

Caville Opportunity Outreach Library [COOL]

COOL PROFILE	
Address	5060 Avenue G
City Council District	5 – Frank Moss
Drive-Time Trade Areas (in minutes)	2
Core Borrowers	K06

Summary Overview

Buxton has completed an analysis of Caville Opportunity Outreach Library (COOL) to compare its overall library borrower profile and the borrower profile for different library collections and services. Based on data collected, COOL has a targeted segment of Core Borrowers that share common demographics, hobbies, and interests who serve as its Active Borrowers.

Borrowers of COOL have the shortest drive-time trade area in comparison to any other Fort Worth Library at 2 minutes.

The data suggest that COOL 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 of the library within the same trade area. Profiles are ranked in order of percentage of borrowers for the library.



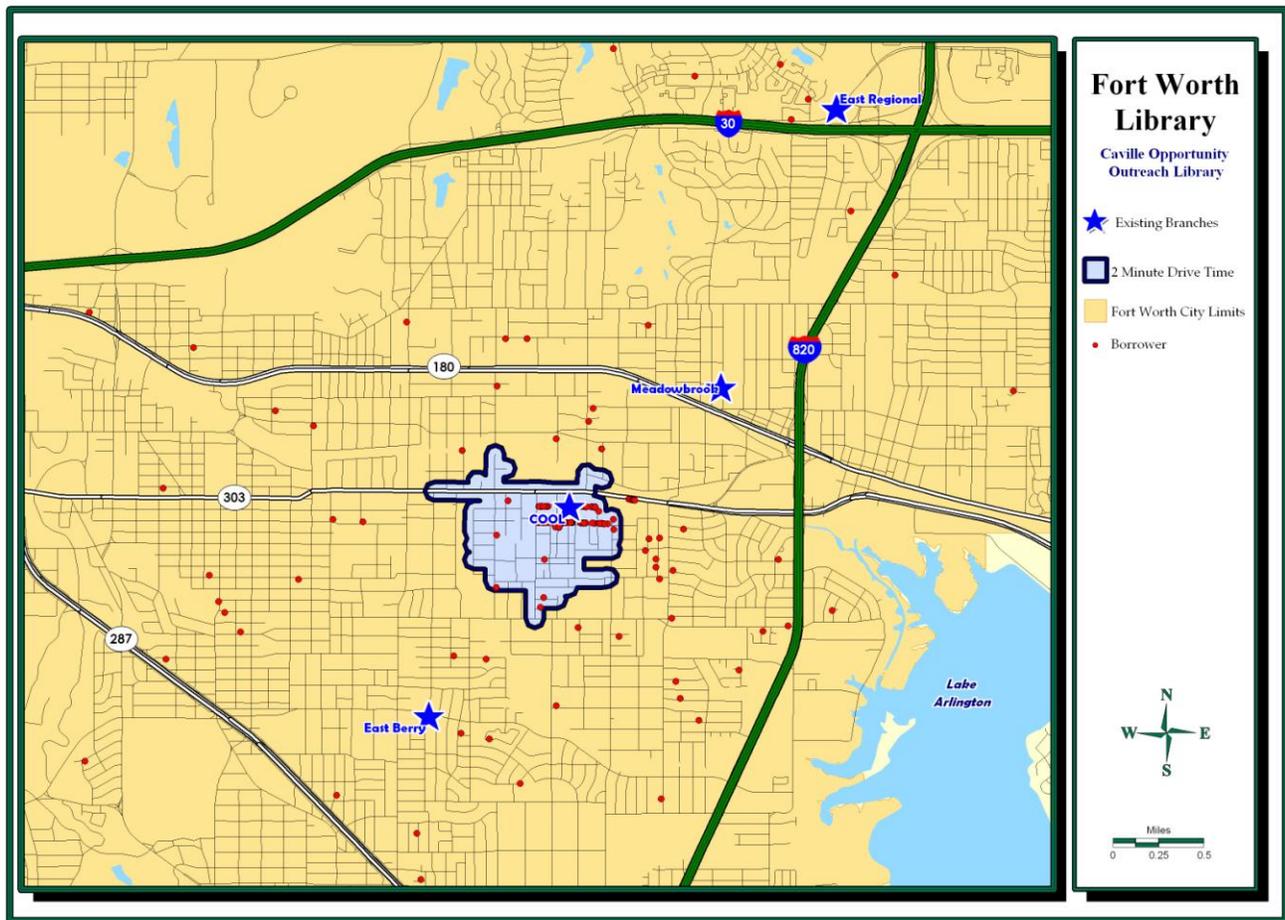
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I. Trade Area – Where borrowers are served by this library

Seventy-five percent of COOL’s borrowers live within 2 minutes of the location. Mapping the residences of those borrowers shows that, while some borrower addresses are outside the Caville development, the majority of those borrowers within the trade area are clustered in the Caville neighborhood.

Figure 1: Trade Area Map



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II. Core Borrower Profile

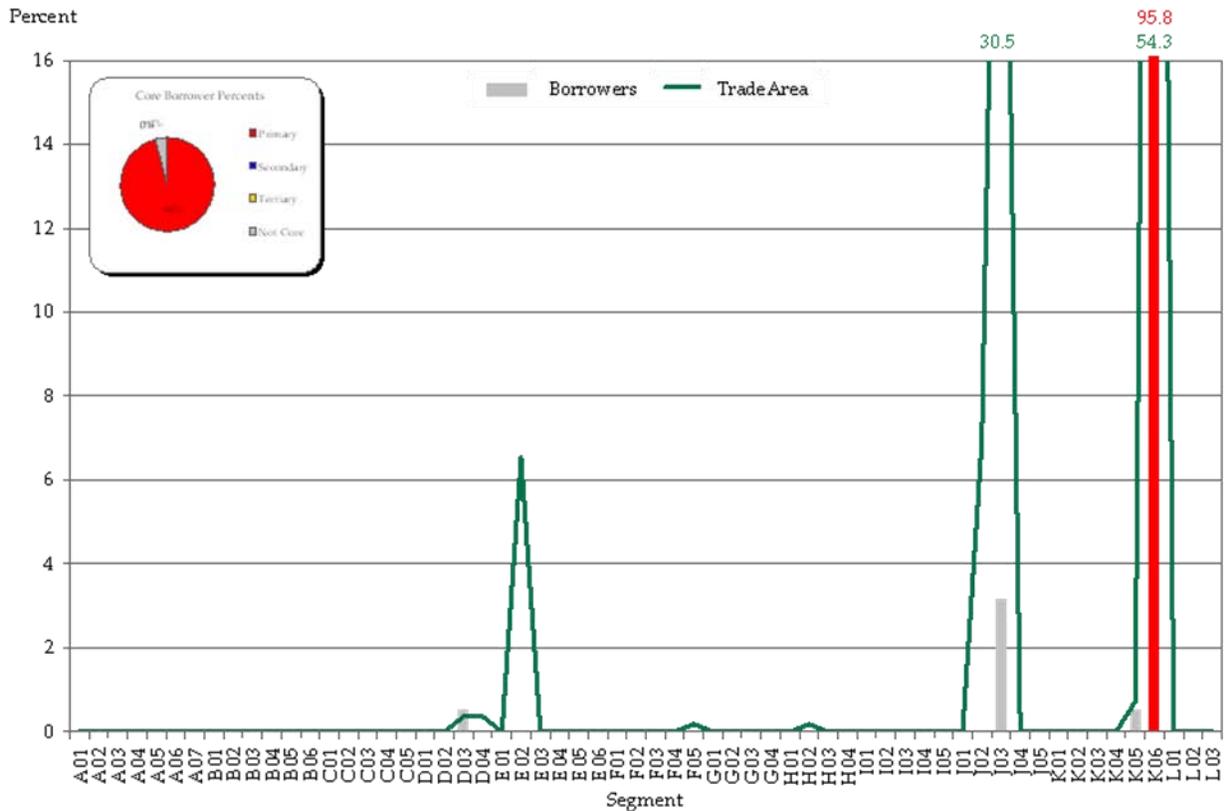
To determine COOL's Active Core Borrower, the profile of Active Borrowers is compared to the profile of all households in the library's trade area. A segment was designated as a Core Borrower if it contributed to a higher percentage of the library's Core Borrowers than would be expected based on the 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: COOL's borrower profile

The graph illustrates the percentage of borrower and non-borrowers for COOL. 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. COOL 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: Getting By borrowers are the only Primary Borrowers of COOL.

Core Borrowers: Caville Opportunity Outreach Library



III. Primary Borrower Description

K06: Getting By Profile

Overall Branch Actual Borrowers: 95.78%

Percentage of Households in the Trade Area: 54.26%

According to data on checked out materials and services used for the Fort Worth Library, K06 borrowers are the dominant Active Borrowers at COOL. K06 borrowers make up 95.8% of the borrowers at COOL, versus only 54.3% 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. Residents 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 and 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 COOL. The categories are listed in descending order based on the most frequently used materials and services.

	Segment	K06	Percentage of core COOL borrowers with a propensity to use the category
Category			
Adult Non-Fiction		✓	95.8%
Children’s Non-Fiction		✓	95.8%
Music CD’s		✓	95.8%
DVD		✓	95.8%
Juvenile DVD		✓	95.8%
PC Logins		✓	95.8%
Teen		✓	95.8%
Remote Users		✓	95.8%
Children’s Fiction			
Adult Fiction			
Books on CD			
Picture Books & Easy Readers			
Bestsellers			
Spanish Materials			

V. Borrowers Versus Non-Borrower Comparisons

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

Library Non-Borrower Profiles

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

J03: Struggling City Centers Profile

Percentage of Households in the Trade Area: 30.49%

J03 households tend to be located in very low-income neighborhoods with a high concentration of African Americans. One-third of the households in this segment are single-parent homes and many are faced with economic challenges. Despite their economic conditions, many of these households are determined to have a better life for their children. Therefore, data suggest that activities, educational programs and materials that are geared towards children could be a way to draw in these borrowers. Data also indicates that J03 borrowers are a strong media market for music and ethnic media. This corresponds with borrower data which shows that at other libraries J03s are Primary Borrowers of Children's Non-fiction, Music CDs, DVDs, and Juvenile DVDs. J03s are Primary Borrowers at East Berry, Shamblee, Meadowbrook, and Ridglea.

E02: Urban Blues Profile

Percentage of Households in the Trade Area: 6.53%

E02 borrowers are young Hispanic singles, families and single parents living in urban areas. Data indicates that these households are working-class members with low-key lifestyles who are extremely family oriented. For hobbies and enjoyment, these families play team sports, entertain friends, and enjoy traditional media. E02 households have a high interest in Hispanic/Spanish magazines, media, and TV. The data suggests these types of materials could attract more E02 borrowers to the library. E02 borrowers are Primary Borrowers at Meadowbrook.

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.

Characteristic	Borrower	Trade Area
Visited Starmedaicom Spanish Website During Last 30 Days*	21	287
Purchased Rowing Machine During Last 12 Months	24	258
Watch 30 Rock (NBC) Once A Week Program With Full Attention	555	341
Visited Elsitocom Spanish Website During Last 30 Days*	19	233
Visited 123COM Spanish Website During Last 30 Days*	14	212
Listen to Tejano on Radio Mon-Sun Total (24 Hours)	0	182
Within Last 6 Months Read/Looked Into Furia Musical (Hispanics Only)*	7	157
Watched Cine Especial (Univision) Once A Week Program With Full Attention*	1	142
Other Offline Software Prepared Personal Taxes in Last 12 Months	11	132
Listen to Mexican on Radio Mon-Sun total (24 Hours)	2	120
Bought Self-Help/Language/Educational DVD in last 12 months	13	121
Read the Magazine Hispanic Business	9	104
Type of Investment – Other Securities (Commodities/Warrants/Puts)	6	70
Listen to Satellite Radio at Home	6	67
Viewed ESPN Sports Packages on pay-per-view TV in last 12 months	4	54
Attend NASCAR Sporting Events	5	49
Listen to Adult Alternative Radio Mon-Sun Total (24 Hours)	102	63
Viewed Pay-Per-View TV More than 10 times in last 12 months	3	33

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

*Data compiled from Hispanic Household respondents only

VI. Branch Score Sheet and Details

Figure 4: COOL Score Sheet



Fort Worth Library Score Sheet

Branch: CAVILLE OPPORTUNITY OUTREACH LIBRARY
Address: 5060 AVENUE G
City, State: FORT WORTH, TX
DMA: Dallas-Ft.Worth
BUDS: Suburban (3)

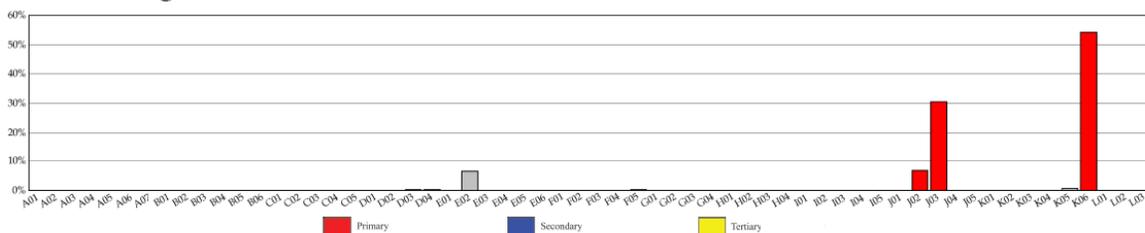
Score: 137

Date Scored: 12/22/2009
Total SQFT: 1,700
Trade Area (Minutes): 2

Profile Indices	Average	Site
Active Borrower	100	134
Adult Fiction	100	64
Adult Non-Fiction	100	102
Best Sellers	100	56
Books on CD	100	35
Children's Fiction	100	70
Children's Non-Fiction	100	118
Door Counts	100	101
DVD	100	137
Juvenile DVD	100	148
Music CDs	100	122
PC Logins	100	130
Picture Books / Easy Readers	100	74
Reference	100	112
Remote Users	100	106
Spanish Materials	100	116
Teen	100	110

Demographics	Average	Site
Households	30,450	550
Active Borrowers	11,386	354
Active Borrower Penetration Percent	41.6	64.4
Five Year Population Growth Percent	5.0	-1.3
Percent HH with Children	40.5	54.6
Percent Asian	3.1	0.8
Percent Black	25.1	83.3
Percent Hispanic	39.8	18.9
Median HH Income	\$41,401	\$11,033

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.