✓	✓	✓	47.8%
Music CD's			✓	✓			✓	✓	✓	✓	42.6%
Teen		✓	✓	✓			✓	✓		✓	41.6%
Children's Non-Fiction			✓	✓	✓		✓	✓		✓	40.0%
DVD		✓		✓			✓	✓		✓	38.8%
Juvenile DVD			✓	✓			✓	✓		✓	38.2%
Spanish Materials								✓		✓	31.6%
Adult Fiction		✓	✓	✓	✓		✓	✓	✓		31.5%
Bestsellers		✓	✓	✓	✓		✓	✓	✓		31.5%
Books on CD		✓	✓	✓	✓		✓	✓	✓		31.5%

## **VI. Central: Borrowers Versus Non-Borrower Comparisons**

According to research data, there are some segments in Central'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 Central, many are high borrowers at other libraries in the Fort Worth Library System.

### **Library Non-Borrower Profiles**

The segments below represent a significant portion of libraries borrowers that are under-represented at Central when compared to the overall population.

#### **K03: African-American Neighborhoods Profile**

##### **Percentage of Households in the Trade Area: 5.87%**

K03 borrowers represent an active working-class families and individuals in mainly minority neighborhoods. K03 borrowers are many times faced with economic challenges and represent single-parent households. To attract K03 borrowers the data suggests that the library consider having family-oriented activities and materials that are both recreational and educational for children.

Due to the economic challenges in K03 households however, many families appear to utilize library resources nearer to their homes rather than traveling to Central. K03s are Primary Borrowers at Shamblee, Secondary Borrowers at East Berry, and Tertiary Borrowers at East Regional, Meadowbrook, and Wedgwood.

#### **K04: Urban Diversity Profile**

##### **Percentage of Households in the Trade Area: 4.25%**

Quite similar to H02 and K03 borrowers, K04 is reflective of a large majority of households containing minorities. While these borrowers also are presented with economic challenges, according to data they are more mobile than other minority populations. A third of K04 households have children. The data suggests that this is a strong market for children products, including toys, books, dolls, and board games. This community enjoys TV and going online at a much higher rate in comparison to the average. Child-friendly and media programs could attract these borrowers to Central. K04 households are Primary Borrowers at Wedgwood, Secondary Borrowers at Southwest Regional, and Tertiary Borrowers at East Regional, Regional, and Seminary.

#### **H02: Minority Metro Communities Profile**

##### **Percentage of Households in the Trade Area: 4.01%**

H02 borrowers reflect the nation's growing African-American middle class. In comparison to existing Central borrowers, they have a strong interest in youth-oriented toys, consumer electronics, and ethnic media. H02 borrowers are drawn to materials, media, and programming that feature minorities. H02s are Primary Borrowers of East Regional, Secondary Borrowers of Meadowbrook, and Tertiary Borrowers of Wedgwood.

**H03: Stable Careers Profile****Percentage of Households in the Trade Area: 3.69%**

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 Central. 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.

**K06: Getting By Profile****Percentage of Households in the Trade Area: 2.91%**

Members of K06 are financially challenged households where the median income is lowest in the nation. K06 stands at or near the bottom of the socioeconomic ladder. According to data, with less than half of residents in the workforce, few own their own homes or possess a car and therefore many residents rely on walking, carpooling, and/or public transportation. Leisure activities are home-based, primarily enjoying TV, radio and playing sports. They have limited access to the Internet. K06s are Primary Borrowers of BOLD, COOL, East Regional, and Shamblee. Data suggest that programs and media that are ethnic and minority focused could be a draw for these borrowers. Also, they appreciate educational programs that assist in job searches and receiving information that relates to health and medical information.

**D01: Nuevo Hispanic Families Profile****Percentage of Households in the Trade Area: 2.76%**

D01 borrowers are quite similar in demographics and lifestyle to J02 borrowers. D01 borrowers have modest education and salaries earned at blue collar jobs. They pursue economical lifestyles. They do have relatively high ownership of cars, and also tend to rent their homes. D01 borrowers lack the discretionary income for many leisure activities or vacations but what these borrowers may lack in money, they make up in passion for various media. D01s are high borrowers of neighborhood libraries such as Northside and Riverside. To attract more D01 borrowers, the data suggests having Spanish-oriented materials and programming within the library.

**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
Listen to Black/Rhythm and Blues on Radio Mon-Sun Total (24 Hours)	140	175
Read the Magazine Essence	157	185
Prefer Reading in Some Other Language*	66	90
Viewed Jamie Fox Show on BET in last 4 Weeks	169	192
Viewed Girlfriends on BET in last 4 weeks	162	184
Viewed Independent Spirit Awards in IFC in Last 4 Weeks	175	196
Listen to Urban AC on Radio Mon-Sun Total (24 Hours)	153	174
Viewed BET Cable TV Service in last 7 days	150	171
Read the Magazine Vibe	178	198
Viewed In Living Color on BET in last 4 weeks	159	179
Watched NAACP Image Awards (CBS) last time it was shown	136	156
Watch World Cup Soccer Sporting Events	139	119
Type of Investment – Online Trading	101	81
Read the Magazine Black Enterprise	144	163
Watch WNBA Basketball –Regular Season on TV Frequently	163	146
Listen To Classic Rock on Radio Mon-Sun Total (24 Hours)	89	73
Watch Inside Edition (Weekend) Once a week Program Full Attention	119	134
Type of Investment – US Treasury Bills or Notes	103	88
Attend College Football Post Season Sporting Events	87	72
Read the Magazine The Economist	121	106
Public Television Charitable Contributions in last 12 months	86	73
Arts/Culture and Humanities Charitable Contributions in last 12 months	90	78
Attend PGA Sporting Events	70	59
Attend MLB Baseball Post Season Sporting Events	93	82
Listen to Oldies Rock – 80s on Radio Mon-Sun Total (24 Hrs)	78	68
PC At Home used for Business Analysis/Forecasting	94	84
Type of Investment – Own 529 College Savings	74	66

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

\*Data compiled from Hispanic Household respondents only.

## VII. Central Library Score Sheet and Details

Figure 4: Central Score Sheet



### Fort Worth Library Score Sheet

**Branch:** CENTRAL LIBRARY  
**Address:** 500 W 3RD ST  
**City, State:** FORT WORTH, TX  
**DMA:** Dallas-Ft.Worth  
**BUDS:** Metropolitan (4)

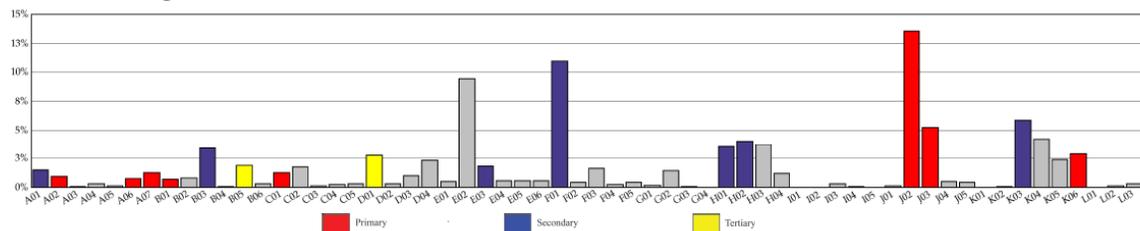
**Score: 87**

**Date Scored:** 12/22/2009  
**Total SQFT:** 175,000  
**Trade Area (Minutes):** 15

Profile Indices	Average	Site
Active Borrower	100	101
Adult Fiction	100	92
Adult Non-Fiction	100	98
Best Sellers	100	92
Books on CD	100	90
Children's Fiction	100	94
Children's Non-Fiction	100	99
Door Counts	100	100
DVD	100	105
Juvenile DVD	100	107
Music CDs	100	101
PC Logins	100	108
Picture Books / Easy Readers	100	96
Reference	100	105
Remote Users	100	98
Spanish Materials	100	121
Teen	100	99

Demographics	Average	Site
Households	30,450	165,766
Active Borrowers	11,386	55,391
Active Borrower Penetration Percent	41.6	33.4
Five Year Population Growth Percent	5.0	4.5
Percent HH with Children	40.5	38.1
Percent Asian	3.1	3.0
Percent Black	25.1	20.4
Percent Hispanic	39.8	40.2
Median HH Income	\$41,401	\$42,254

#### 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.