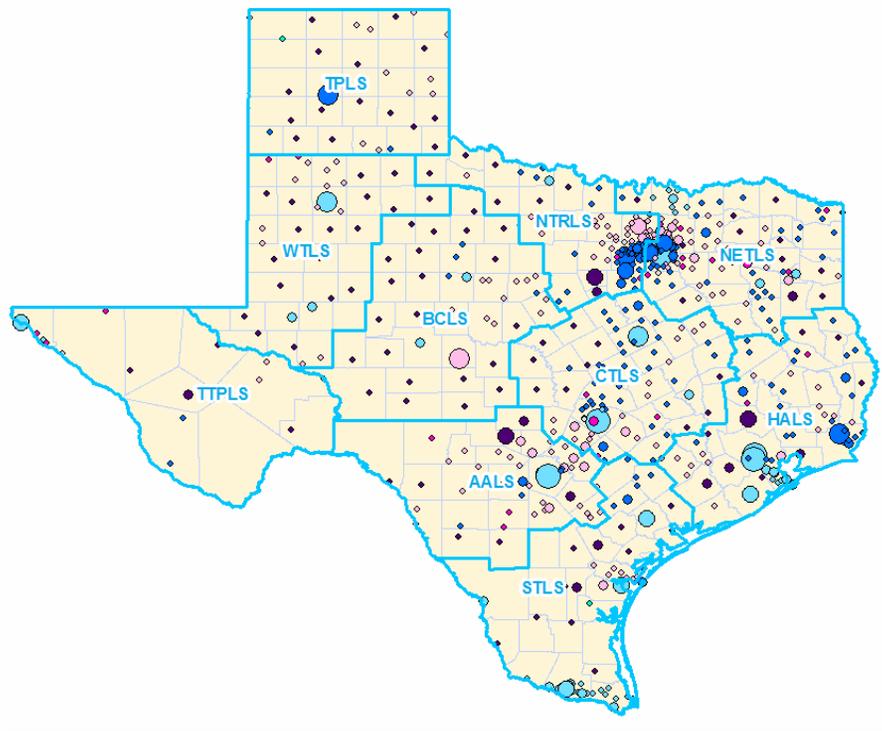


## **Appendix 2: Texas ILL and Resource Sharing Maps**



# Interlibrary Loan and Resource Sharing Study

for the

## Texas State Library and Archives Commission

December 2007

**CIVIC**Technologies

[www.civicttechnologies.com](http://www.civicttechnologies.com)

In association with



**Bibliographical Center for Research**

# Interlibrary Loan and Resource Sharing Study

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  - 7.0 Sample of Detail Maps

### *Major GIS work elements*

---

- 1. Inventory of existing conditions**
- 2. Analysis and interpretation of existing resource sharing practices/conditions**
- 3. Analysis and interpretation of resource sharing concepts and models**
- 4. Map patron survey results**
- 5. “As needed” BCR support**

## *Summary of data sets used*

---

**TSLAC data**

**NCES data**

**Geographic data**

**Demographic data**

**Tapestry data**

## *TSLAC data*

---

### Sources

- **Compiled from a number of TSLAC resources**
- **Internal data resources**
  - TexNet Centers
  - TexShare
  - Texas Group
  - Project Loan
- **Public data sources**
  - Texas Public Library Statistics Annual Report (2005)
  - 2005 Texas Academic Library Survey
- **Amigos Library Services**
  - OCLC cataloging and interlibrary loan data

### Data and mapping layers

- TexNet Centers
- Regional systems
- Library of Texas members
- TexNet referring library
- TExpress courier stops
- Texas Group member
- Project loan members by amount
- OCLC catalog members
- OCLC ILL members
- Number books/serials in collection
- Number audio-visual in collection
- Number of items in collection
- Total ILL requests filled
- ILL requests provided to other libraries
- ILL requests filled by state sponsored ILL
- Percent of ILL requests filled by sponsored ILL

## *NCES data*

---

### **Source: NCES**

### **Data and mapping layers**

- **Comprehensive locations for public and academic**
- **Selected locations for school and special libraries as they participate in resource sharing activities**
- **Legal service area types**
  - **City exactly**
  - **County exactly**
  - **City most nearly**
  - **County most nearly**
  - **Metropolitan area exactly**
  - **Metropolitan area most nearly**
  - **Multi county**
  - **School district**

## *Geographic data*

---

**Source: ESRI**

### **Data and mapping layers**

- **Census tracts**
- **Cities and census designated places**
- **Counties**
- **Highways and major roads**

## *Demographic data*

---

**Source: ESRI**

### **Data and mapping layers**

- 2007 and 2012 population
- 2007 and 2012 population density
- 2007 – 2012 population growth
- 2007 and 2012 Median household size
- 2007 and 2012 Median household income
- 2000 educational attainment

### **Current year estimate and five year forecast**

- 2007 current year estimate is based upon U.S. Census data. Data is disaggregated to the block group level by ESRI.
- 2012 five year forecast utilizes factors such as growth rates, trends, and postal route updates

### *Tapestry data*

---

#### **Source: ESRI**

**Premiere national market segmentation system that enables customer profiling into 65 segments of every neighborhood in the country at multiple geographical levels**

**Segments are analyzed and sorted by more than 60 attributes such as income, employment, home value, housing type, education, household composition, age, and other key determinants of consumer behavior**

---

#### **Data sources used in Tapestry**

- **Census 2000 data**
- **ESRI proprietary demographic updates**
- **Acxiom's InfoBase consumer database**
- **Mediamark Research Inc.'s national consumer survey**
- **Other sources that capture the subtlety and vibrancy of the U.S. marketplace**

### *Map Notes*

---

#### **As a result of on-going data collection efforts:**

- The TexNet referring libraries map is not included in this submittal
- The map showing TExpress courier routes does not include data for the NETLS and TPLS regions

**The three educational attainment maps show the population counts; these three maps will be supplemented with data normalized to show the percent of population**

**Due to the size of the state, maps at the state-wide level do not provide sufficient detail at the regional, metropolitan, or city scale. Therefore, a random sampling of detail maps at the metropolitan scale are provided.**

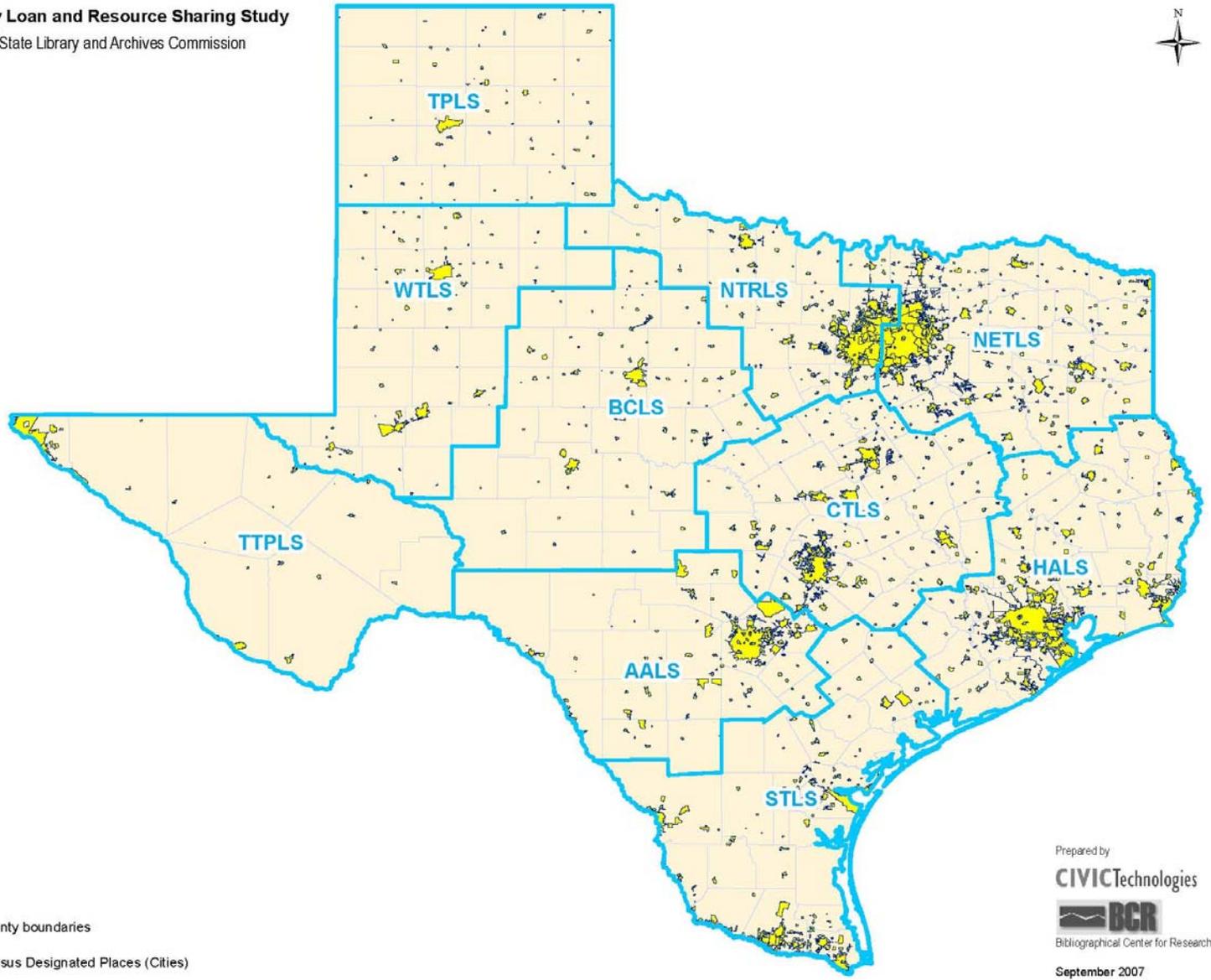
## *Maps*

---

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- 2.0 Context Maps**
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- 4.0 Resource Sharing Program Participation Maps
- 5.0 Tapestry Maps and Segment Descriptions
- 6.0 Sample of Resource Sharing Use Data
- 7.0 Sample of Detail Maps

# Interlibrary Loan and Resource Sharing Study

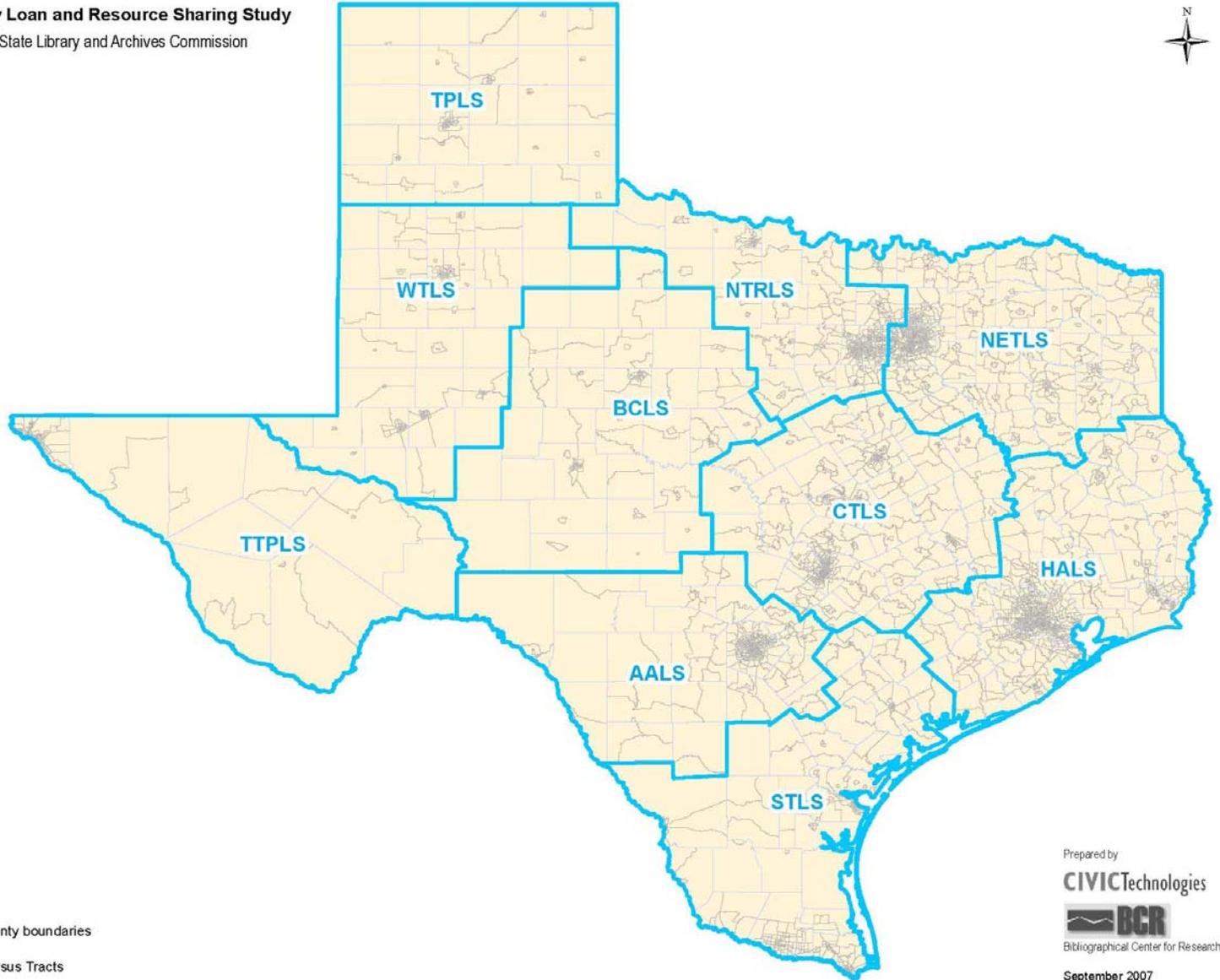
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for the Texas State Library and Archives Commission



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September 2007

# Interlibrary Loan and Resource Sharing Study

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## *Maps*

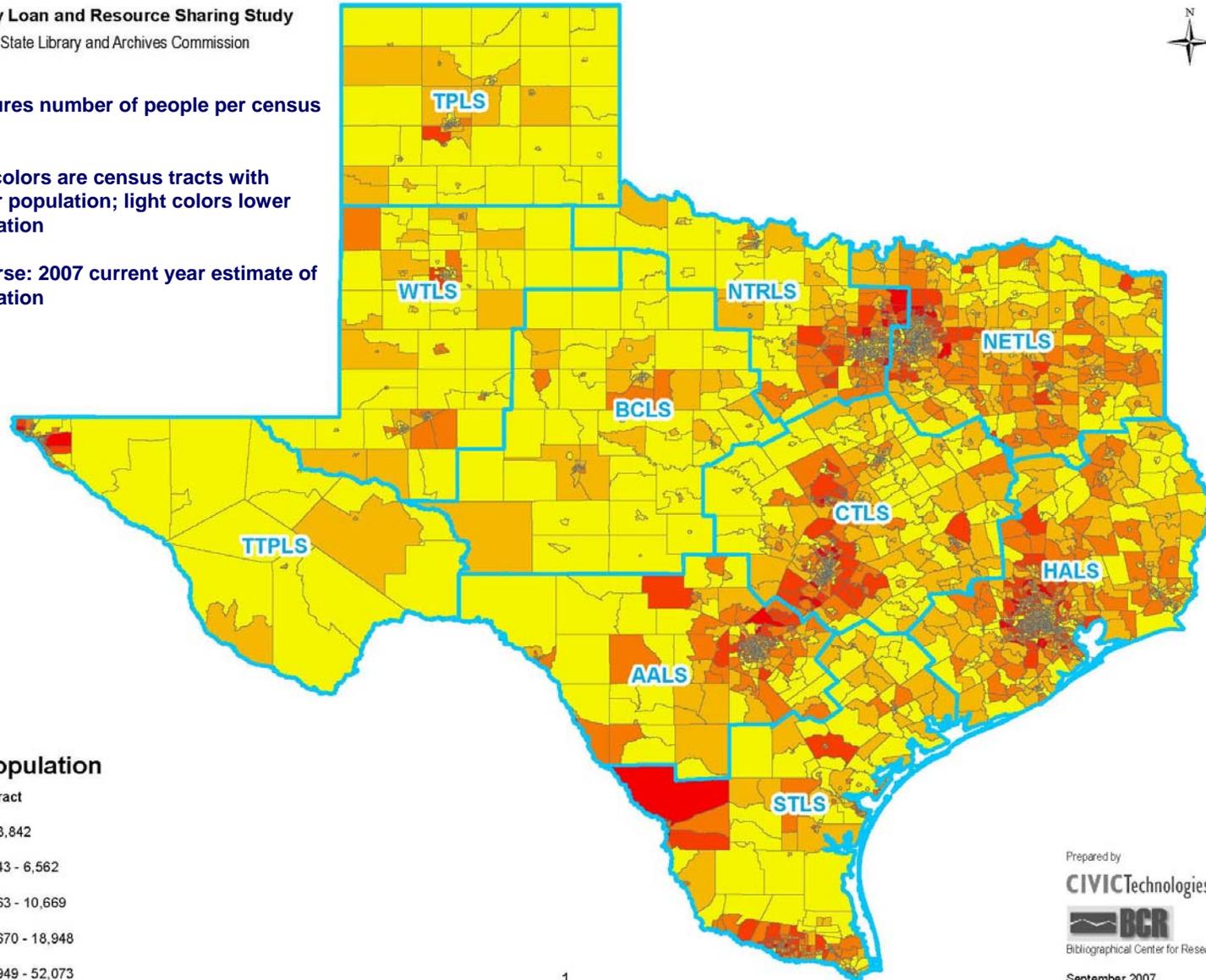
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- 7.0 Sample of Detail Maps

# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Measures number of people per census tract
- Dark colors are census tracts with higher population; light colors lower population
- Universe: 2007 current year estimate of population



1

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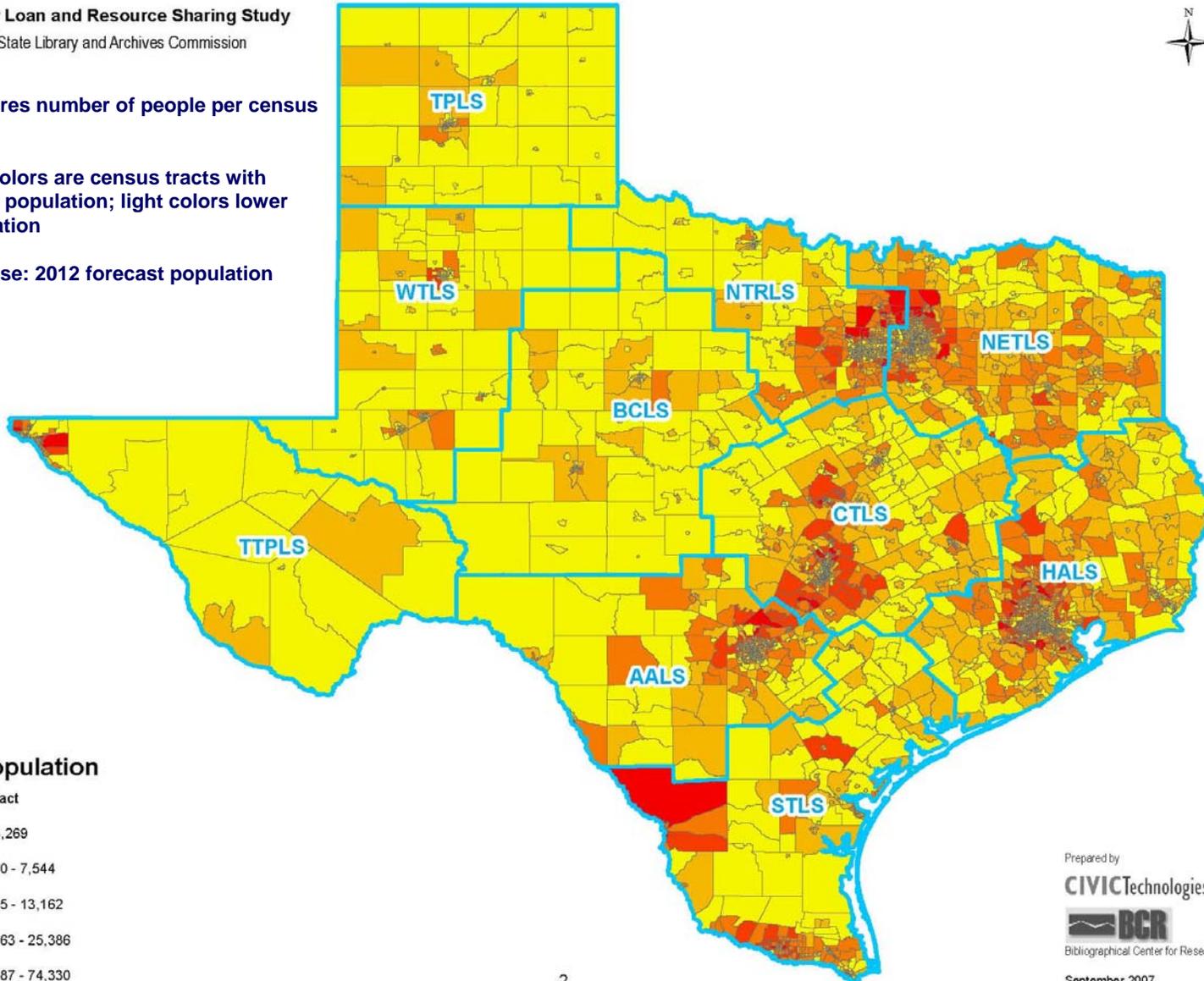
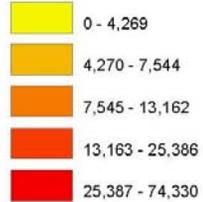
# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Measures number of people per census tract
- Dark colors are census tracts with higher population; light colors lower population
- Universe: 2012 forecast population

## 2012 Population

by Census Tract



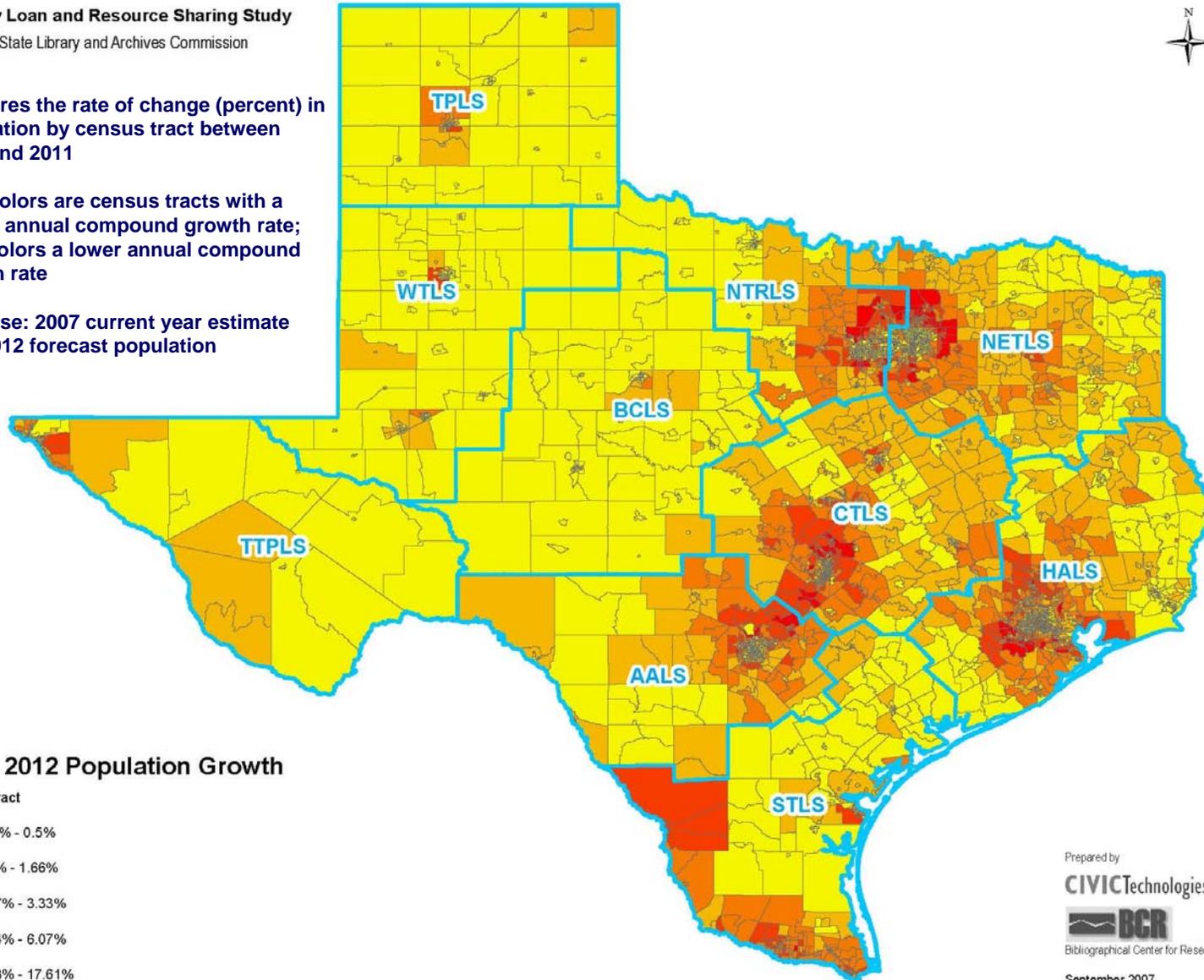
2

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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
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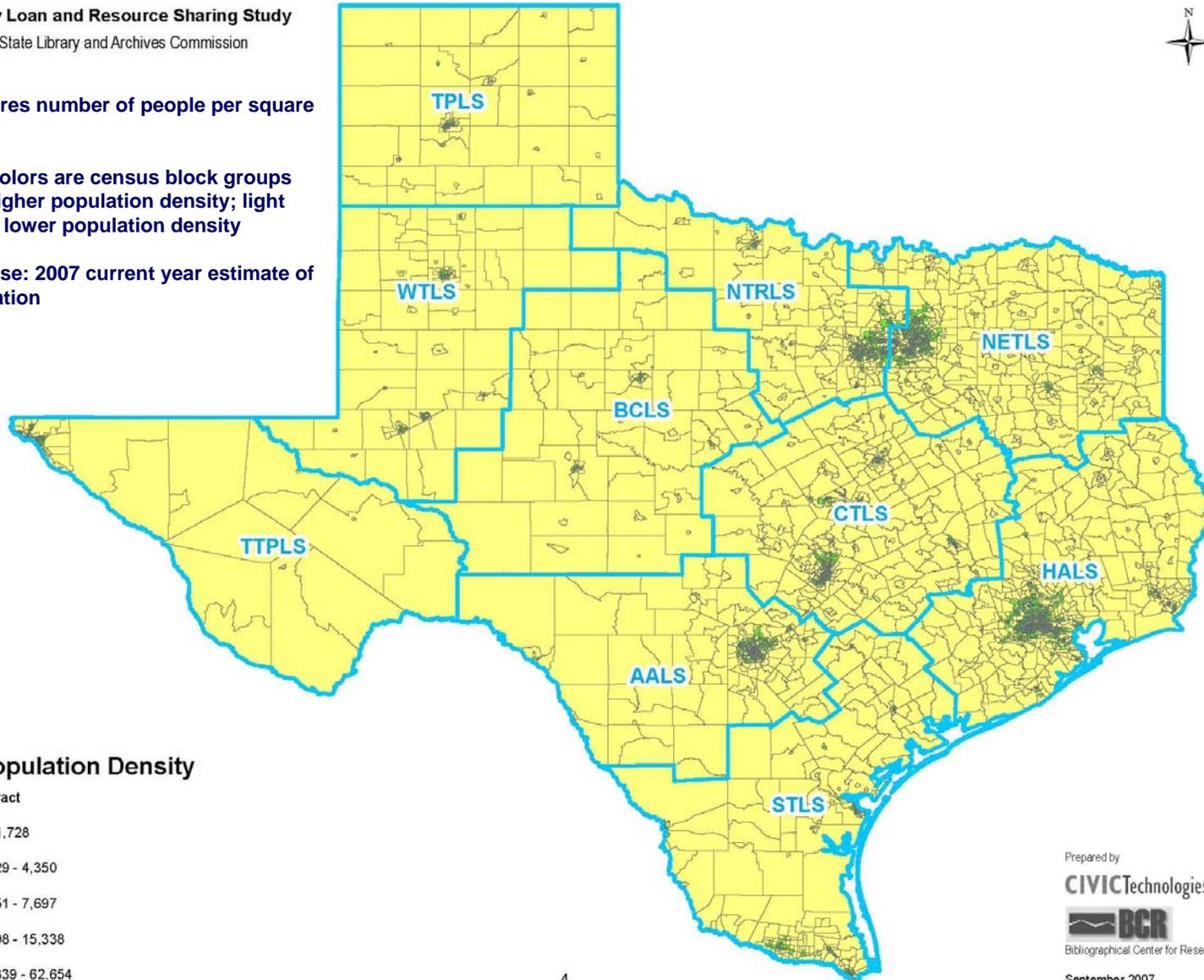
- Measures the rate of change (percent) in population by census tract between 2006 and 2011
- Dark colors are census tracts with a higher annual compound growth rate; light colors a lower annual compound growth rate
- Universe: 2007 current year estimate and 2012 forecast population



# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

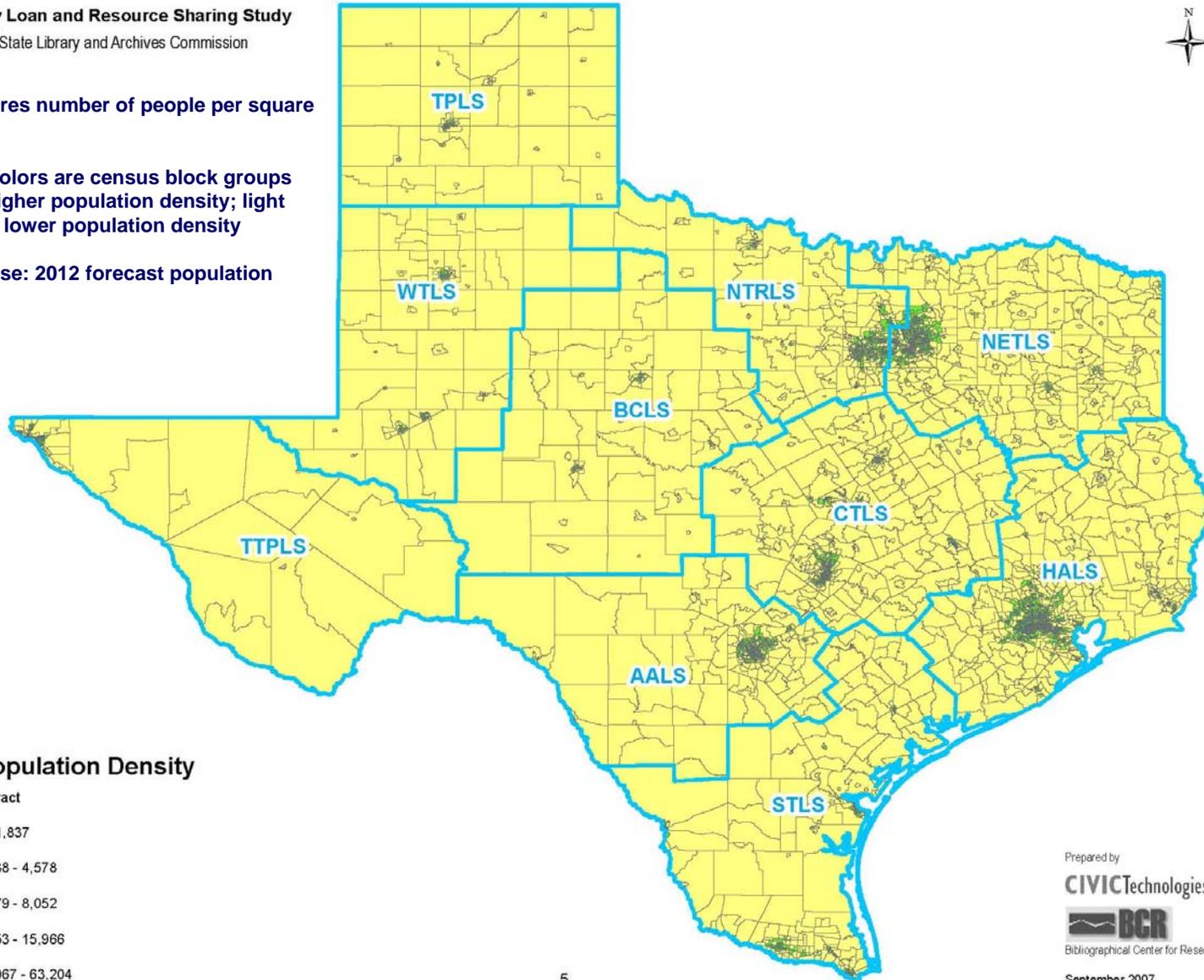
- Measures number of people per square mile
- Dark colors are census block groups with higher population density; light colors lower population density
- Universe: 2007 current year estimate of population



# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Measures number of people per square mile
- Dark colors are census block groups with higher population density; light colors lower population density
- Universe: 2012 forecast population



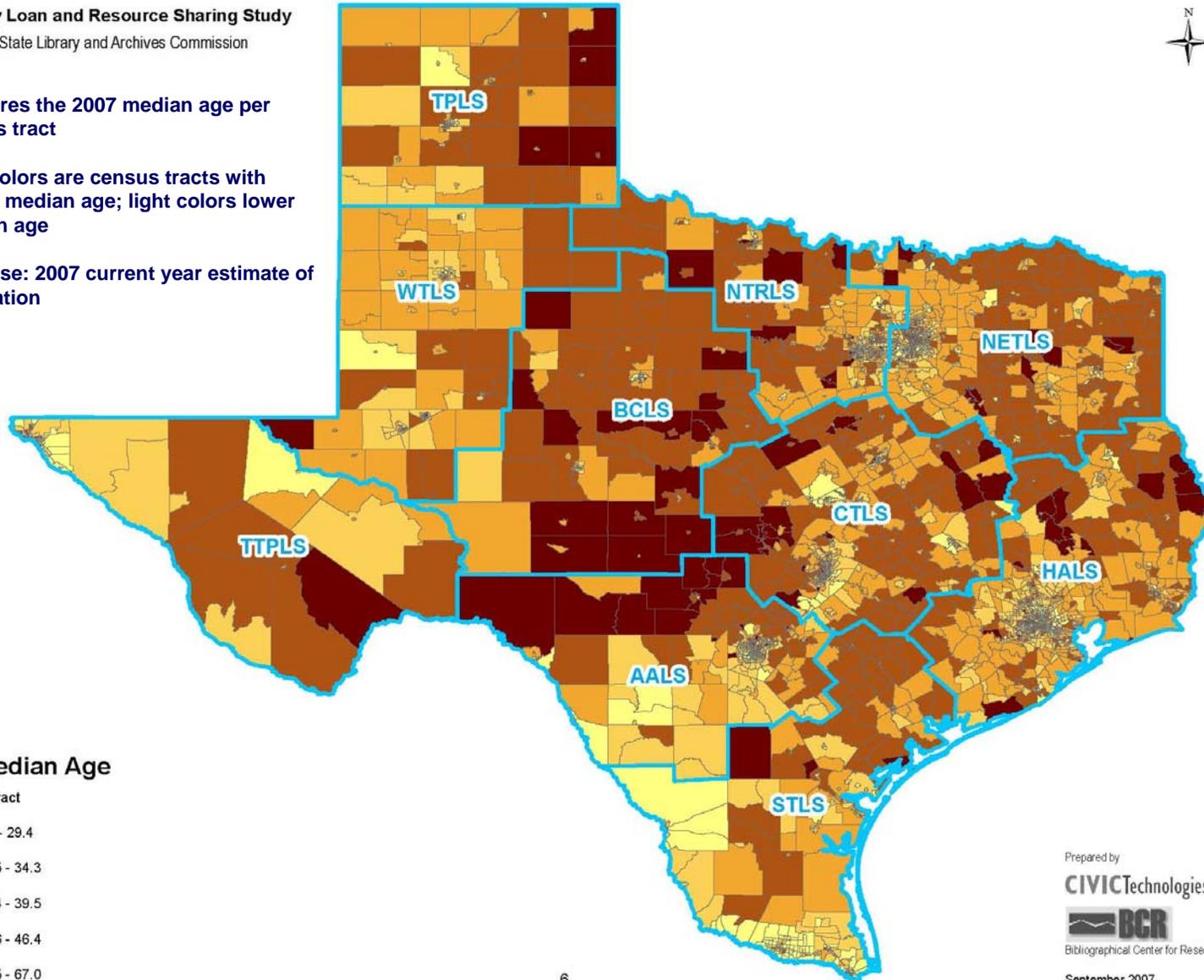
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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Measures the 2007 median age per census tract
- Dark colors are census tracts with higher median age; light colors lower median age
- Universe: 2007 current year estimate of population



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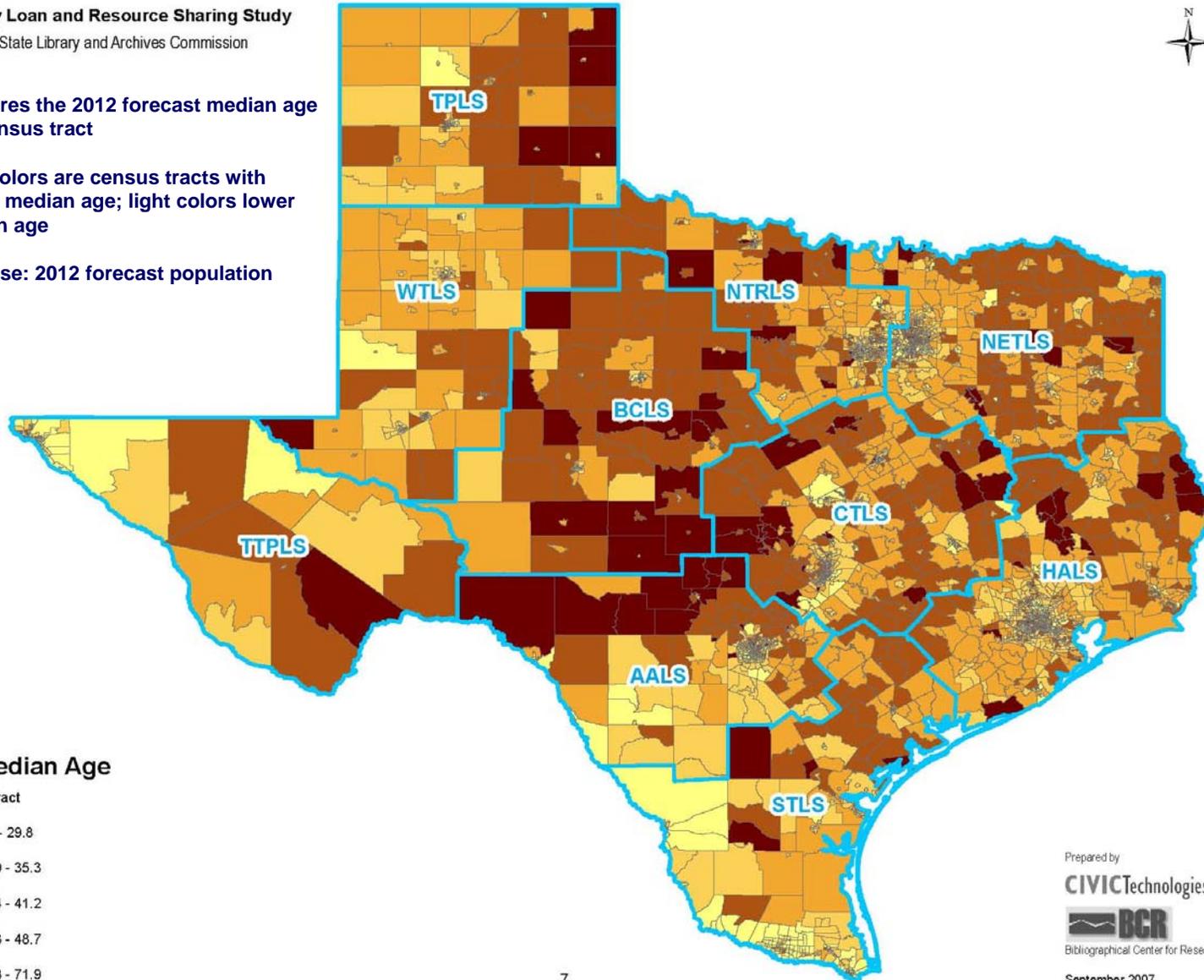
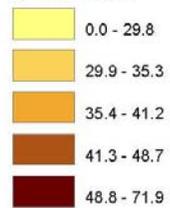
# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Measures the 2012 forecast median age per census tract
- Dark colors are census tracts with higher median age; light colors lower median age
- Universe: 2012 forecast population

## 2012 Median Age

by Census Tract



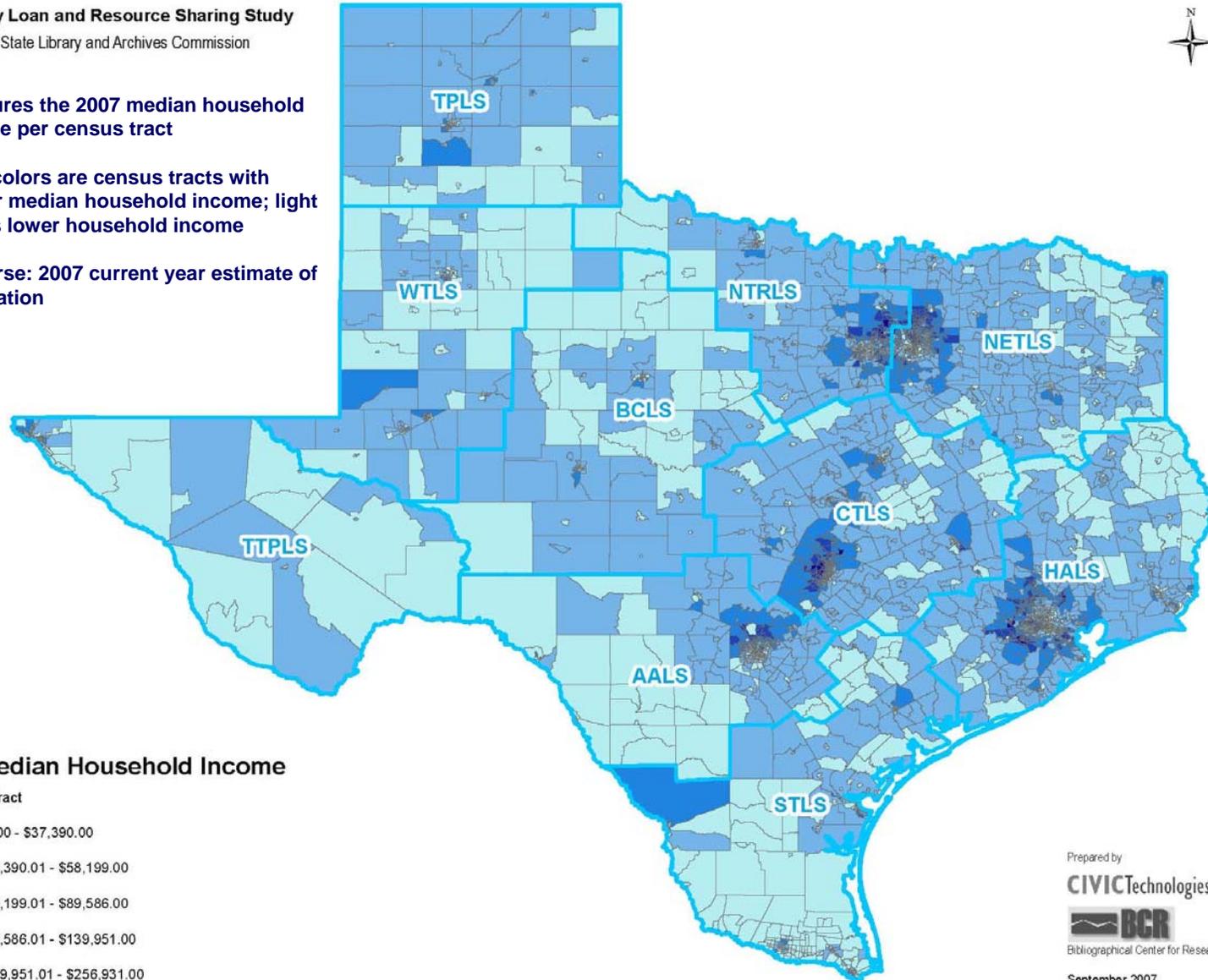
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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Measures the 2007 median household income per census tract
- Dark colors are census tracts with higher median household income; light colors lower household income
- Universe: 2007 current year estimate of population

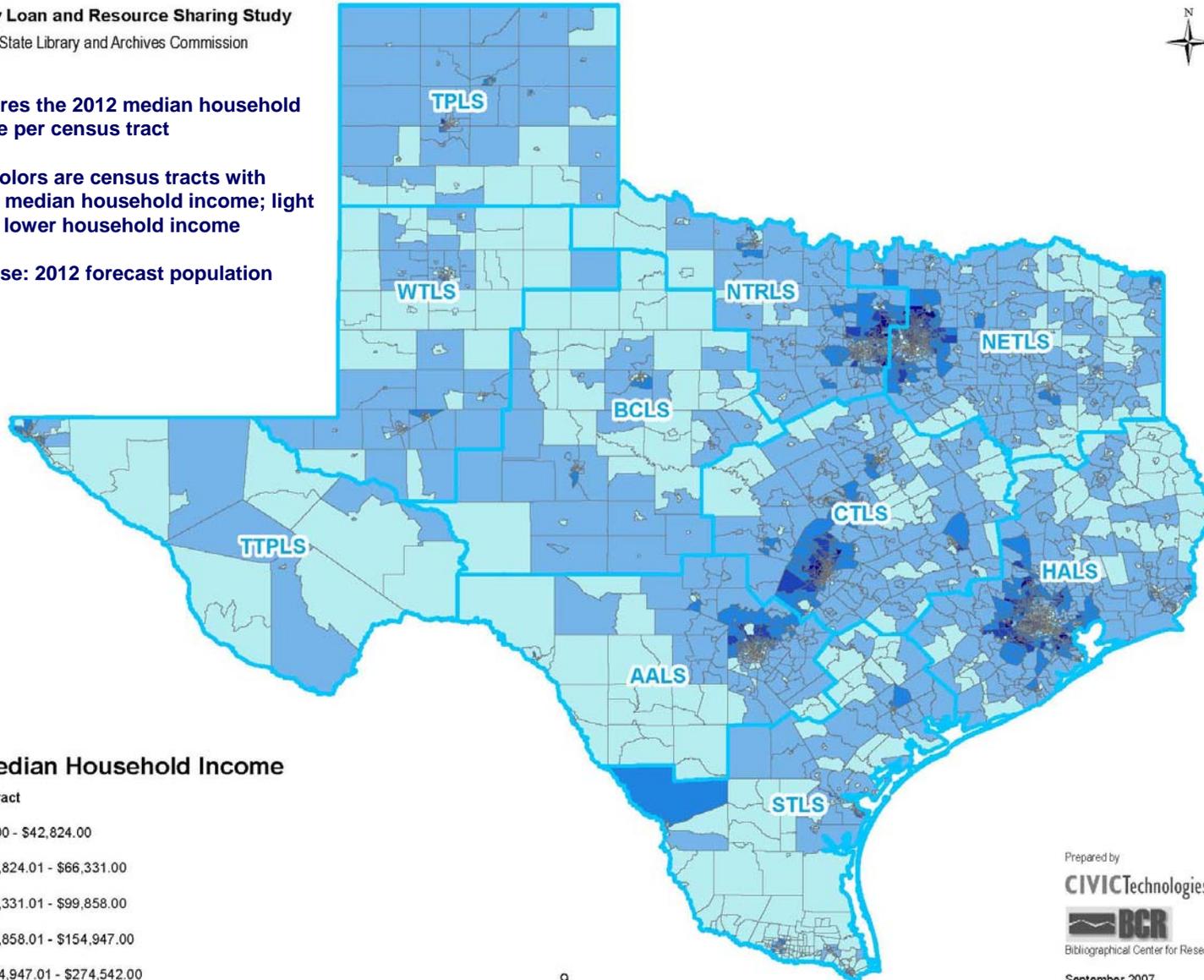


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- Dark colors are census tracts with higher median household income; light colors lower household income
- Universe: 2012 forecast population



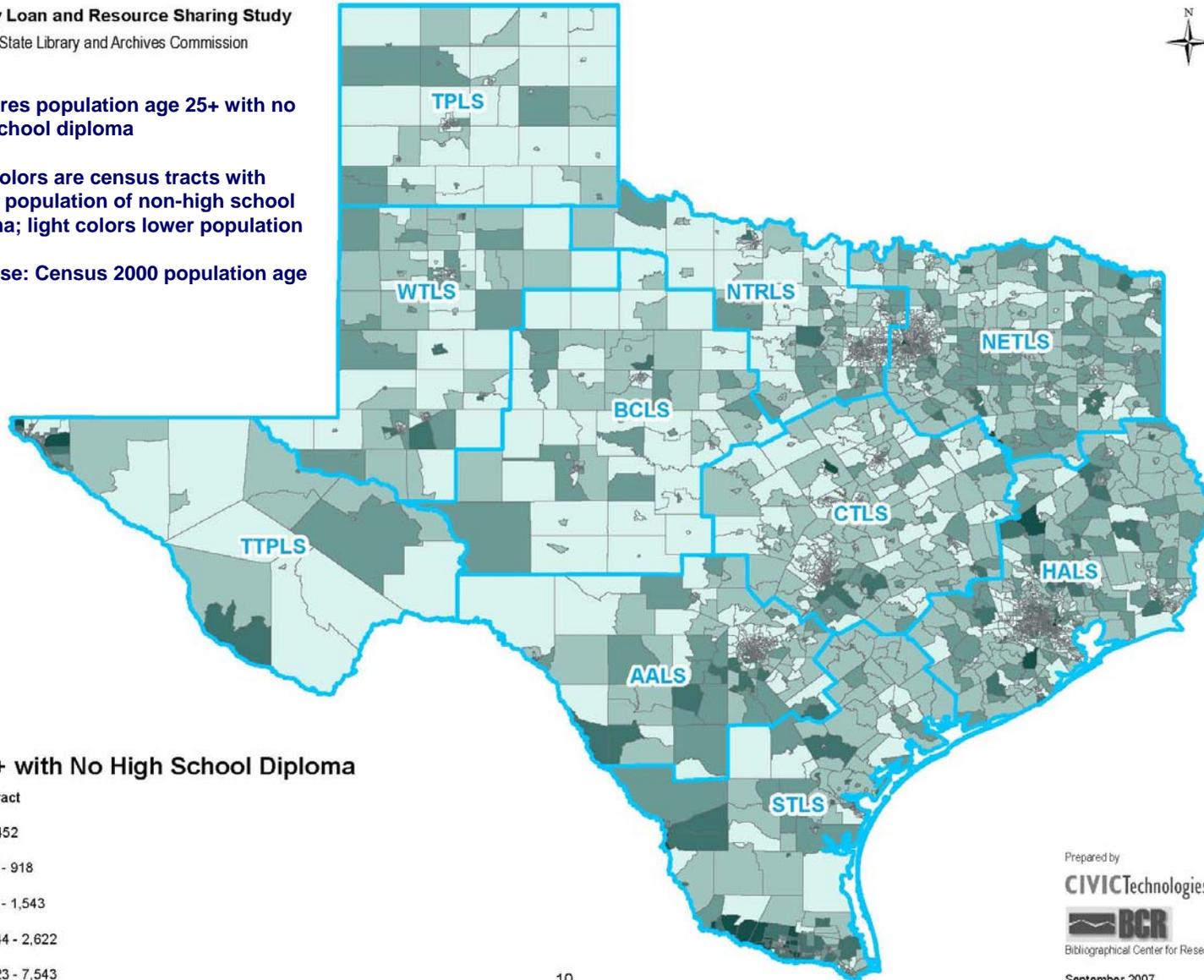
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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Measures population age 25+ with no high school diploma
- Dark colors are census tracts with higher population of non-high school diploma; light colors lower population
- Universe: Census 2000 population age 25+



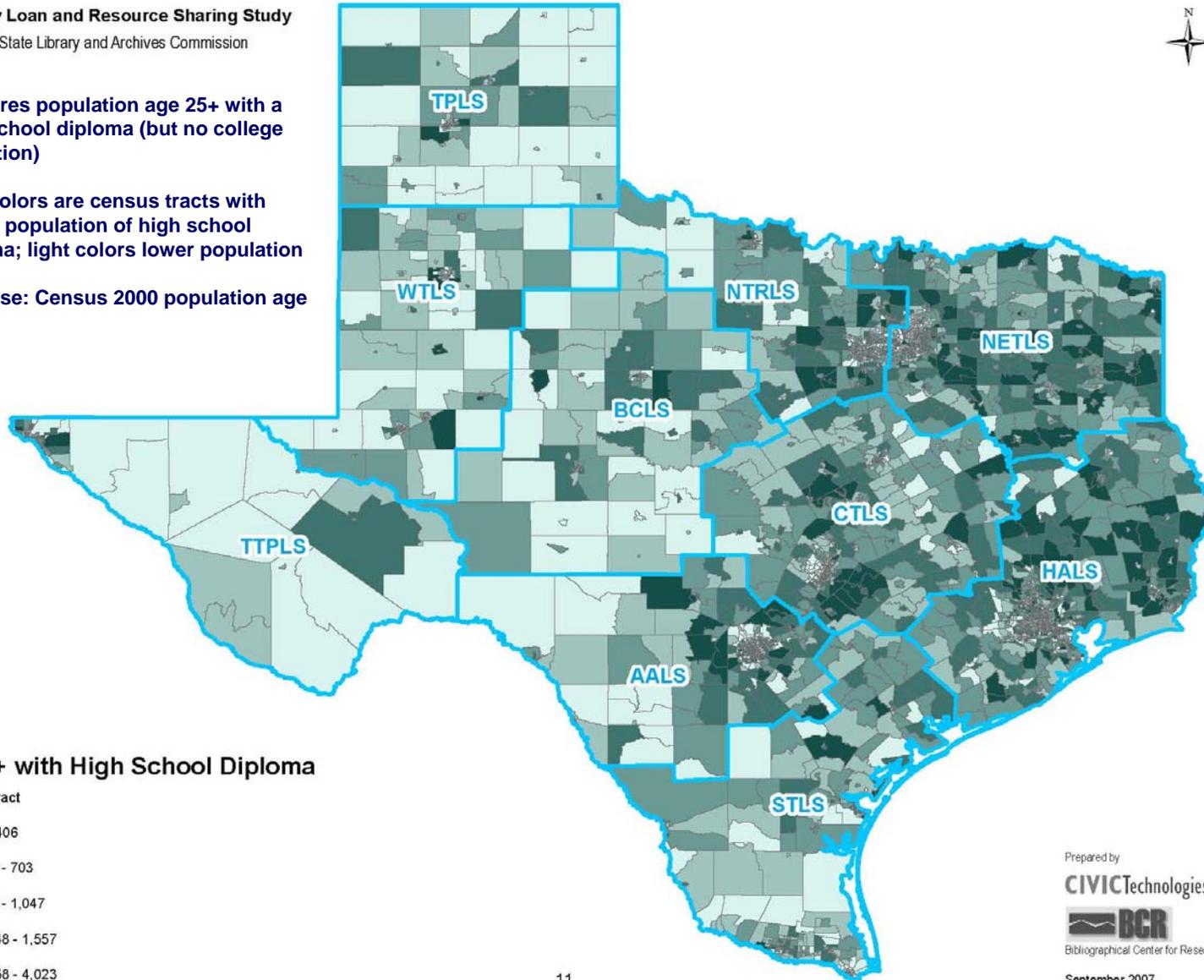
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# Interlibrary Loan and Resource Sharing Study

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- Measures population age 25+ with a high school diploma (but no college education)
- Dark colors are census tracts with higher population of high school diploma; light colors lower population
- Universe: Census 2000 population age 25+



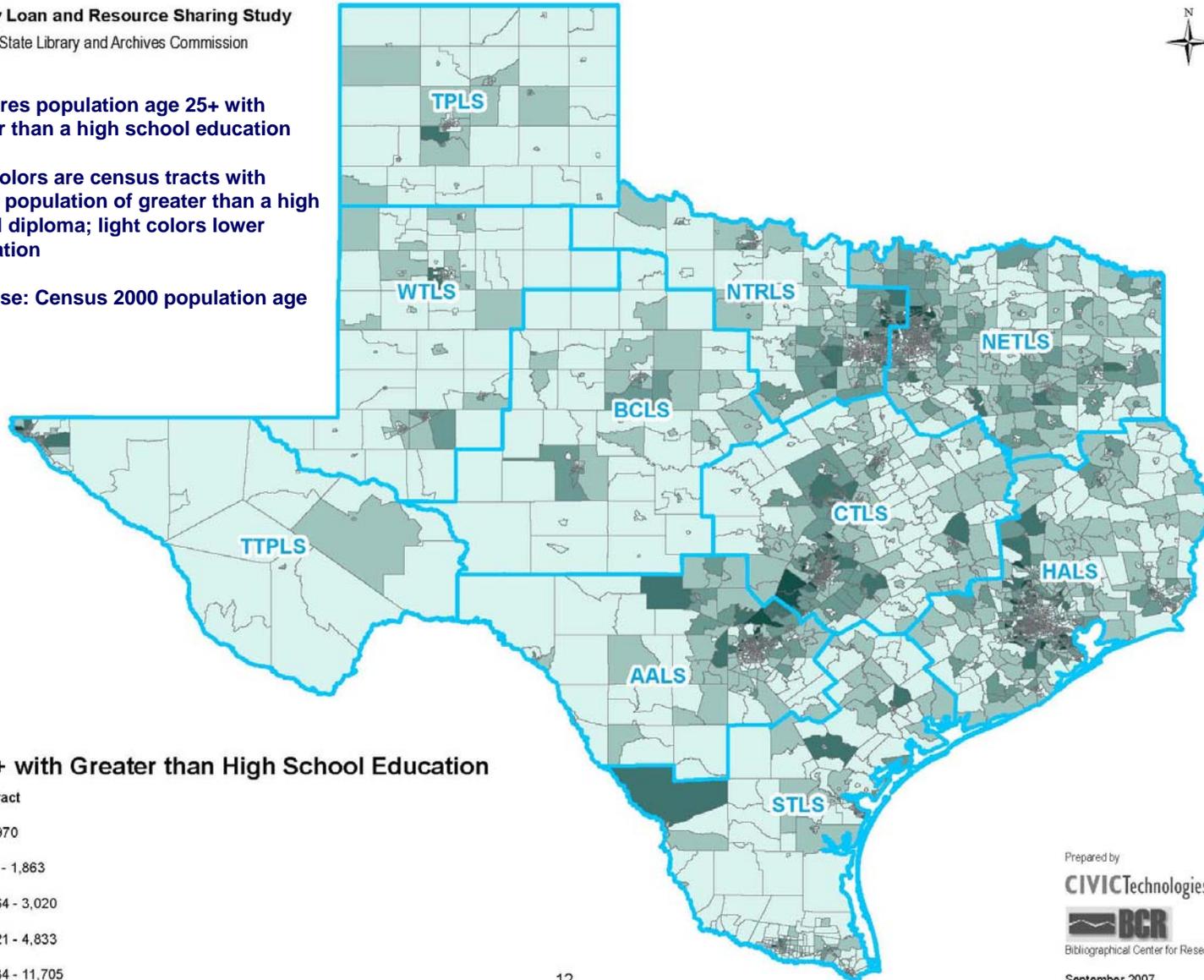
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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Measures population age 25+ with greater than a high school education
- Dark colors are census tracts with higher population of greater than a high school diploma; light colors lower population
- Universe: Census 2000 population age 25+



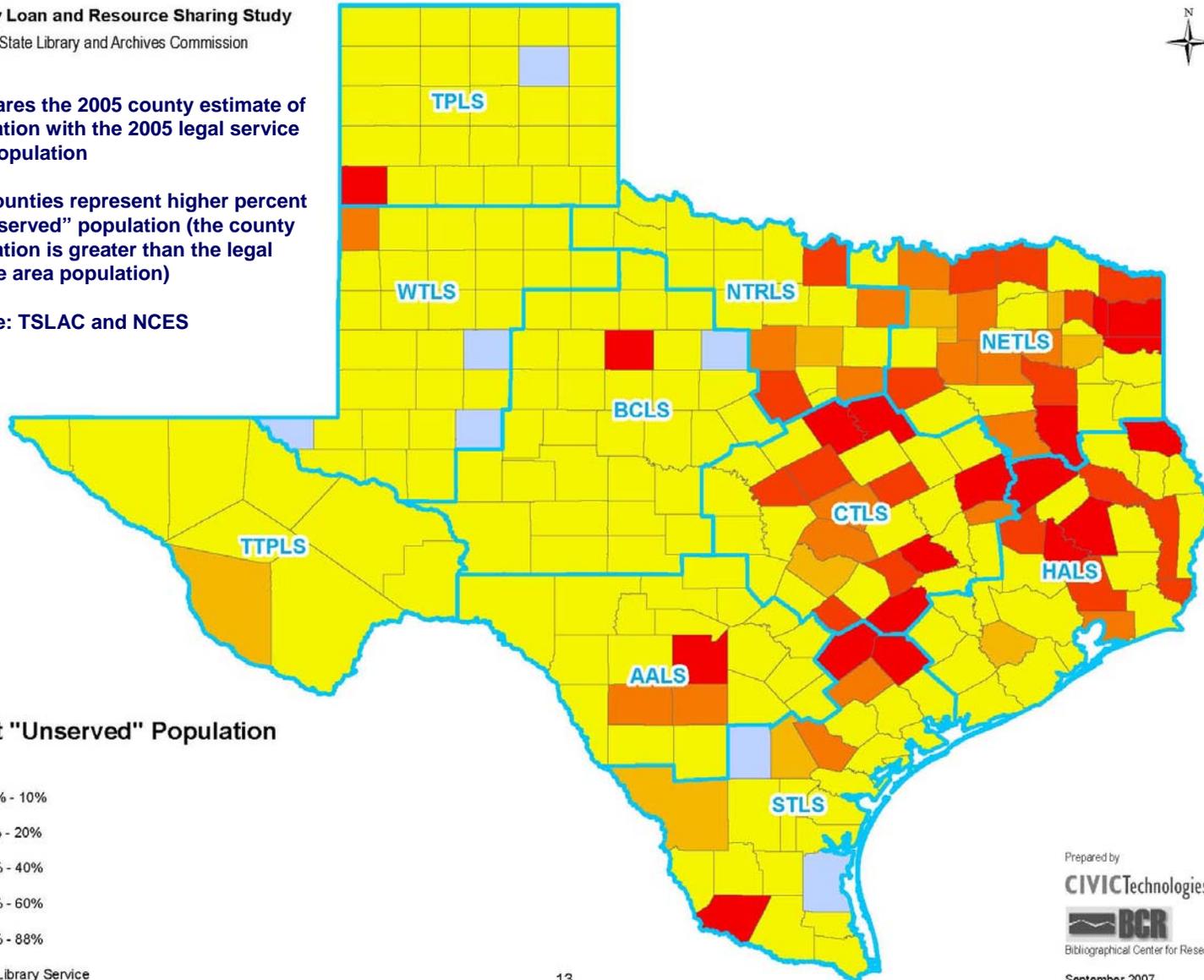
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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Compares the 2005 county estimate of population with the 2005 legal service area population
- Red counties represent higher percent of "unserved" population (the county population is greater than the legal service area population)
- Source: TSLAC and NCES



## *Maps*

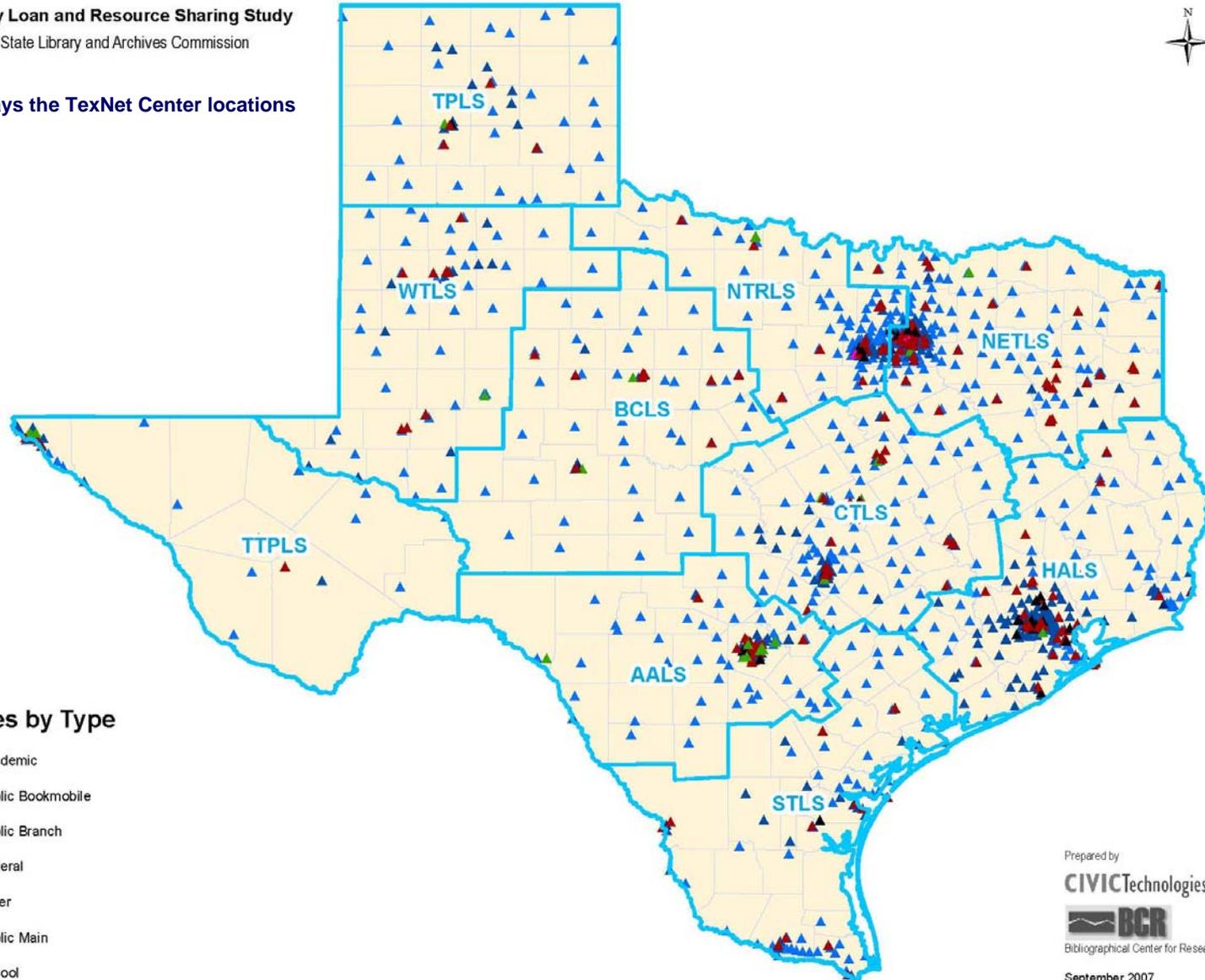
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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays the TexNet Center locations



## Libraries by Type

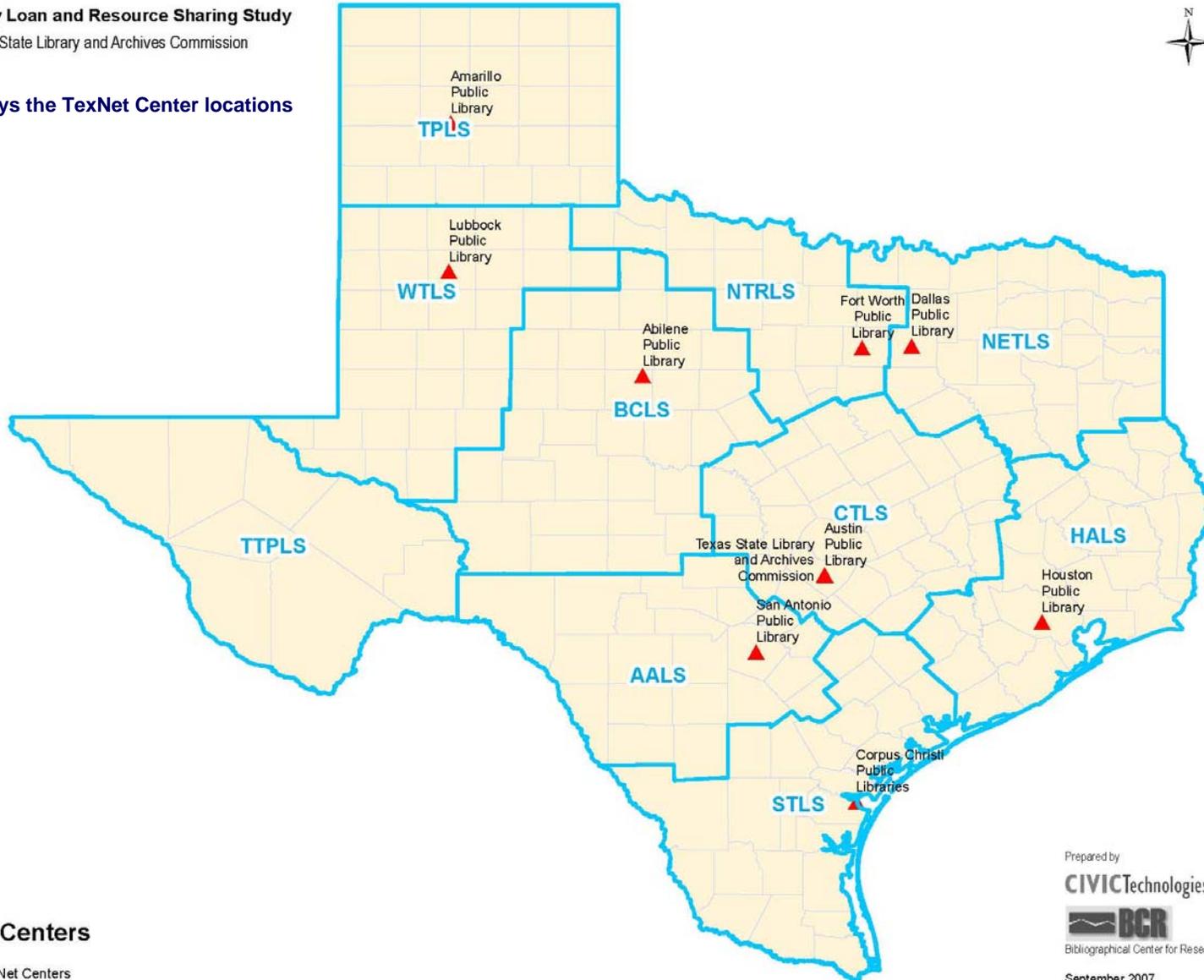
- ▲ Academic
- ▲ Public Bookmobile
- ▲ Public Branch
- ▲ Federal
- ▲ Other
- ▲ Public Main
- ▲ School

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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

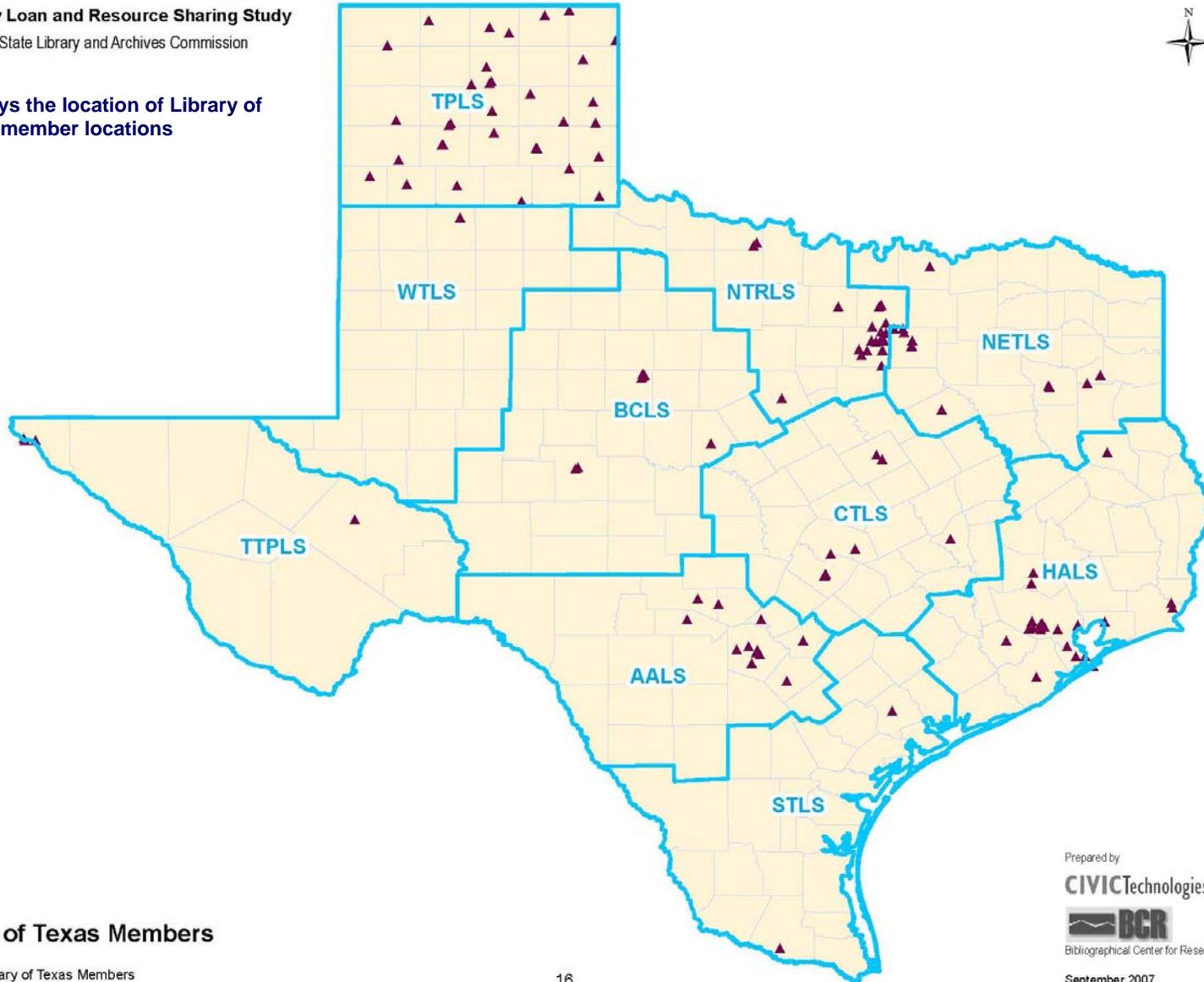
- Displays the TexNet Center locations



# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays the location of Library of Texas member locations



Library of Texas Members

▲ Library of Texas Members

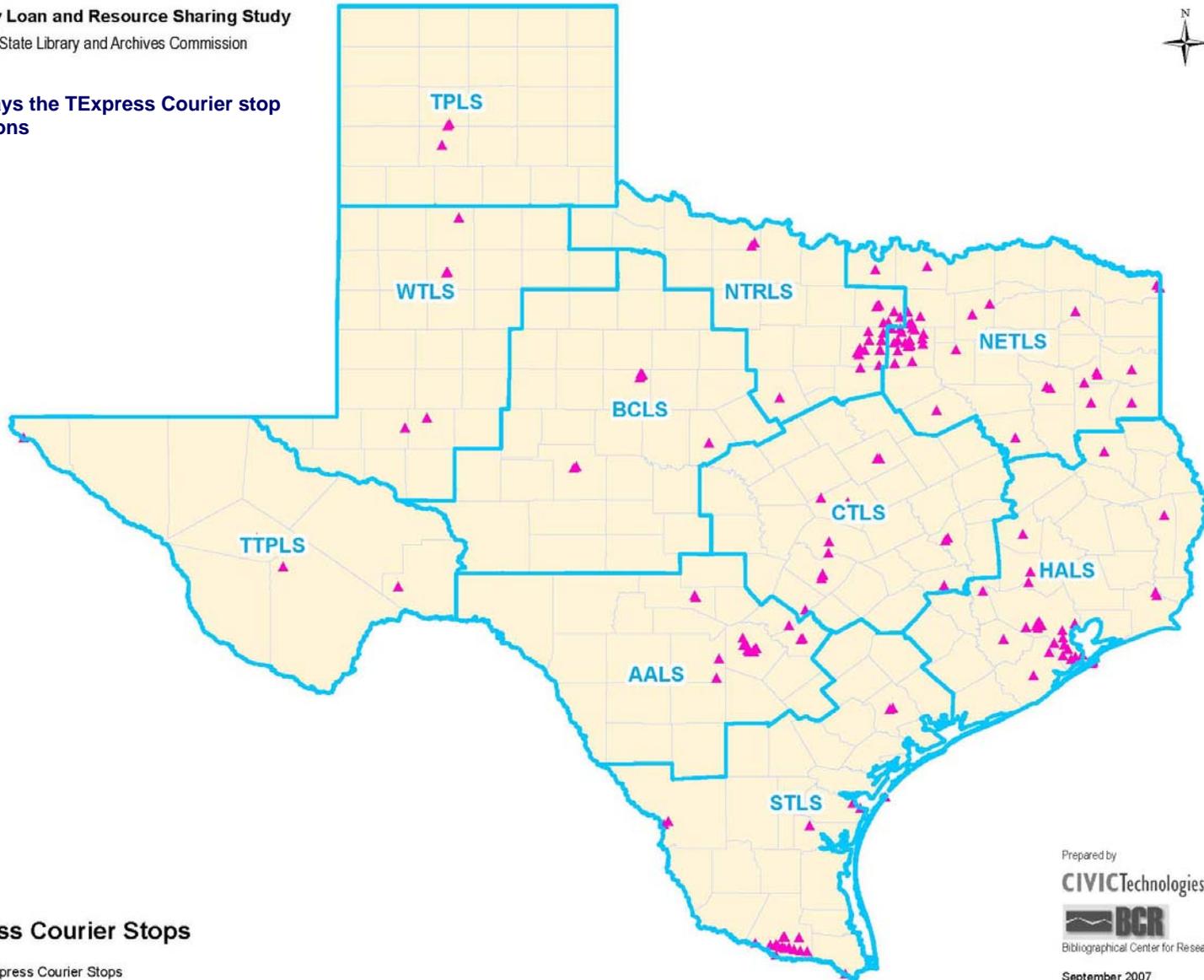
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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays the TExpress Courier stop locations



## TExpress Courier Stops

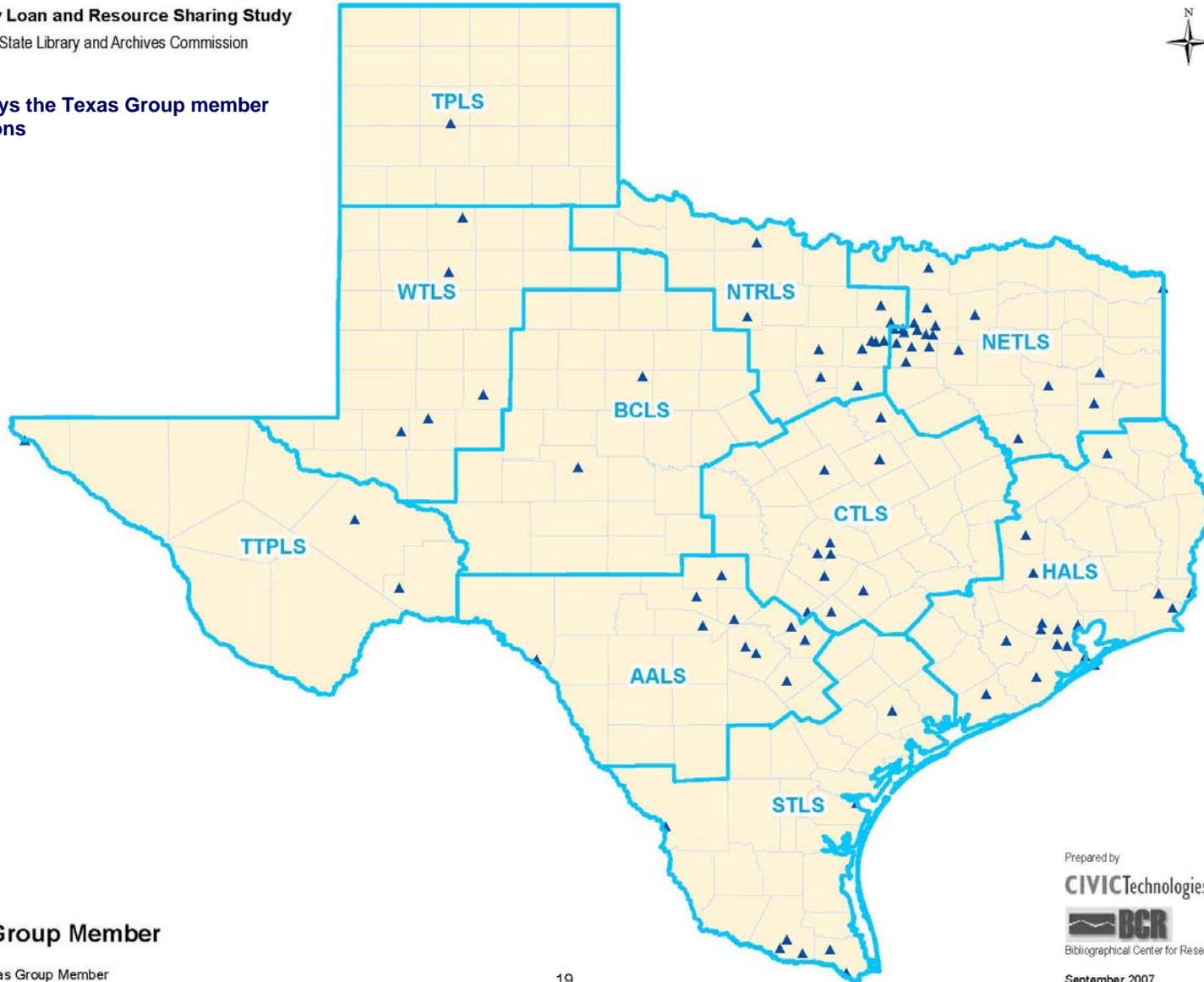
▲ TExpress Courier Stops

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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays the Texas Group member locations



Texas Group Member

▲ Texas Group Member

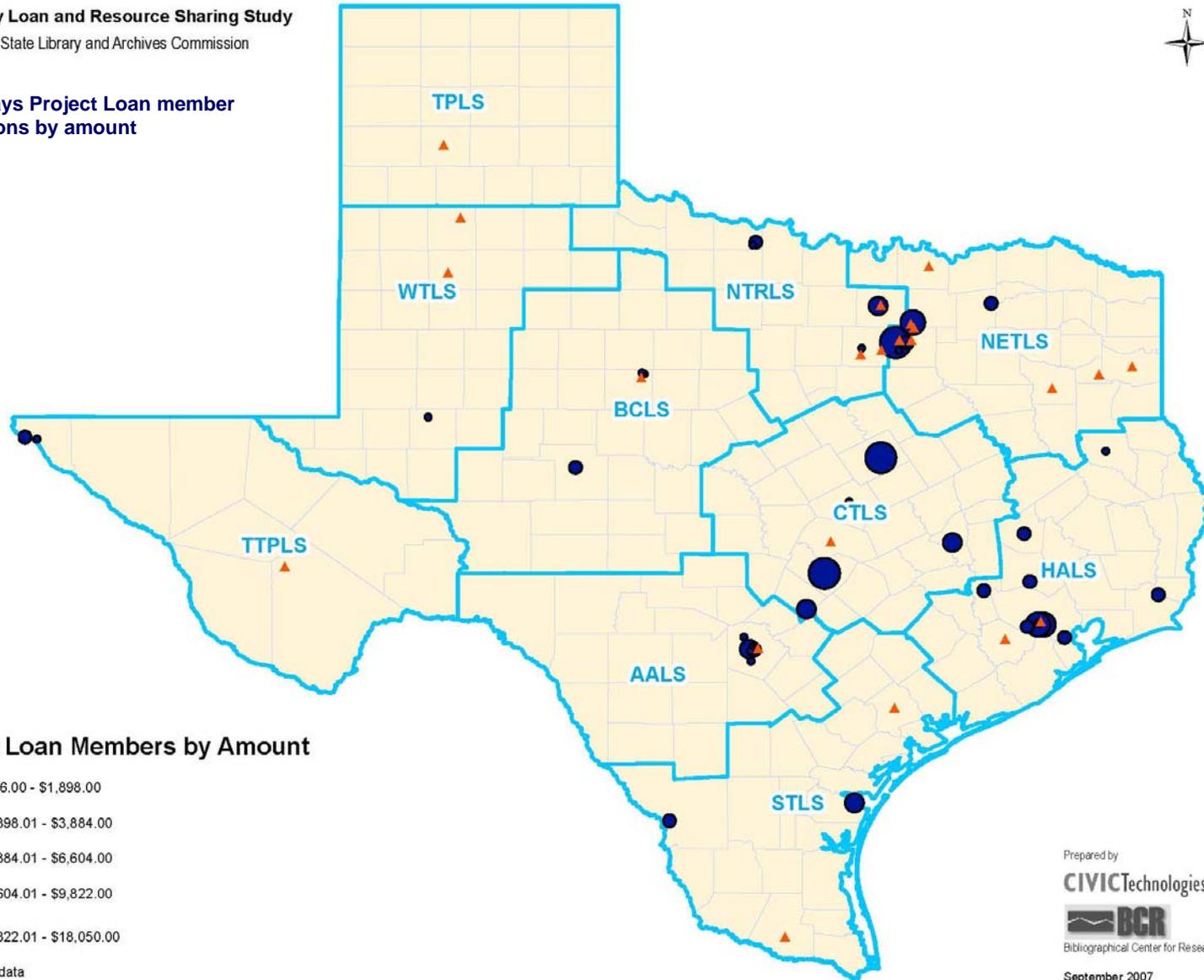
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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays Project Loan member locations by amount

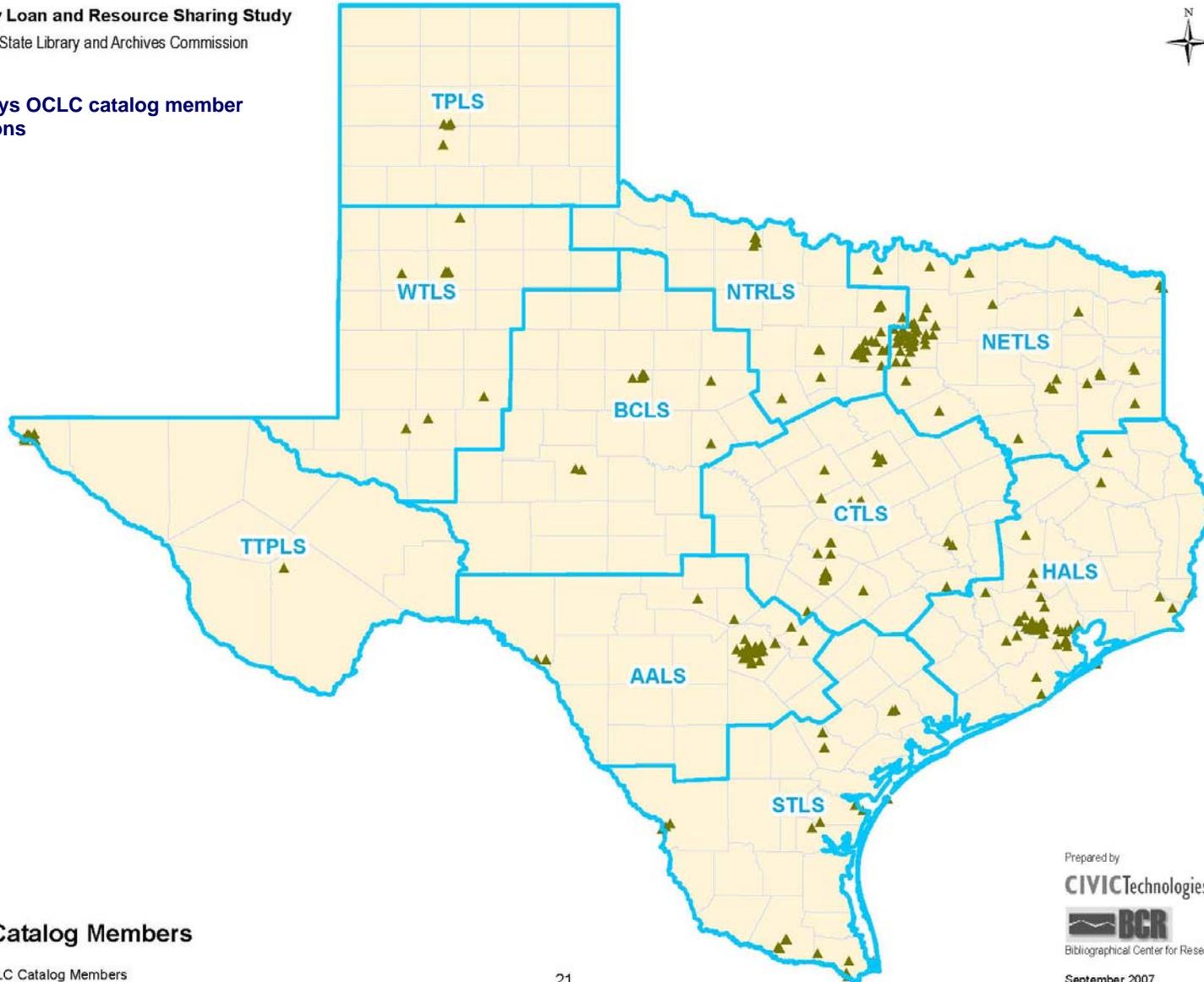


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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays OCLC catalog member locations



OCLC Catalog Members

▲ OCLC Catalog Members

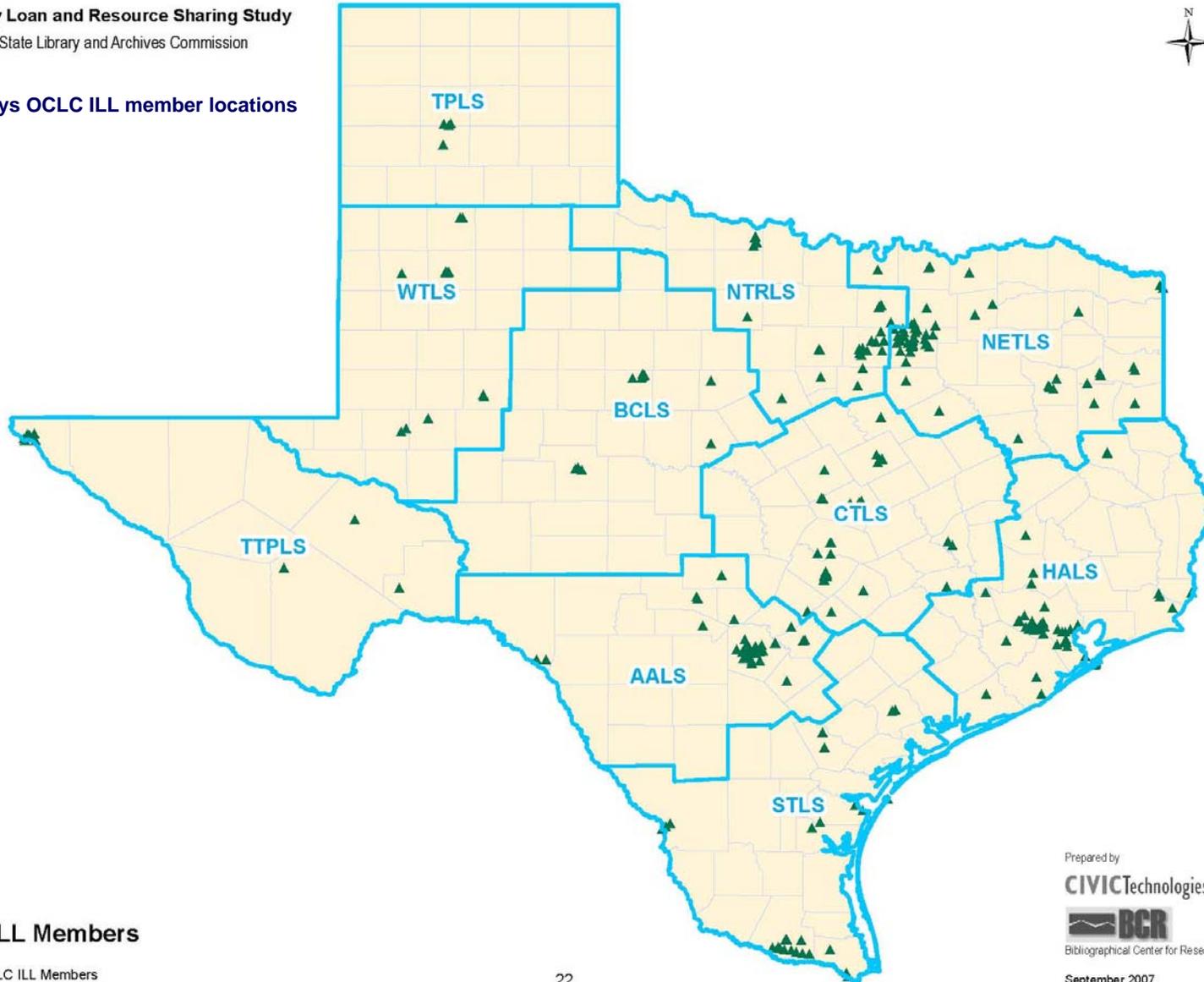
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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays OCLC ILL member locations



OCLC ILL Members

▲ OCLC ILL Members

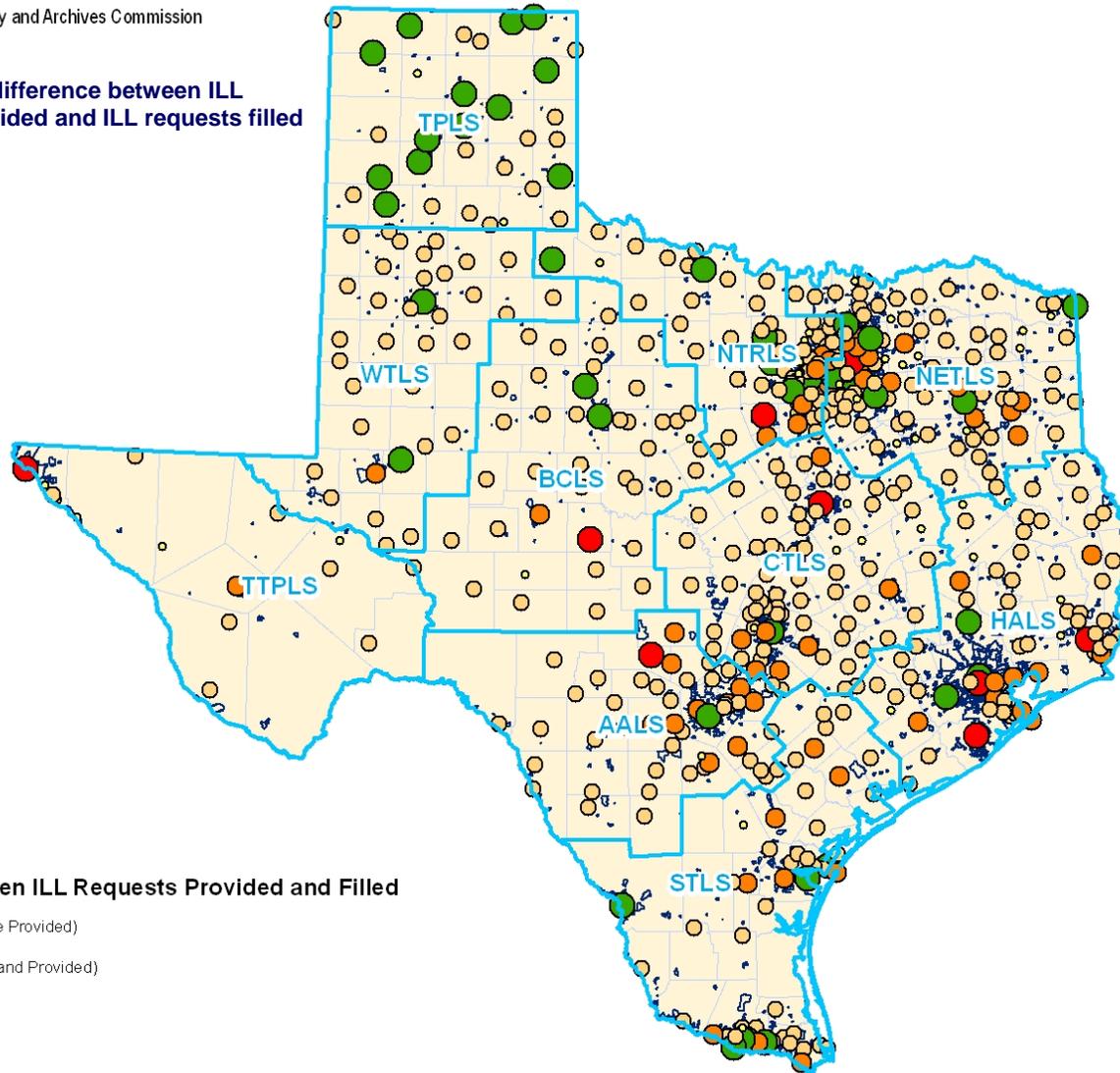
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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays the difference between ILL requests provided and ILL requests filled



## Difference between ILL Requests Provided and Filled

- 1 - 51,368 (More Provided)
- 0 (Equal Filled and Provided)
- -499 - -1
- -2,599 - -500
- -5,378 - -2,600 (More Filled)

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December 2007

## *Maps*

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- 7.0 Sample Detail Maps

## *Tapestry: findings overview*

**Using the 2007 estimate of population, the top nine Tapestry segments account for 53.8% of the population**

- 12,897,004 people out of the statewide population of 213,986,432.

| Boomburbs                | Population      | Percent of State Population |
|--------------------------|-----------------|-----------------------------|
| Southwestern Families    | 3,000,757       | 12.5%                       |
| Up and Coming Families   | 1,680,639       | 7.0%                        |
| Milk and Cookies         | 1,580,924       | 6.6%                        |
| Midland Crowd            | 1,497,475       | 6.2%                        |
| Boomburbs                | 1,334,200       | 5.6%                        |
| Industrious Urban Fringe | 1,302,684       | 5.4%                        |
| Young and Restless       | 855,306         | 3.6%                        |
| Rooted Rural             | 838,155         | 3.5%                        |
| Inner City Tenants       | 806,864         | 3.4%                        |
| <b>Total</b>             | <b>12897004</b> | <b>53.8%</b>                |

## *Tapestry: segment pattern*

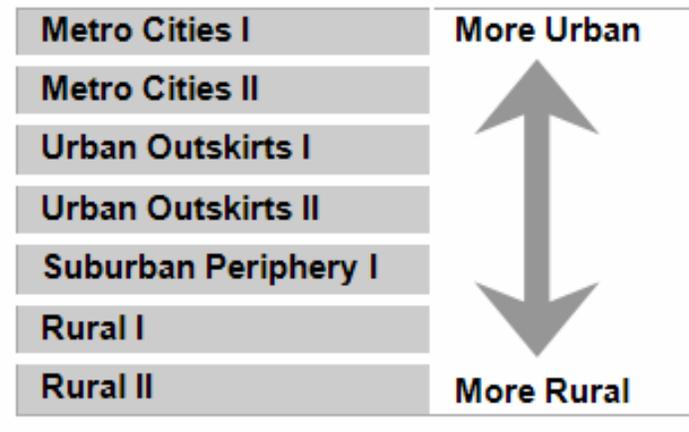
**At the State level, segment patterns are discernable by their urbanization characteristics.**

**Urbanization characteristics are organized into urbanization groups.**

**These groups are defined by their geographic and physical features**

- **Population density, size of city, location in- or outside a metropolitan area, and whether or not it is part of the economic and social center of a metropolitan area**

**Urbanization groups are measured by their degree of urbanization as follows:**



**Note: he term “metropolitan area” used with Tapestry urbanization groups is not necessarily the same as the definition of “metropolitan area” used by NCES.)**

## *Tapestry: urbanization groups*

### **Metro Cities I**

- *Of the top nine segments, this includes the Milk and Cookies.*
  - Other segments outside of the top nine include Top Rung, Connoisseurs, Wealth Seaboard Suburbs, Urban Chic, Pleasant-Ville, Enterprising Professionals, and Metropolitans.
- Metro Cities I is defined by upscale homeowners living in densely populated cities. Their distinction lies in the single-family homes in metropolitan cities. They embrace city living with the benefits of suburban single family homes. Metro Cities I and Suburban Periphery I have the highest income among all groups, but Metro Cities I is second to none in wealth. Their median net worth is 75 percent above the national level, and their median home value is nearly twice the national median. Most householders are over 35 years old. Nearly 60 percent of the households are married couples, both with and without children. These well educated markets are avid readers, particularly of novels. They are very active in financial investments, health conscious, and enjoy traveling—both domestically and abroad. Purchasing items by mail, phone, or the Internet is popular among them.

### **Metro Cities II**

- *Of the top nine segments, this includes the Young & Restless and Inner City Tenants.*
  - Other segments outside of the top nine include Aspiring Young Families, Retirement Communities, Family Foundations, Old and Newcomers, City Dimensions, Dorms to Diplomas.
- Metro Cities II is found in larger cities and in densely populated neighborhoods and is the third highest in population density, behind Principal Urban Centers I and II. The eight segments in Metro Cities II are neighborhoods in transition including young, starter households and retirees; single person households; and families. Most householders are renters in multiunit dwellings. The young population remains mobile. Many are enrolled in college; most are still trying different jobs. The median household income is below the U.S. level. The varying levels of net worth among the eight segments reflect the wide range of age and lifestage in Metro Cities II. Consumers in this group share a neighborhood with an emphasis on economy and convenience. Their preferences include compact or subcompact cars and fast food. With the high concentration of renters, tenant's insurance is common, while home improvement projects are not.

## *Tapestry: urbanization groups*

### Urban Outskirts I

- *Of the top nine segments, this includes Boomburbs and Industrious Urban Fringe.*
  - Other segments outside of the top nine include Main Street, USA, Rustbelt Traditions, Great Expectations.
- The segments in *Urban Outskirts I* reside in higher density suburban neighborhoods spread across metropolitan areas. Many of these neighborhoods are part of the main hub of social, cultural, and economic activity within the metro area. The proximity of higher density suburban areas to places of employment and entertainment venues combines the convenience of access with the advantage of affordable suburban living. The median household income is on par with the national median, although the population is slightly younger with a median age of 34 (compared to the national median of 36 years). Like established suburban communities, the housing stock is dominated by single-family dwellings but includes rental apartments to accommodate younger households with growing incomes. “Do-it-yourself” (DIY) projects are popular here, with owners tackling home improvement basics such as patios, fencing, flooring, and, naturally, lawn care. Residents enjoy an active life that includes a variety of sports, even roller blading. The media of choice is television, with as many as four television sets in many homes.

### Urban Outskirts II

- *Of the top nine segments, this includes Southwestern Families.*
  - Other segments outside of the top nine include Metro City Edge, College Towns, Simple Living, Modest Income Homes.
- The settlement density and housing preferences of Urban Outskirts II are similar to Urban Outskirts I—high-density suburban neighborhoods in metropolitan areas. However, here the homes are older, and the population is younger. Homes can be single-family or multiunit dwellings, but almost half of the housing units were built before 1960. Less than 10 percent of the housing is under 10 years old. Just under half of this group owns their own home. With a median age of 31 years, the younger population is less affluent, with household income almost half the national median. This group includes a greater variety of household types ranging from the ethnically diverse family households of Southwestern Families to the shared and single-person student households found in College Towns. Their lifestyle preferences include Folgers coffee over Starbucks, current consumption over saving, going to the movies, participating in recreational football or basketball games, and attending these collegiate or professional sporting events.

## *Tapestry: urbanization groups*

### Suburban Periphery I

- *Of the top nine segments, this includes Up and Coming Families.*
  - Other segments outside of the top nine include Suburban Splendor, Sophisticated Squires, Exurbanites, In Style, Prosperous Empty Nesters, Silver and Gold.
- Moving away from the epicenters of city living, peripheral suburban expansion represents lower density housing development. Suburban Periphery I is the largest Urbanization group, with the most population and households, in addition to the highest annual growth (twice as high as the U.S. median), located in metropolitan and micropolitan statistical areas throughout the United States. Married couple families dominate, about half with children, primarily living in their own single-family homes, with two cars. They tend to employ a lawn and gardening service, own a security system, and invest in home remodeling and improvements. This well educated, wealthy group (with the highest median household income) track investments on the Internet frequently and use a financial planning counsel. They enjoy golfing, skiing, hiking, water sports, and regular exercise at a club. Northwest is their preferred airline, and The West Wing is their favorite TV show.

### Rural I

- *Of the top nine segments, this includes Midland Crowd.*
  - Other segments outside of the top nine include Green Acres, Salt of the Earth, Rural Resort Dwellers.
- Small, non-farm settlements, some of which are developing in suburban fringe areas, characterize the neighborhoods of Rural I. Married couple families, many with grown children who have left home, work hard in blue-collar occupations. Some are self-employed with small businesses or farms. Their median age of 39 years is slightly older than that of the United States. With a median household income of more than \$50,000, they enjoy the comforts of large single-family homes with ample land. As do-it-yourselfers, they take pride in their homes and gardens, investing in major home remodeling and the tools to get the job done. Outdoor activities such as hunting and fishing are an integral part of their lifestyle.

## *Tapestry: urbanization groups*

### Rural II

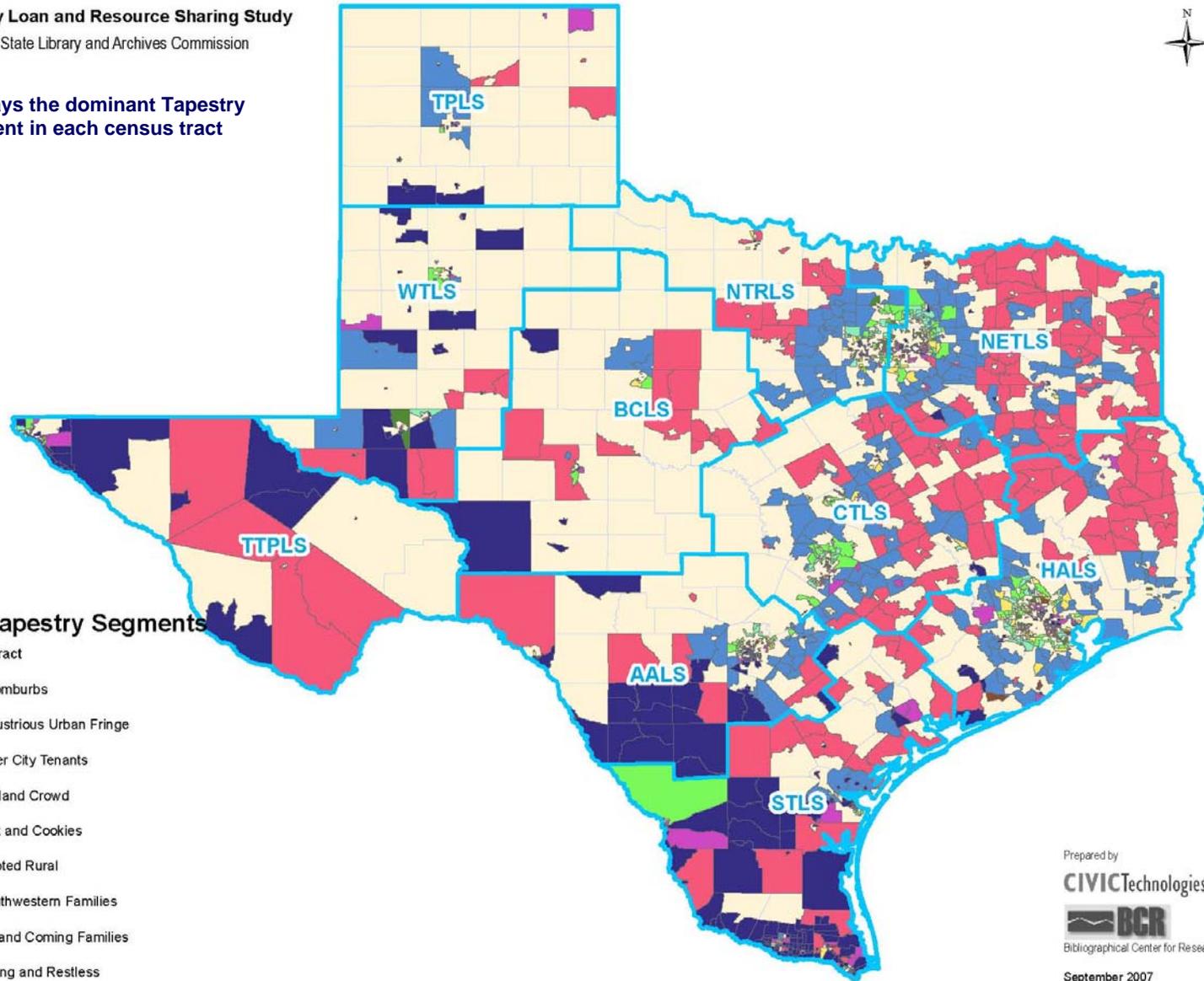
- *Of the top nine segments, this includes Rooted Rural.*
  - Other segments outside of the top nine include Prairie Living, Southern Satellites, and Rural Bypasses.
- Rural II represents the countryside of the extremes in urbanization. Low population density characterizes the country, with its inconveniences, such as the need for multiple vehicles to get around, and advantages such as affordable single-family homes with land. Most of the population resides in rural farm areas; the rest live in the country or in small villages and work in mining or manufacturing. Residents are slightly older, with a median age of 38 years; some are already retired. Most are homeowners; few are movers. Rural residents are settled. Family and home are central in their lives. Their lifestyles reflect a preference for comfort and practicality—western or work boots over dress shoes, wood stoves over espresso/cappuccino makers, recliners over patio furniture, garden tillers over leaf shredders.

# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays the dominant Tapestry segment in each census tract

## Top 9 Tapestry Segments by Census Tract



Prepared by  
**CIVICTechnologies**  
**BCR**  
Bibliographical Center for Research  
September 2007

# Interlibrary Loan and Resource Sharing Study

## 04 Boomburbs

Segment Code..... 04  
Segment Name ..... *Boomburbs*  
LifeMode Group ..... L1 *High Society*  
Urbanization Group..... U5 *Urban Outskirts I*



### Demographic

The newest additions to the suburbs, these communities are home to younger families with a busy, upscale lifestyle. Both the neighborhoods and the families are growing. *Boomburbs* is the fastest growing market in the United States, increasing almost 6 percent annually since 2000. It is also home to one of the highest concentrations of young families with children. Their median age is less than 34 years; most *Boomburbs* residents are between 35 and 44 years of age. There is also little ethnic diversity in this population; white is the predominant race.

### Socioeconomic

Two incomes support most of these households. *Boomburbs* includes one of the highest concentrations of dual income households, complemented by one of the highest rates of labor force participation—more than 73 percent. The labor force is college educated and employed primarily in professional or management occupations. Their median household income is more than \$100,000, more than double the U.S. median. Median net worth here is more than \$145,000. Net worth is not as high as their household income implies, but most residents have recently upgraded their homes. More than half of these households receive additional income from interest, dividends, or rental properties.

### Residential

Most homes in the *Boomburbs* segment were built after 1990. These are the newest developments in growing areas. Most homes are single-family structures, and home value is high—more than \$275,000. Houses have a high median value of nearly \$250,000, more than \$100,000 higher than the U.S. average. The homeownership rate is 92 percent, compared to 67 percent across the United States. Commuting links the dual career households with their suburban lifestyle. Many work outside their resident county; 36 percent cross county lines to work (compared to 24 percent for the U.S.). *Boomburbs* neighborhoods are concentrated in the south Atlantic and mountain states.

### Preferences

*Boomburbs* residents represent the top market for home built-ins and recent purchases of everything from household furnishings, baby furniture, and equipment to cars (including motorcycles) and camcorders. Their product preferences reflect their suburban lifestyle. They are one of the top markets for sport utility vehicles, lawn care, new trees, and casual apparel. They are active and favor golf, tennis, and swimming. *Boomburbs* residents are likely to do their food shopping at upscale grocery stores such as Harris Teeter.

*Boomburbs* residents are also technically savvy. Adults own PDAs, computers, MP3 players, and cellular phones, and their children represent the top markets for video games and PC use among the under 18 crowd. These consumers also stay in touch through newspapers and a variety of magazines, including business and finance, travel, airline, sports, and radio and television. They listen to talk radio and favor cable channels such as CNN, Discovery Channel, and The Learning Channel.



# Interlibrary Loan and Resource Sharing Study

## 12 Up and Coming Families



Segment Code..... 12  
Segment Name ..... *Up and Coming Families*  
LifeMode Group ..... L9 *Family Portrait*  
Urbanization Group..... U7 *Suburban Periphery I*

### Demographic

*Up and Coming Families* represents Tapestry's second highest growth market, with an annual household growth rate of 5 percent. This segment represents the youngest of Tapestry's affluent family markets. These days, residents are more Generation Xers than baby boomers. Despite the change in generations, the profile remains that of young, affluent families with small children. The median age of *Up and Coming Families* is less than 32 years. They are married couples with children. Population in this segment is still predominantly white, but the diversity of the population is increasing with its size.

### Socioeconomic

At the beginning of their careers, *Up and Coming Families* residents are earning above average income but have not had time to accumulate much wealth. The median household income is more than \$67,000, well above the national median, but their median net worth, \$95,000, is still below the national average. It is no surprise that more than 90 percent of their income is derived from wage and salary compensation. Sixty-five percent of the labor force have attended or completed college. Labor force participation is well above average, more than 73 percent, and unemployment remains low. Although half of the households have children, they also have working parents.

### Residential

Residents of *Up and Coming Families* own new single-family homes; half were built in the last 10 years. Houses in these neighborhoods are valued at \$169,000, slightly above the U.S. median home value. They are located in suburban outskirts of mid-sized metropolitan areas (populations greater than 250,000). *Up and Coming Families* neighborhoods are scattered across the country but concentrated in south Atlantic and mountain states.

### Preferences

Consumer choices for *Up and Coming Families* are dictated by their priorities, family, and home. Since many are first time homeowners, they still purchase basics in household furniture and yard care products, especially lawn fertilizer, with or without weed control. Many are beginning or expanding their families, so maternity clothes, baby equipment, children's clothing, and toys are also high on the "must have" list. Vying for attention in the family budget are car and student loans, personal lines of credit, and the requisite mortgage insurance policy.

Add a pet (cat or dog) to the mix, and there is not a lot of personal time left. Fast food is a staple in the family diet including Papa John's and Domino's pizza, Chick-fil-A, Del Taco, and family dining at Chuck E. Cheese. Leisure time includes visiting the zoo, attending ball games, or taking adult education classes. When they do travel, they do so domestically.

# Interlibrary Loan and Resource Sharing Study

## 19 Milk and Cookies



Segment Code..... 19  
Segment Name ..... *Milk and Cookies*  
LifeMode Group ..... L9 *Family Portrait*  
Urbanization Group..... U3 *Metro Cities I*

### Demographic

Upscale living with a family allowance, *Milk and Cookies* represents young, affluent married couples who are starting their families. Many already have young children. The age of householders ranges from 25 to 55 years. Their median age, under 33 years, represents the presence of children in these households, too. The diversity of these neighborhoods is comparable to the U.S. diversity with above average ratios of black and Hispanic households.

### Socioeconomic

Most of their household income is derived from wages. Labor force participation in this market is well above average at 72 percent. Although unemployment has risen since 2000, this market has one of the highest concentrations of multiple wage earners in the family. Median household income has increased to more than \$58,000. *Milk and Cookies* residents have a median net worth of \$105,000, slightly above the U.S. median net worth of \$100,000. Almost 40 percent of the labor force have attended college or completed a degree program.

### Residential

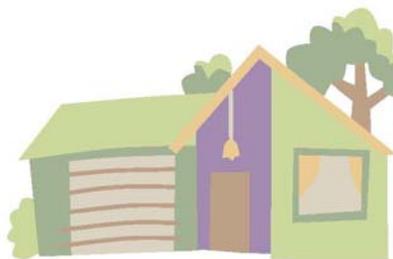
Residents of *Milk and Cookies* neighborhoods favor single-family homes in suburban neighborhoods of cities largely in the south and west, especially Texas. Their 20- to 30-year-old homes have a median value of more than \$124,000. Given the concentration of dual income families, it is not surprising that more than 70 percent of the households have at least two vehicles. Families with two or more workers, more than one child, and three or more vehicles are the norm.

### Preferences

As *Milk and Cookies* residents settle into their family lifestyle, they are focused on their family and future. *Milk and Cookies* residents build their portfolios and make sure they are properly insured. They consult stock rating services and contribute to 401(k) retirement plans. They might carry a noneducation personal loan or refinance their mortgages.

The presence of children in *Milk and Cookies* households drives their large purchases of baby and children's products including baby food, baby lotion, toy cars, electronic toys, dolls, and children's video tapes/DVDs. They own PCs and invest in software—primarily for their children's use. Leisure time is spent with their children—visiting the zoo, going to the movies, and visiting theme parks. Accommodating their busy lifestyle also includes time savers such as fast food and instant breakfasts. In their spare time, *Milk and Cookies* residents work on their yards and buy lawn care products and equipment.

They watch family channels including Cartoon Network, the Disney Channel, and Discovery Channel. More adult fare includes the Speed Channel, pay-per-view sporting events, and Home Shopping Network. They read Sunday newspapers, primarily for movie listings, sports, and the classifieds.



# Interlibrary Loan and Resource Sharing Study

## 26 Midland Crowd

Segment Code..... 26  
Segment Name ..... *Midland Crowd*  
LifeMode Group ..... L12 *American Quilt*  
Urbanization Group..... U10 *Rural I*



### Demographic

*Midland Crowd* represents Tapestry's largest market, with close to 11 million people, nearly 4 percent of the U.S. population, and still growing. Their annual population growth since 2000 is more than 2 percent. *Midland Crowd* residents' median age of 36 parallels the U.S. median. The majority of residents are in married-couple families (more than 60 percent), half with children and half without. Almost one-fifth live alone. Residents are predominately white, almost 87 percent of the population.

### Socioeconomic

With more than four million households, *Midland Crowd* is the largest market, with annual growth of 2.5 percent since 2000. Median household income is \$47,000, slightly lower than the U.S. median. Income is mainly derived from wages, and it is worth noting that income from self-employment ventures is slightly higher than the U.S. percentage. Median net worth is \$78,600, somewhat below the U.S. median. Workers are employed in blue-collar occupations. Almost 30 percent of *Midland Crowd* residents have some college credits, and 15 percent have a bachelor's or graduate degree. Approximately 80 percent graduated from high school.

### Residential

*Midland Crowd* residents live in new housing developments in rural areas throughout the United States (more village or town than farm), primarily in the South. Almost two-thirds of the housing has been built since 1990. More than 80 percent own their homes, with a median home value of \$109,400. Two-thirds of the households are single-family homes, and 28 percent are mobile homes. One-fourth of the households own three or more vehicles.

### Preferences

The rural location and their traditional lifestyle dictate the consumer preferences of *Midland Crowd* residents. How they take care of their homes and vehicles demonstrates their do-it-yourself mentality. The vehicle of choice is a truck, probably a Chevrolet or Ford, that is purchased with a few miles on it. Hunting and fishing reflect their rural lifestyles. This is one of the more politically conservative market segments.

This large market is the youngest among the eight rural Tapestry segments. The demands of the large number of children translate into high consumption of children's products. The strong TV viewership in this market is because of the large presence of children as well as the program preferences of adults. Favorites include the Disney Channel for the kids and Country Music Television or sports channels that feature NASCAR races and fishing programs for the adults. Country music is also popular as are DVD players and video rentals. Many households have a home PC to meet the children's needs, which the adults use to make online purchases or look up information.

Although *Midland Crowd* is similar to *Salt of the Earth* in many ways, residents also display distinct differences. In addition to being younger with newer homes that require fewer repairs, *Midland Crowd* residents are not as interested in reading the newspaper or gardening. They are more politically conservative; devoted pet lovers; interested in domestic travel; and dependent on the convenience of various products and services such as fast-food restaurants, cell phones, and the Internet.



# Interlibrary Loan and Resource Sharing Study

## 38 Industrious Urban Fringe

Segment Code..... 38  
Segment Name ..... *Industrious Urban Fringe*  
LifeMode Group ..... L8 *Global Roots*  
Urbanization Group..... U5 *Urban Outskirts I*



### Demographic

Family is central to most *Industrious Urban Fringe* households. More than half of these households have children, primarily in married-couple households and secondarily in single-parent families. Multigenerational households are relatively popular. The comparatively low median age of 29 years reflects the high proportion of children. Hispanics make up 57 percent of the residents. One-quarter of *Industrious Urban Fringe* residents are foreign born, bringing rich and diverse cultures to these urban outskirts neighborhoods.

### Socioeconomic

The median household income of *Industrious Urban Fringe* residents is \$39,000, and median net worth is \$64,000. With a large household size, their discretionary income is low compared with market segments of similar median income. Settled on the fringe of metropolitan cities, these households take advantage of their proximity to metropolitan cities for employment opportunities. These diverse families rely mainly on skilled and administrative work in the service and manufacturing industries for their livelihood. The education level is less than the U.S. average, and unemployment is higher.

### Residential

Two-thirds of *Industrious Urban Fringe* householders own their homes. Most live in single-family homes. The median home value of \$105,000 is about 25 percent less than the U.S. median. Living further out from urban centers allows many households to find the space to raise a family and have an affordable home. The majority of these neighborhoods are located in California, Texas, Arizona, and Florida.

### Preferences

*Industrious Urban Fringe* households balance their budgets carefully. Mortgage payments take priority. They shop at Wal-Mart, Kmart, Target, and other major discount stores for baby and children's products. They dine out less often than average households. Many have no financial investments or retirement savings other than their homes and are less likely to carry health insurance than average.

Keeping in touch is important to these residents. They often have a second phone line at home and various phone services. Having pets, particularly dogs, is an integral part of their family lifestyle. They enjoy watching movies, both at theaters and at home. Multiple visits to movie theaters in a month are quite common.

Newspapers and magazines are not the best media to reach the *Industrious Urban Fringe* households. Television and radio are more effective. They watch television just as much as the average U.S. households but with a lower subscription rate to cable. They are heavy radio listeners. Contemporary hit and Hispanic stations dominate the radio dials.



# Interlibrary Loan and Resource Sharing Study

## 39 Young and Restless

Segment Code..... 39  
Segment Name ..... *Young and Restless*  
LifeMode Group ..... L4 Solo Acts  
Urbanization Group..... U4 Metro Cities II



### Demographic

Change is the constant for the *Young and Restless* households. With a median age of less than 29 years, this population is young and on the go. Almost 60 percent of these households are either single-person or shared. Half of the householders are younger than 35. These neighborhoods are diverse. While the majority of residents are white, there is an above average representation of other cultures including black, Asian, and Hispanic.

### Socioeconomic

The median household income is \$40,000, and the median net worth is \$80,000. *Young and Restless* is one of the better educated market segments. Although residents' income is below the U.S. median, they have higher discretionary income than segments with similar income levels because few households have children. Career is a common element shared by the ethnically diverse residents. Both men and women participate in the labor force at a much higher rate than the U.S. average. *Young and Restless* is the market segment in which women are most likely to work. These residents hold a mix of professional, service, and administrative positions.

### Residential

*Young and Restless* residents are renters in multiunit buildings. The majority of the buildings were built in the 1970s and 1980s. They are mobile; 85 percent of householders moved in the last five years. Their pursuit of a career affects their decision on where to live. They have found job opportunities in metropolitan areas throughout the country, with many of them in Texas and California.

### Preferences

These young single professionals are pursuing their careers and living a busy lifestyle. They are technologically savvy and take advantage of the convenience of many products and services. *Young and Restless* residents rely on the Internet to communicate with friends and families, shop, bank, and look for new employment opportunities. They enjoy the convenience of cell phones, voice mail, and other phone services.

They read magazines to keep up-to-date on the latest trends in lifestyle and entertainment and are just as likely to read a music magazine as a business one. But they do not read the newspaper as much as the general population. Television viewing is about the average rate. Radio is a good way to reach them, and their favorite formats are contemporary hit and urban.

Movies at theaters and on videos are a major source of entertainment, and so is going to bars or nightclubs. Their busy schedule also includes working out at the gym and playing various sports. Vehicles with a domestic label have a slight edge over those with a foreign one in this market. They are one of the more politically liberal segments. Some are still paying off school loans. Many have not yet taken advantage of retirement savings or contributed to investments.



# Interlibrary Loan and Resource Sharing Study

## 46 Rooted Rural

Segment Code..... 46  
Segment Name ..... *Rooted Rural*  
LifeMode Group ..... L12 *American Quilt*  
Urbanization Group..... U11 *Rural II*



### Demographic

The *Rooted Rural* population is older, with a median age of 40.7 years, which is high compared to the U.S. median of 36 years. Married couples are the majority of household types among these rural neighborhoods. More often than not, these married couples are empty nesters. Householders in this market are also older; 45 percent are 55 years or older, compared to 36 percent nationwide. Diversity is low among *Rooted Rural* residents; most are white.

### Socioeconomic

The median household income for *Rooted Rural* households is \$36,000; their net worth is \$56,000. Approximately one-third of the households already draw Social Security benefits. Self-employment is higher than usual. Although the agricultural industry is more prominent in this market than in many other markets, many skilled workers find jobs in the service sector or manufacturing industries. One-third have gone beyond high school education, compared with half of the U.S. population.

### Residential

*Rooted Rural* neighborhoods are located in rural areas throughout the country, but most are found in the South. They include mainly single-family homes, although one-quarter are mobile homes. Four in five households own their homes, with a median home value of \$83,000. Most homes were built after 1970. A high proportion of seasonal housing, almost 10 percent, contributes to high-vacancy rates in *Rooted Rural* neighborhoods, almost twice the national average. Local residents tend to "stay put" and do not move very often.

### Preferences

*Rooted Rural* residents are do-it-yourselfers. These settled families take pride in their homes and keep busy with home improvement and remodeling activities. Many households work on their vehicles themselves. Typical of their rural lifestyles, each home owns some tools including electric drills, chain saws, screwdrivers, and sanders.

For their vehicles, they prefer trucks to sedans and domestic to imported. To get around, households tend to own more than one vehicle. They also take pride in their gardens, making regular purchases of potting soil, fertilizer, bulbs, and vegetable plants. This is one of the top markets that purchase work boots.

Families rarely dine out; they enjoy preparing meals at home with freshly grown vegetables from their gardens. Many homes own a separate freezer to store their produce. They prefer to shop at Wal-Mart Supercenters, if there is one in their area, otherwise Winn-Dixie, IGA, and Safeway are popular. They frequently visit nearby convenience stores for essentials such as milk. For apparel and other items, many have adopted catalog shopping for convenience.

Access to cable TV is limited; in fact, more households subscribe to satellite TV than cable TV. They also tune in to their radio regularly, particularly country music programs. Internet usage is lower than the nationwide average, and home personal computers are not as popular.

# Interlibrary Loan and Resource Sharing Study

## 52 Inner City Tenants

Segment Code..... 52  
Segment Name ..... *Inner City Tenants*  
LifeMode Group ..... L8 *Global Roots*  
Urbanization Group..... U4 *Metro Cities II*



### Demographic

*Inner City Tenants* residents are a microcosm of urban diversity; their population is represented by white, black, Hispanic, and Asian cultures. This multicultural market is young with a median age of 27.8 years. Their household composition reflects their youth, too. Single persons and single parents, as well as those residing in shared households, make up a large portion of this market—66 percent of all households. Turnover is high in these neighborhoods because many individuals are enrolled in nearby colleges and work part-time. These neighborhoods are also a stepping stone for recent immigrants who maintain population growth above the U.S. rate of 1.2 percent a year.

### Socioeconomic

The median income for *Inner City Tenants* residents is \$30,000; their median net worth is \$55,000. Since few homes are owned, most of their net worth is savings. Wages and salaries provide income for more than 80 percent, while 7 percent receive public assistance. Although many residents are not college educated, 23 percent have earned some college credits. Earning a college degree is at the forefront of their goals and many work part-time and even full-time to fund their college education. Working in service and unskilled labor occupations, *Inner City Tenants* residents might be employed in food preparation, building maintenance, administrative support, and production positions.

### Residential

*Inner City Tenants* residents rent economical apartments in mid- or high-rise buildings. Owner-occupied homes, built predominantly in the 1960s to the 1980s, are valued at \$98,600. Most households own only one vehicle or depend on other modes of transportation for their 25-minute average commute to work or college.

### Preferences

With their busy lifestyles, *Inner City Tenants* residents frequently eat at fast-food restaurants and shop for groceries at nearby stores such as Wal-Mart, Albertson's, and Kroger. They prefer easy-to-prepare frozen and canned foods. Along with fresh milk and bread, bottled water, cola, and snacks and foods their children prefer are on the weekly shopping list. Internet access is not available to all; those who have no access at home surf the Internet at work or the library. Tenants use the Yellow Pages for employment agencies and restaurants, pizza places in particular.

*Inner City Tenants* residents enjoy reading, playing cards, and board games. They walk, swim, play basketball, or do aerobics for exercise. They will go out to a restaurant, the movies, and attend music performances occasionally. The younger residents enjoy the nightlife—visiting bars and nightclubs and going dancing. Residents prefer to shop at discount stores but will take advantage of sales at department or other stores including Dillard's, Old Navy, and The Gap.

# Interlibrary Loan and Resource Sharing Study

## 59 Southwestern Families



Segment Code..... 59  
Segment Name ..... *Southwestern Families*  
LifeMode Group ..... L9 *Family Portraits*  
Urbanization Group..... U6 *Urban Outskirts II*

### Demographic

These young families form the foundation of Hispanic life in the Southwest. Composed of married couples with children and single parents, *Southwestern Families* residents have a young median age of 28.2 years. Children are the center of these family-oriented neighborhoods; average family size is 4.0. Not all householders are young; more than half are older than 45 years. Grandparents are caregivers in many of these older households. Ethnic diversity is high in these settled neighborhoods; more than 80 percent are Hispanic. This diversity is evident in the 30 percent of residents who are foreign born, the majority of whom immigrated before 1990. Younger households represent second generation Americans.

### Socioeconomic

*Southwestern Families* residents earn a modest median income of \$25,800. From month to month, their income is well budgeted for the upkeep of their homes and families. With little chance to save, their median net worth is only \$37,700. Linguistic isolation remains prevalent among recent arrivals and the older generations. They rank lowest of the Tapestry segments for education attainment; 57 percent have no high school diploma. Unemployment is also very high. Workers represent blue-collar and service occupations; many are skilled workers. Most work in manufacturing, construction, and retail industries, but employment in the agricultural sector is above average.

### Residential

Homeownership is important to this suburban market. Two-thirds of *Southwestern Families* residents own small and modest homes, primarily single-family houses with a median value of \$50,700. Some own mobile homes and live in rural nonfarm areas.

### Preferences

The *Southwestern Families* market ranks high for purchase of baby and children's products. They are buyers of disposable diapers and premoistened wipes but not of prepared baby foods. They purchase the necessary baby equipment, such as a car seat and a crib, but will not necessarily buy a stroller.

Many residents invest in a camera, or even a camcorder, to capture family events. They use cost-effective film development at grocery and discount stores. Cell phones are important to this market, too, and long-distance telephone expenses are part of their budget. For clothing and sometimes groceries, they shop at discount stores. Many take advantage of pharmacies at these stores, but Walgreens, Rite-Aid, and CVS are still the popular options. Albertson's, H.E. Butt, Kroger, and Vons are their preferred grocery stores. More households purchase used cars rather than new cars, and many save money by performing minor car maintenance, such as changing motor oil, by themselves. A majority of the residents rely on car dealers and garages to service their vehicles.

All households own a TV and VCR or a TV/VCR combination unit. Although available in most neighborhoods, less than half subscribe to cable TV. Many treat their older children to a video game system and frequently visit Blockbuster to rent comedy or action movies. For entertainment, they will go to the movies, go dancing, visit nightclubs, or even gamble. *Southwestern Families* residents listen to Hispanic and contemporary radio.



## *Maps*

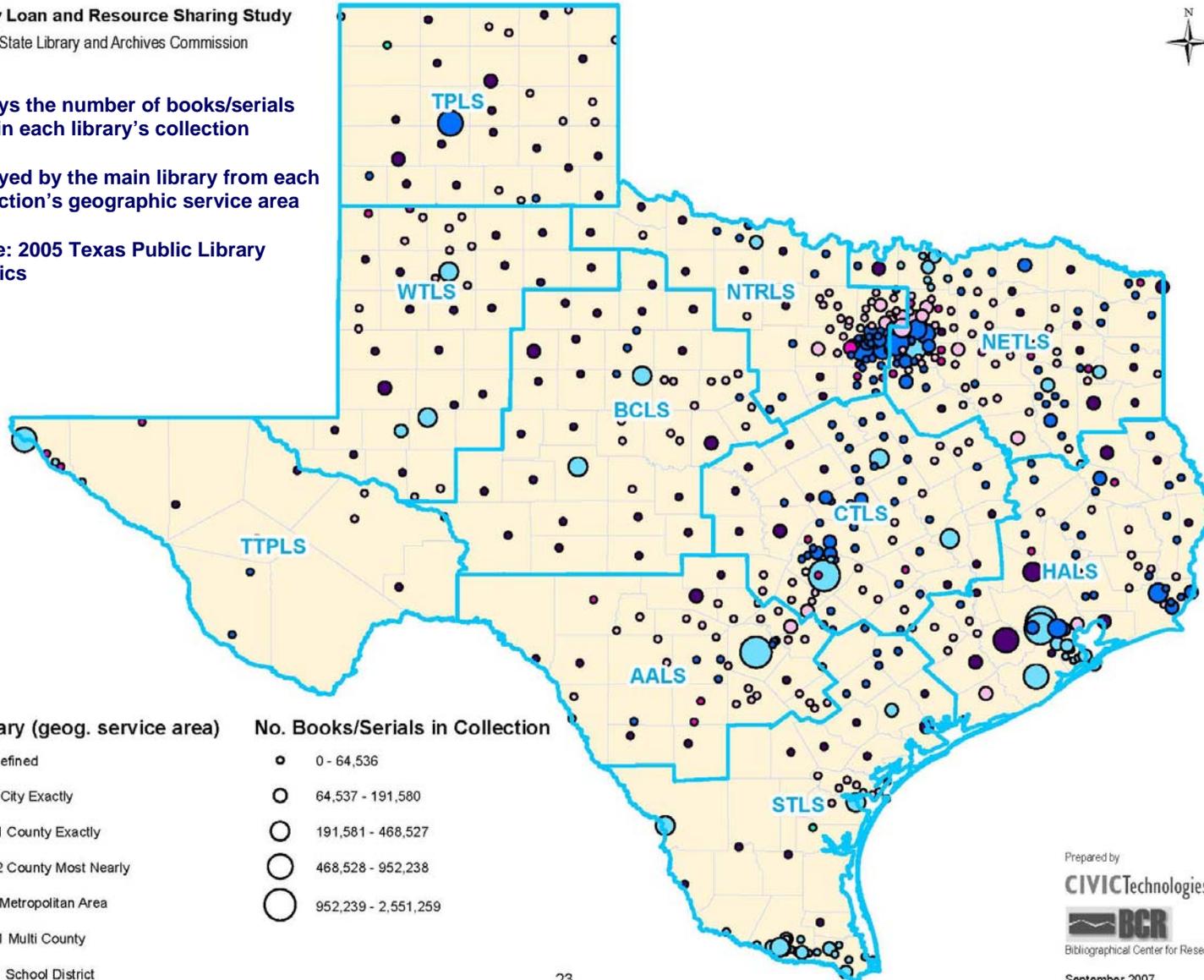
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- 1.0 Introduction
- 2.0 Context Maps
- 3.0 Demographic Maps
- 4.0 Resource Sharing Program Participation Maps
- 5.0 Tapestry Maps and Segment Descriptions
- 6.0 Sample of Resource Sharing Use Data Maps**
- 7.0 Sample Detail Maps

# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays the number of books/serials items in each library's collection
- Displayed by the main library from each jurisdiction's geographic service area
- Source: 2005 Texas Public Library Statistics



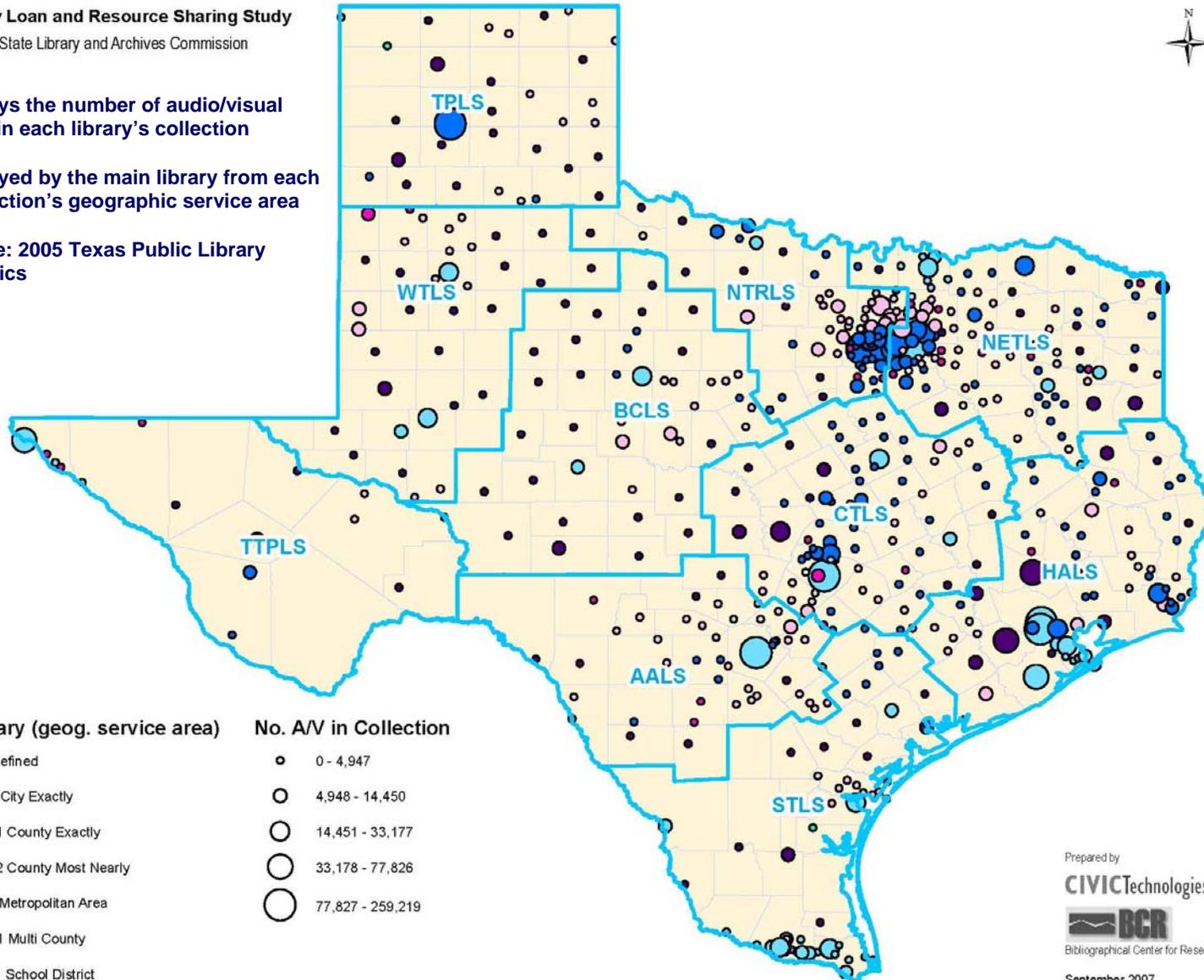
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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays the number of audio/visual items in each library's collection
- Displayed by the main library from each jurisdiction's geographic service area
- Source: 2005 Texas Public Library Statistics

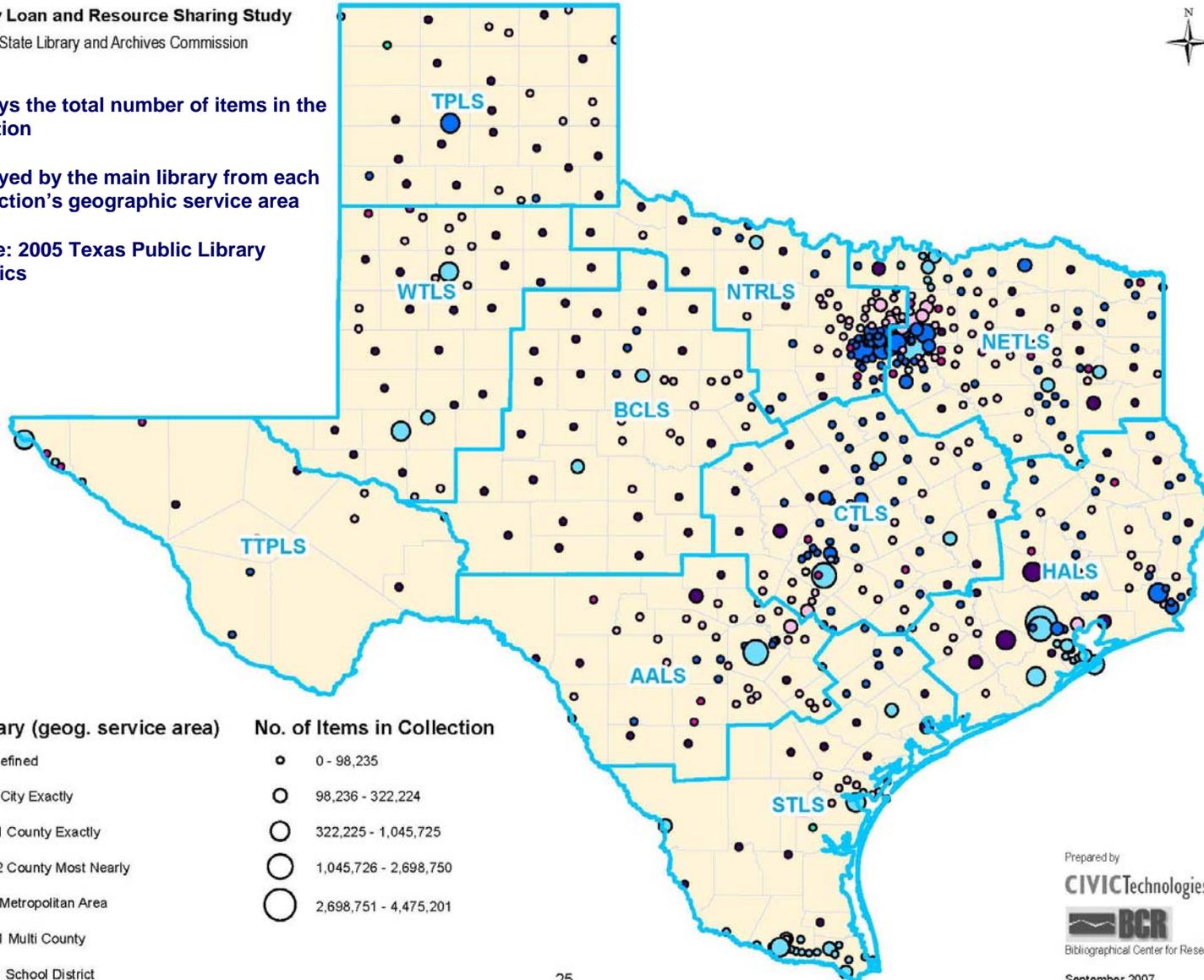


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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays the total number of items in the collection
- Displayed by the main library from each jurisdiction's geographic service area
- Source: 2005 Texas Public Library Statistics



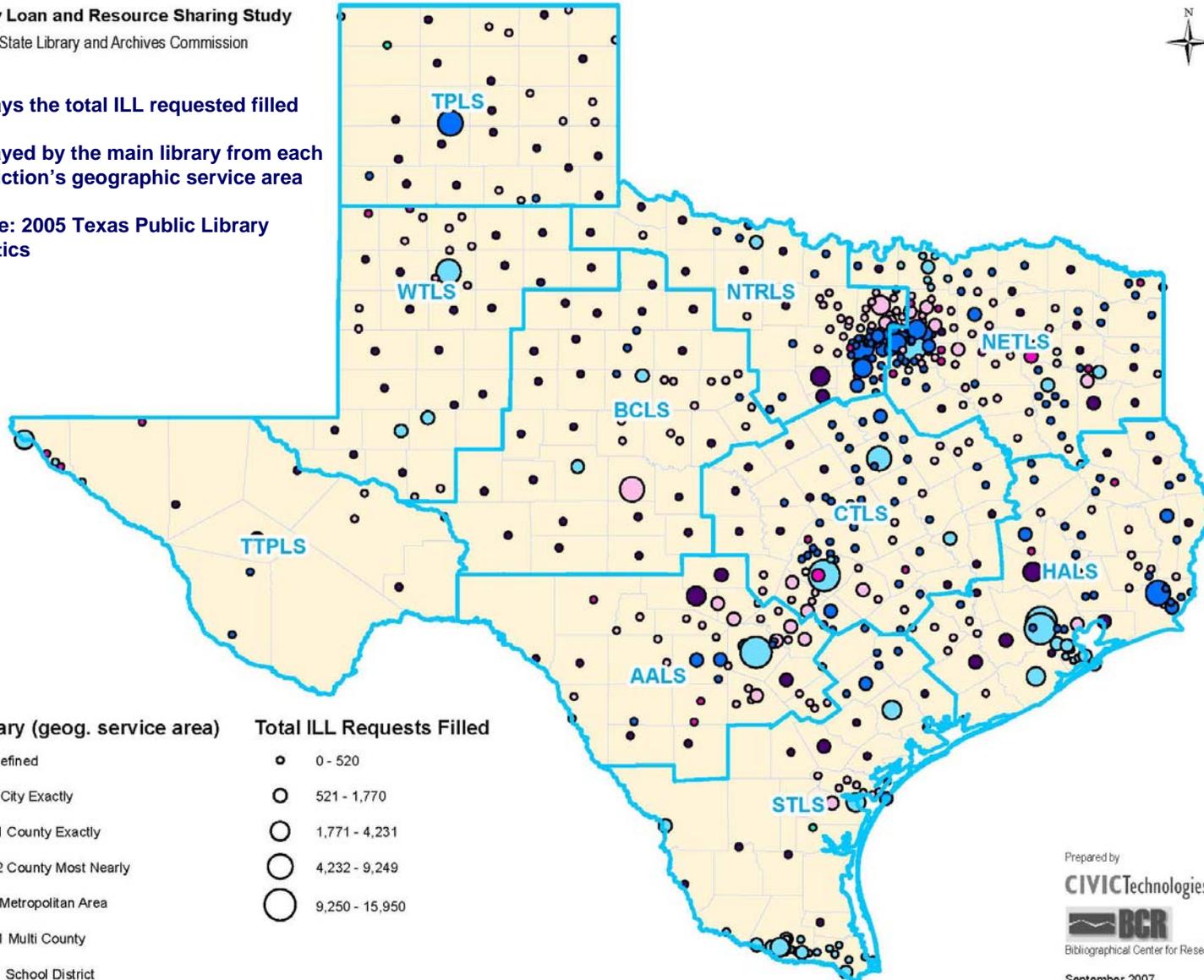
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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays the total ILL requested filled
- Displayed by the main library from each jurisdiction's geographic service area
- Source: 2005 Texas Public Library Statistics

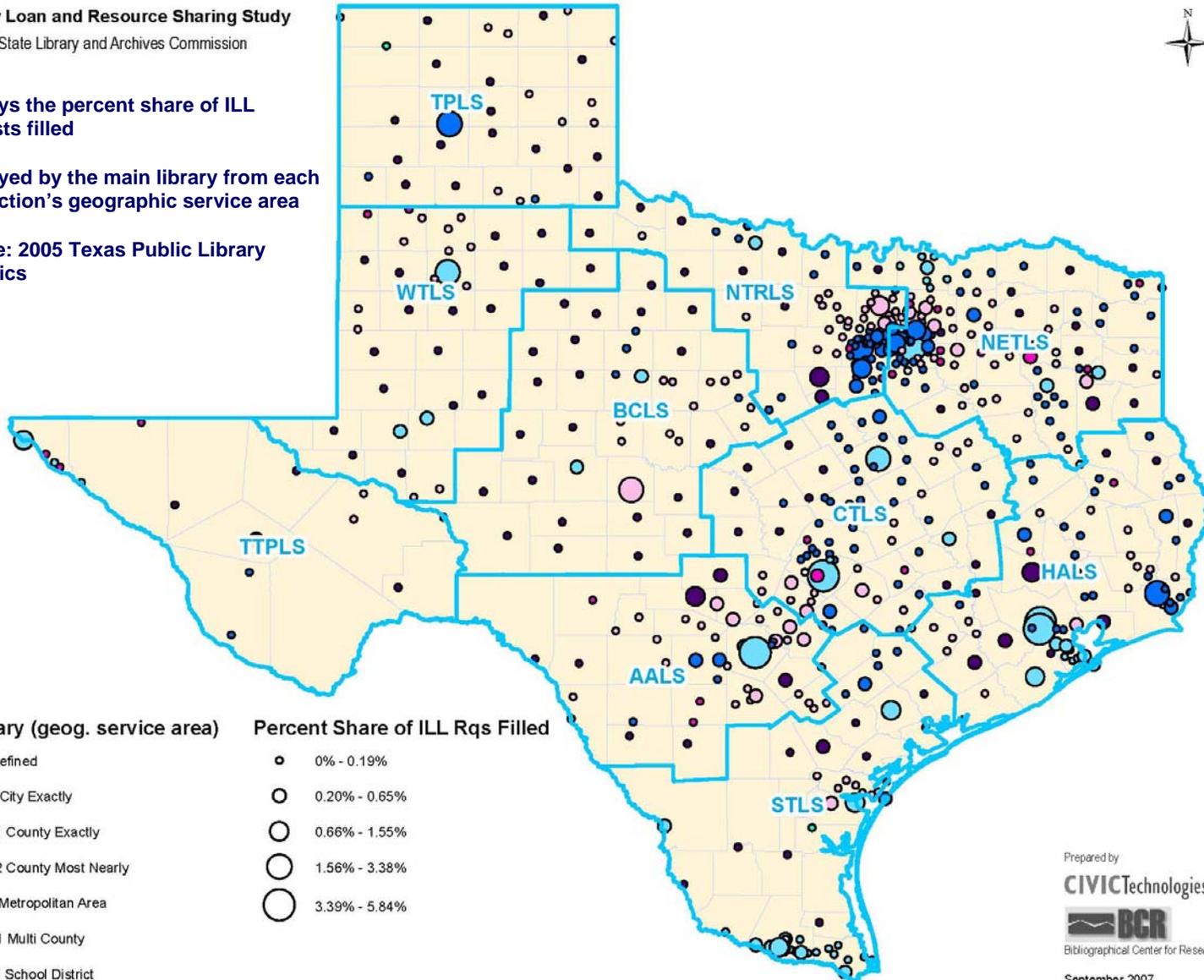


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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays the percent share of ILL requests filled
- Displayed by the main library from each jurisdiction's geographic service area
- Source: 2005 Texas Public Library Statistics

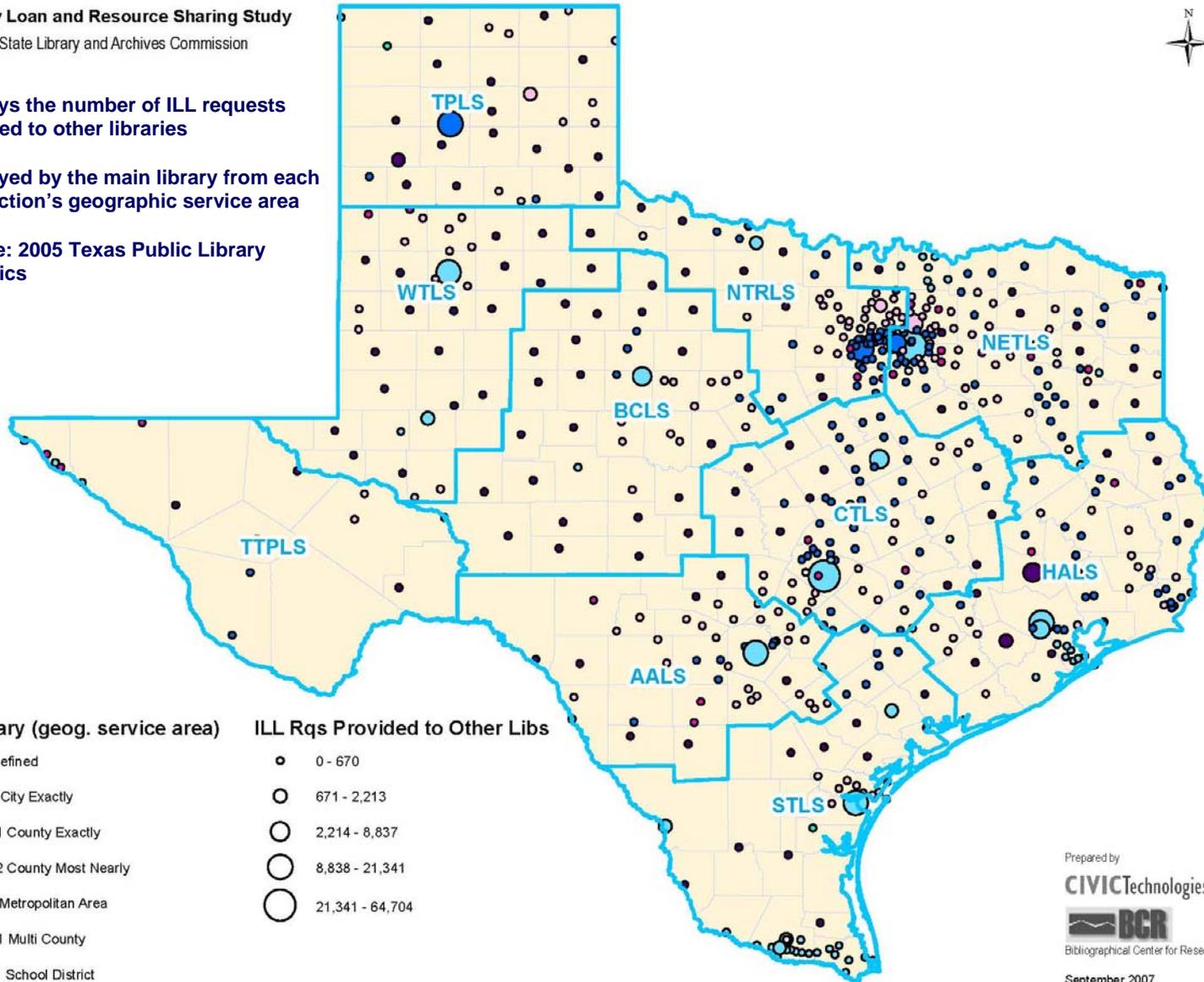


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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays the number of ILL requests provided to other libraries
- Displayed by the main library from each jurisdiction's geographic service area
- Source: 2005 Texas Public Library Statistics



Main library (geog. service area)

- Undefined
- C11 City Exactly
- CO1 County Exactly
- CO2 County Most Nearly
- MA Metropolitan Area
- MC1 Multi County
- SD1 School District

ILL Rqs Provided to Other Libs

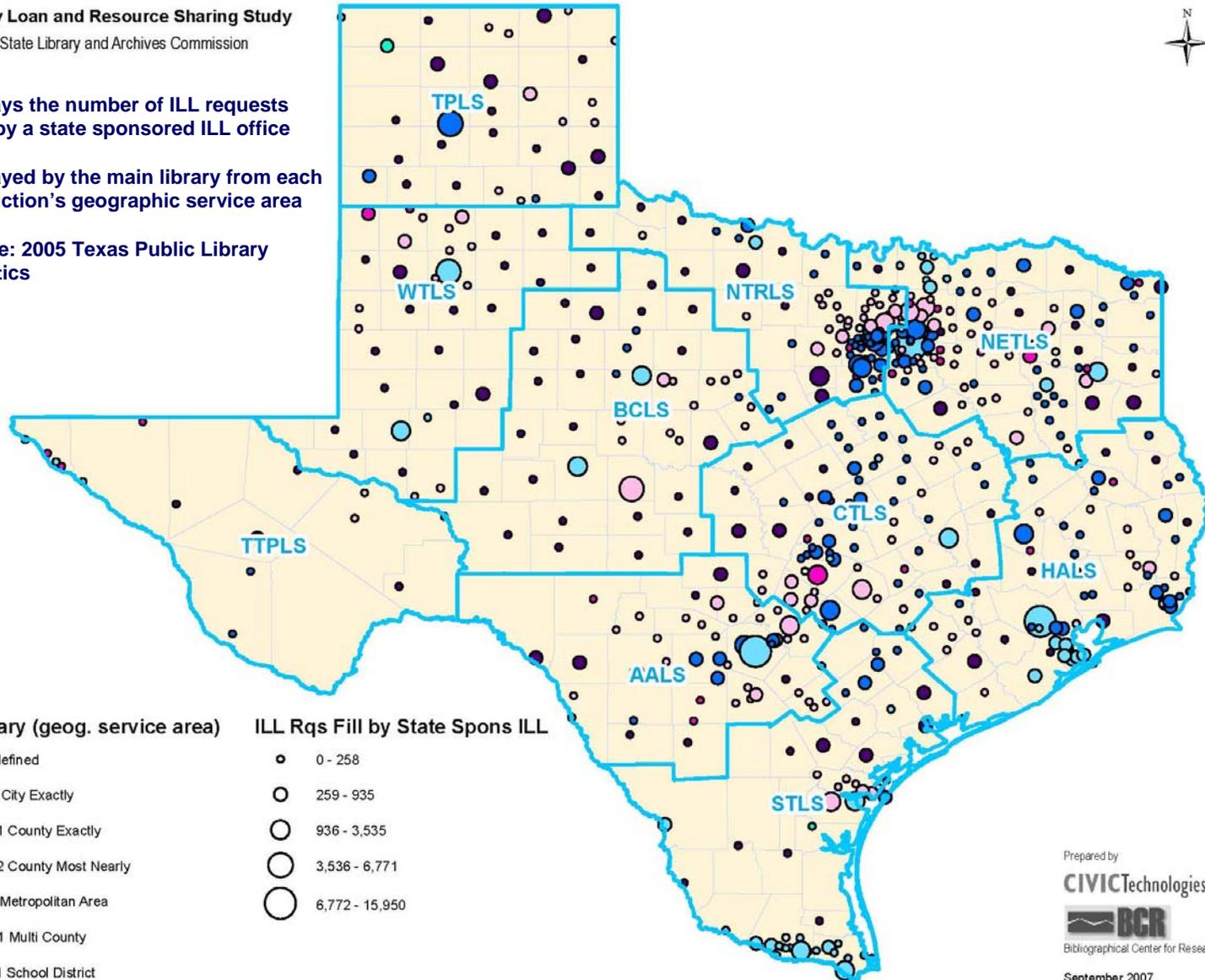
- 0 - 670
- 671 - 2,213
- 2,214 - 8,837
- 8,838 - 21,341
- 21,341 - 64,704

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# Interlibrary Loan and Resource Sharing Study

Interlibrary Loan and Resource Sharing Study  
for the Texas State Library and Archives Commission

- Displays the number of ILL requests filled by a state sponsored ILL office
- Displayed by the main library from each jurisdiction's geographic service area
- Source: 2005 Texas Public Library Statistics



Main library (geog. service area)

- Undefined
- C11 City Exactly
- CO1 County Exactly
- CO2 County Most Nearly
- MA Metropolitan Area
- MC1 Multi County
- SD1 School District

ILL Rqs Fill by State Spons ILL

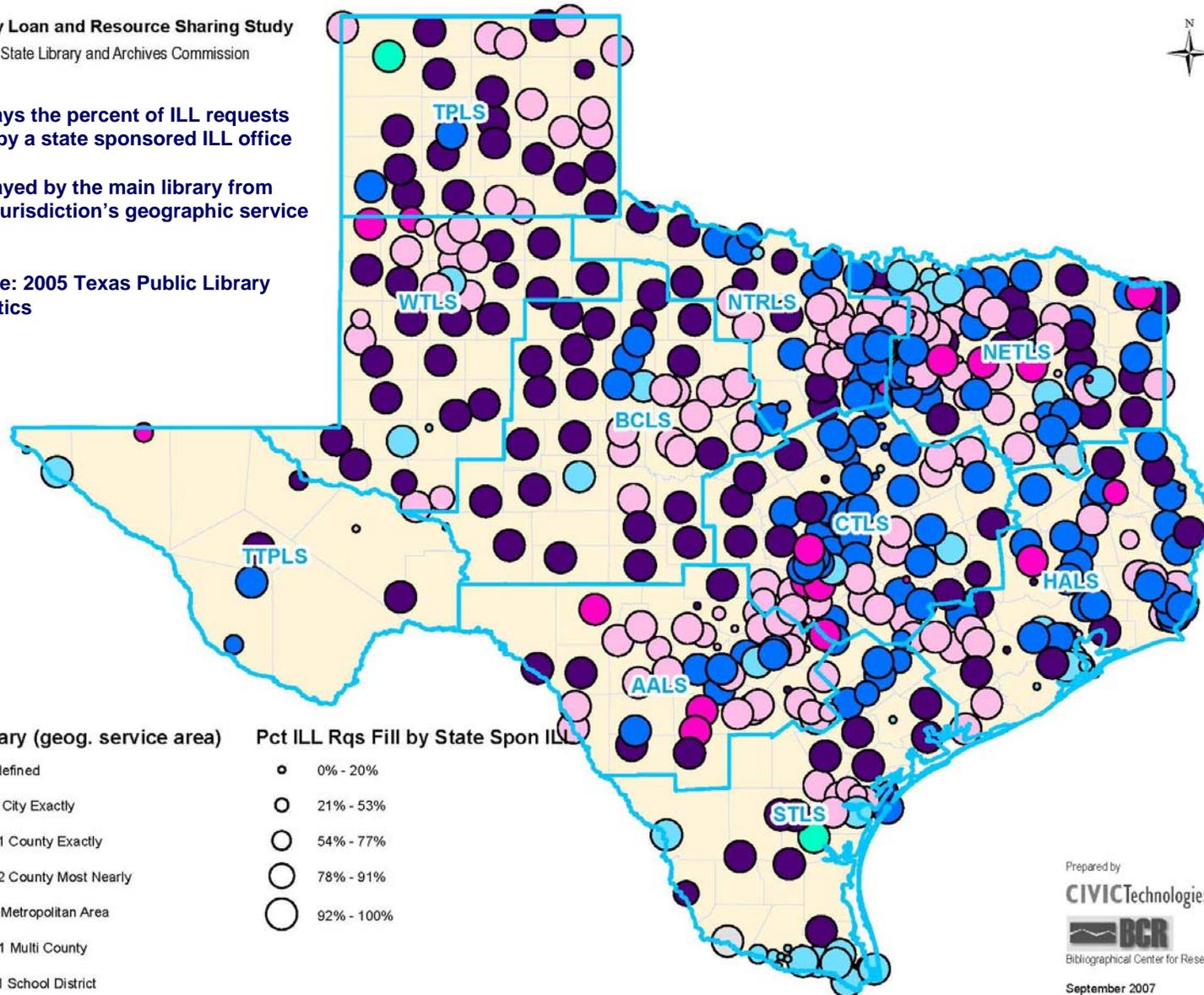
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- 259 - 935
- 936 - 3,535
- 3,536 - 6,771
- 6,772 - 15,950

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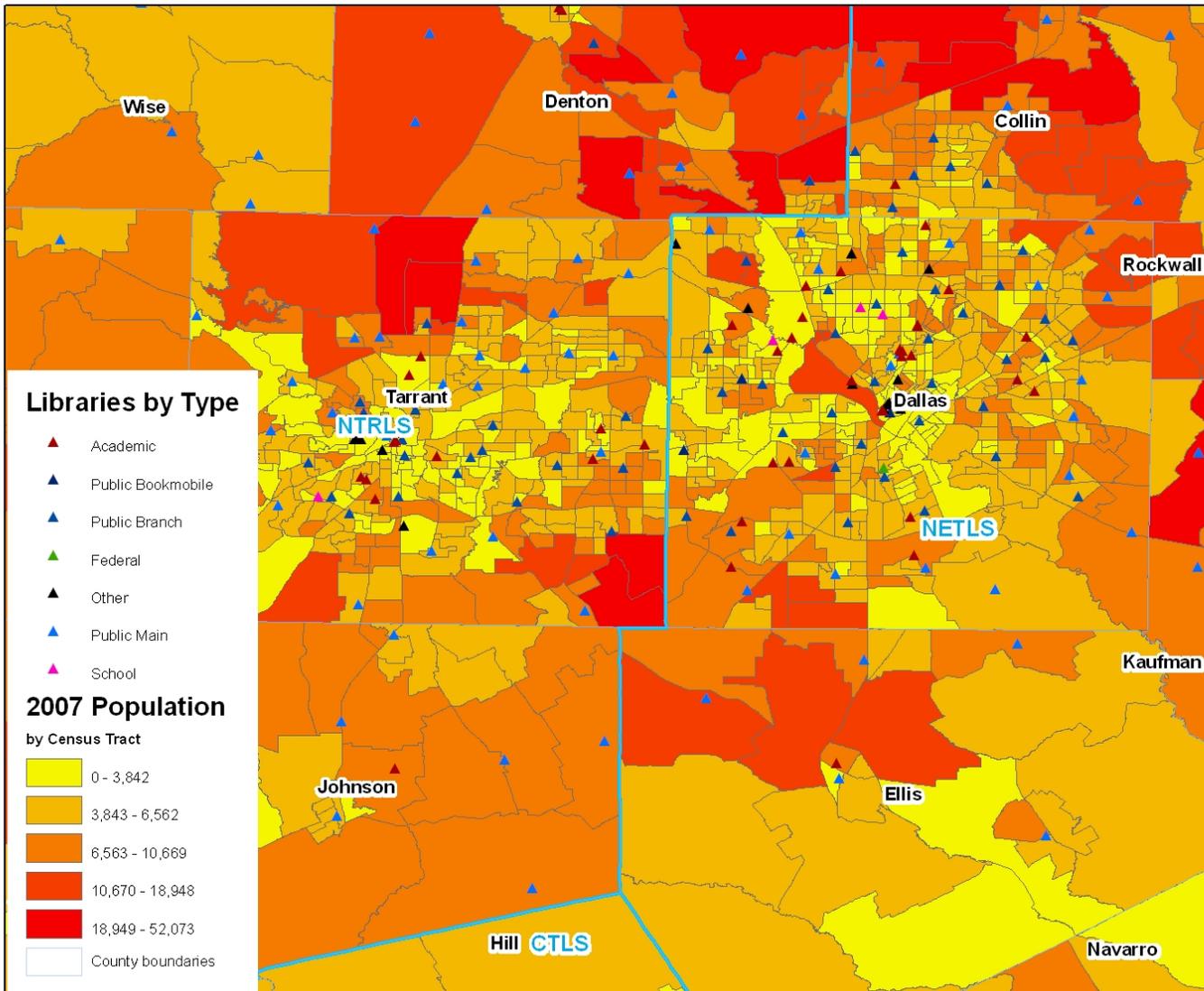
## *Maps*

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- 1.0 Introduction
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# Interlibrary Loan and Resource Sharing Study

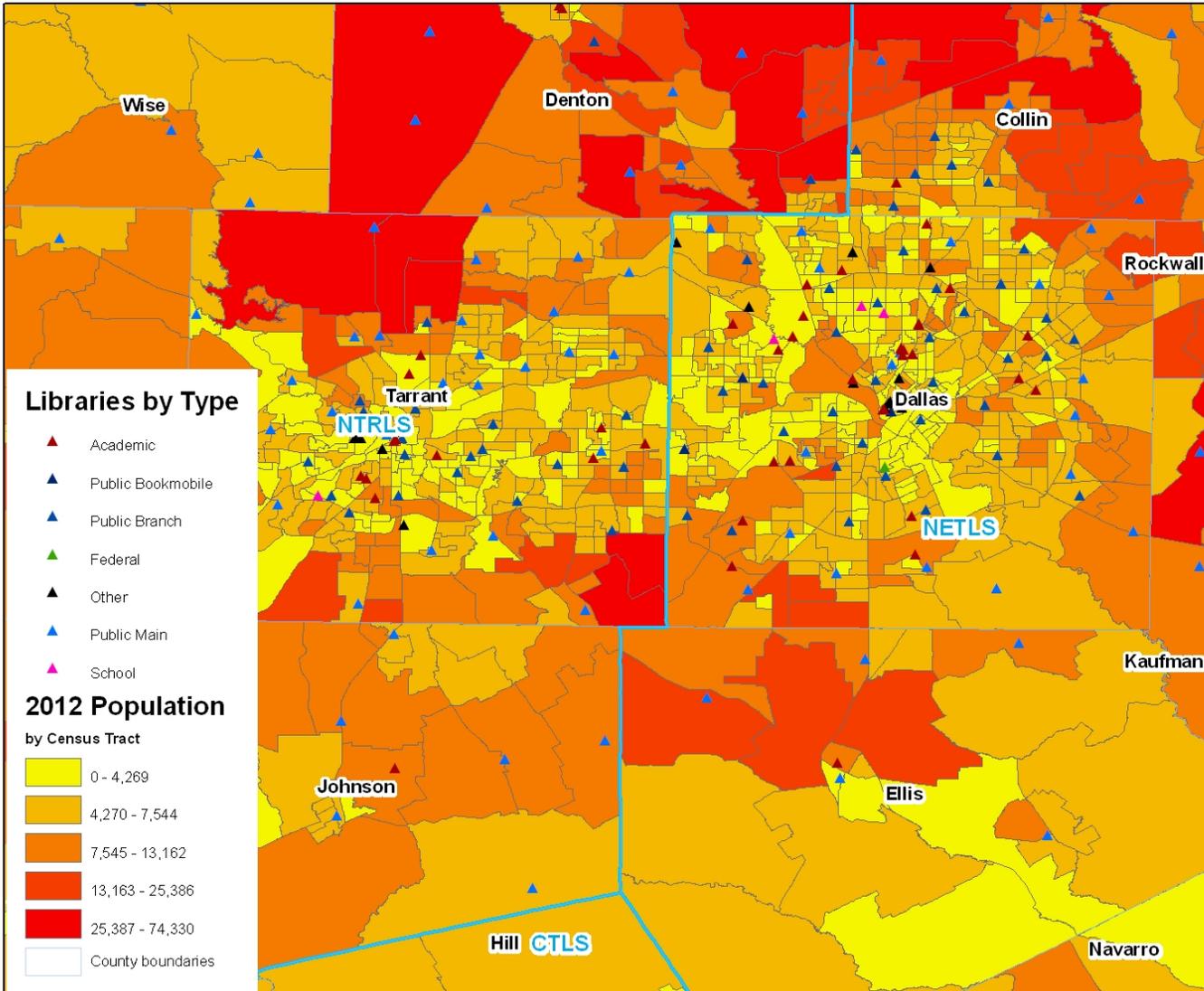
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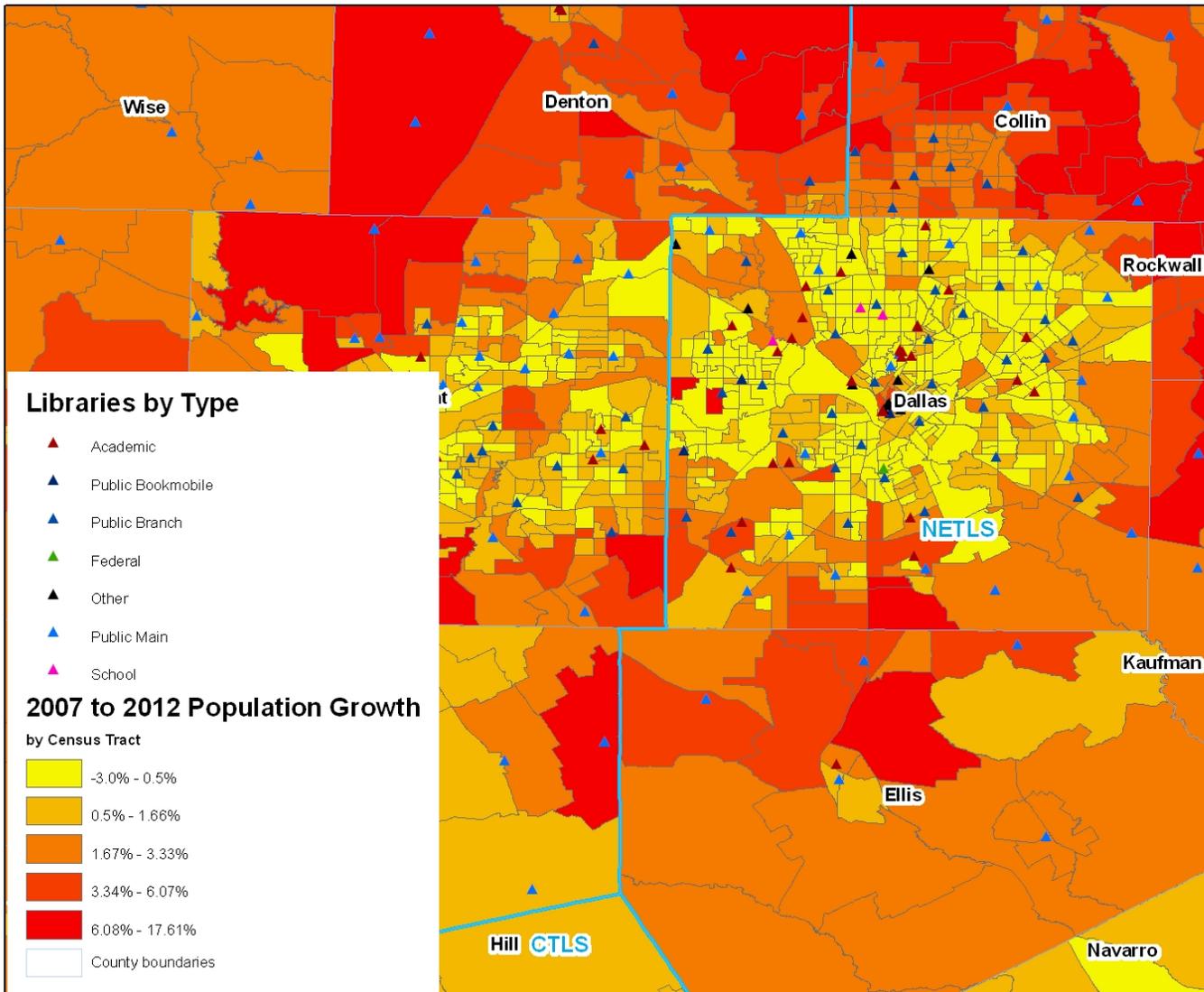
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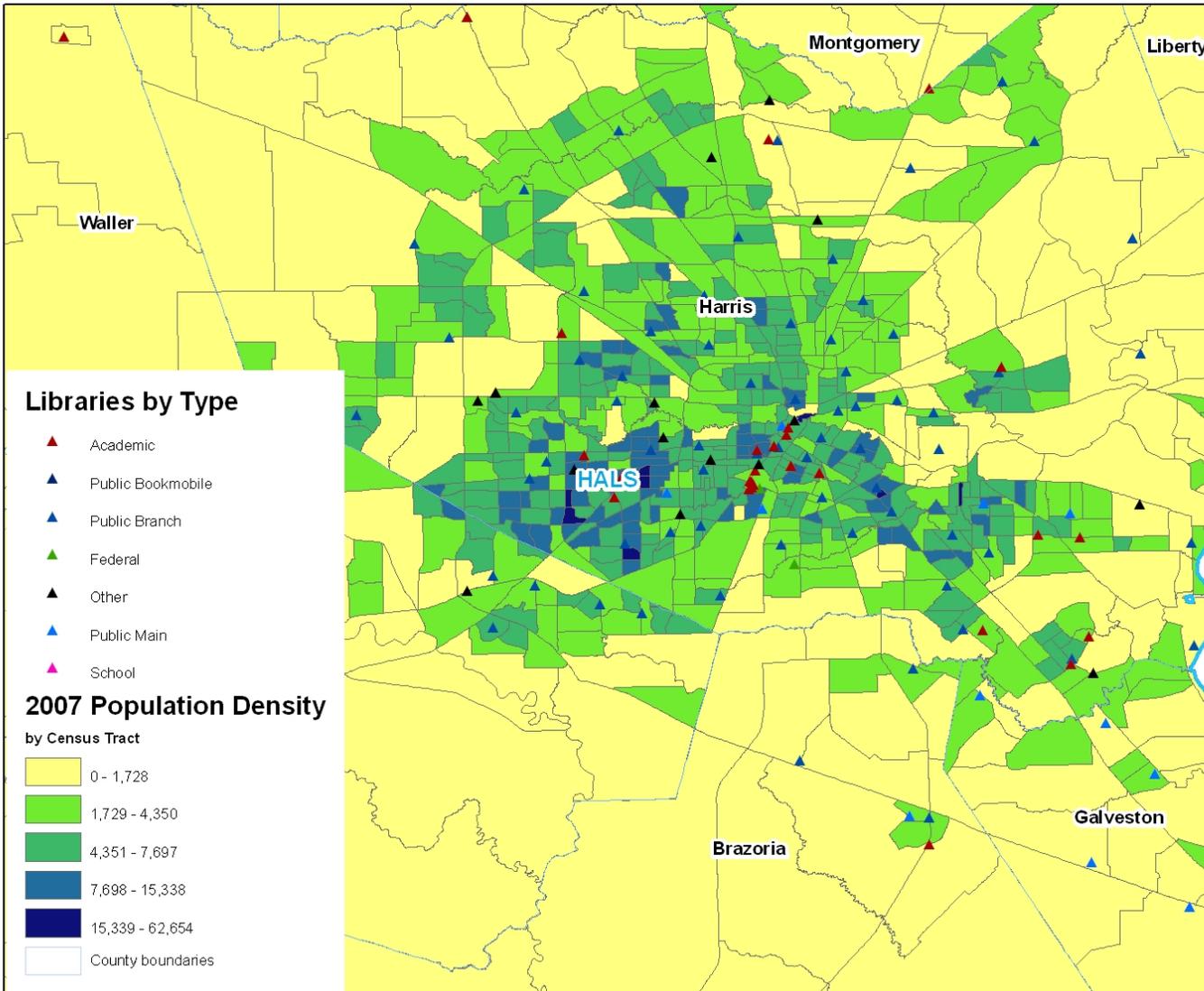
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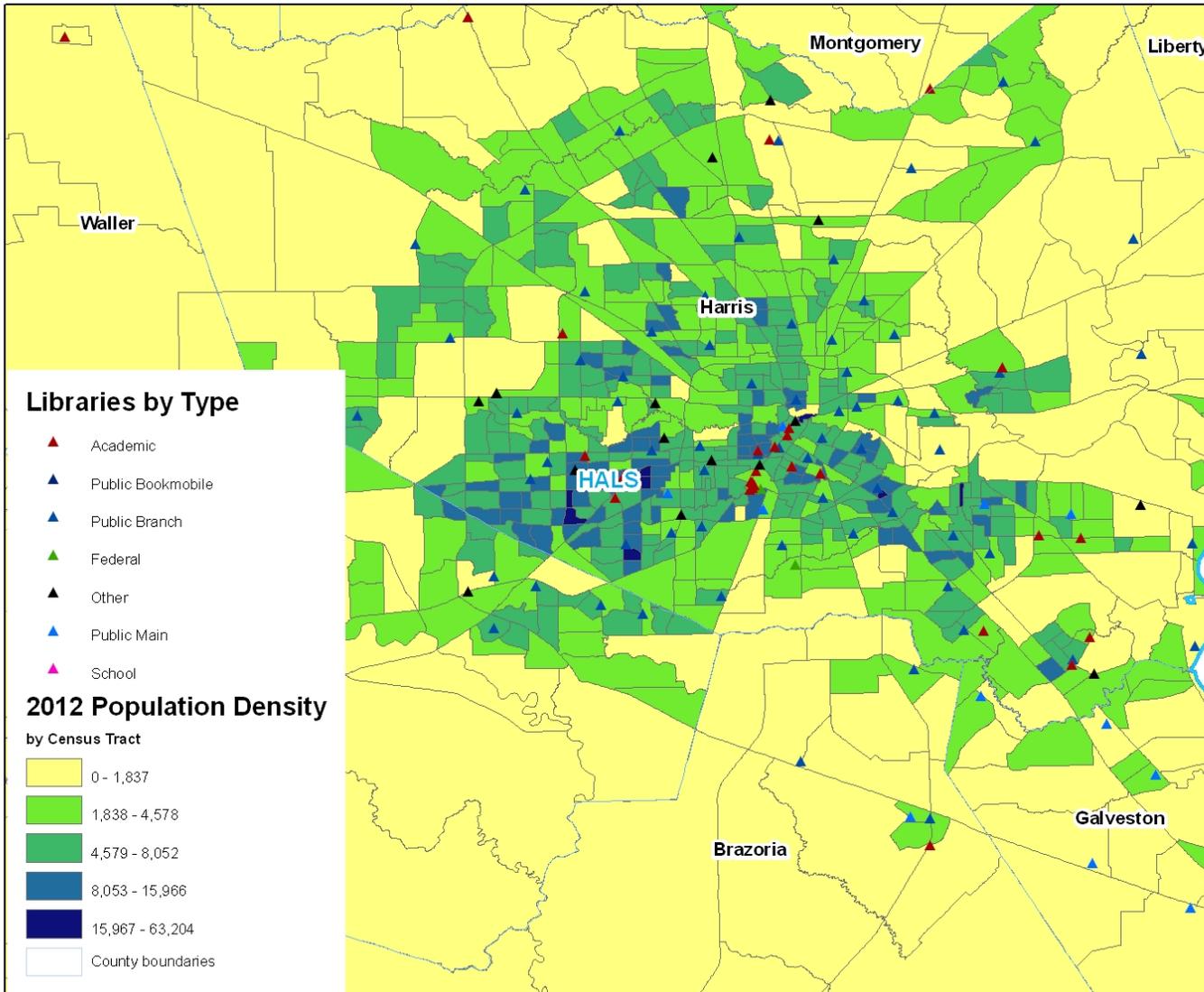
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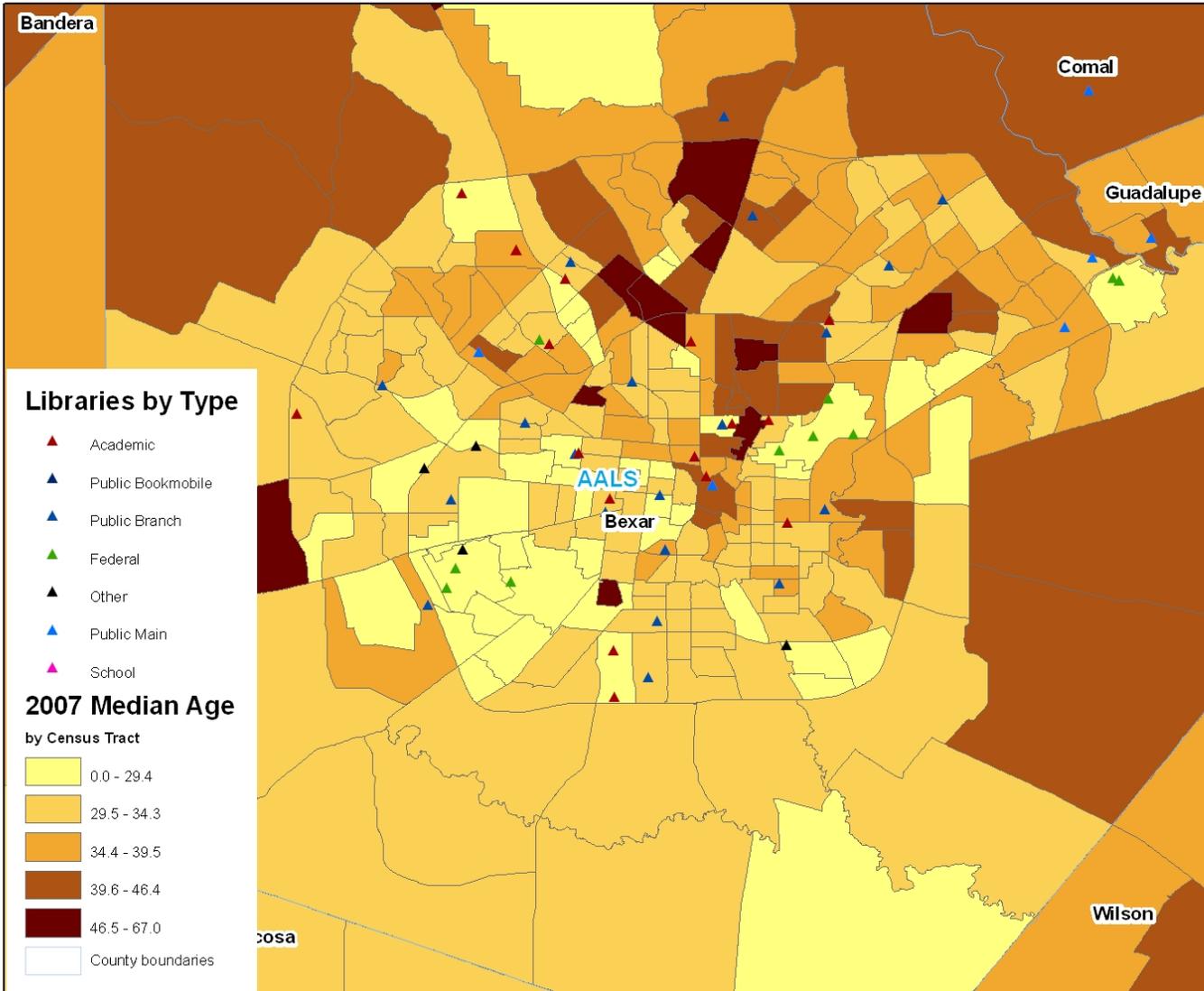
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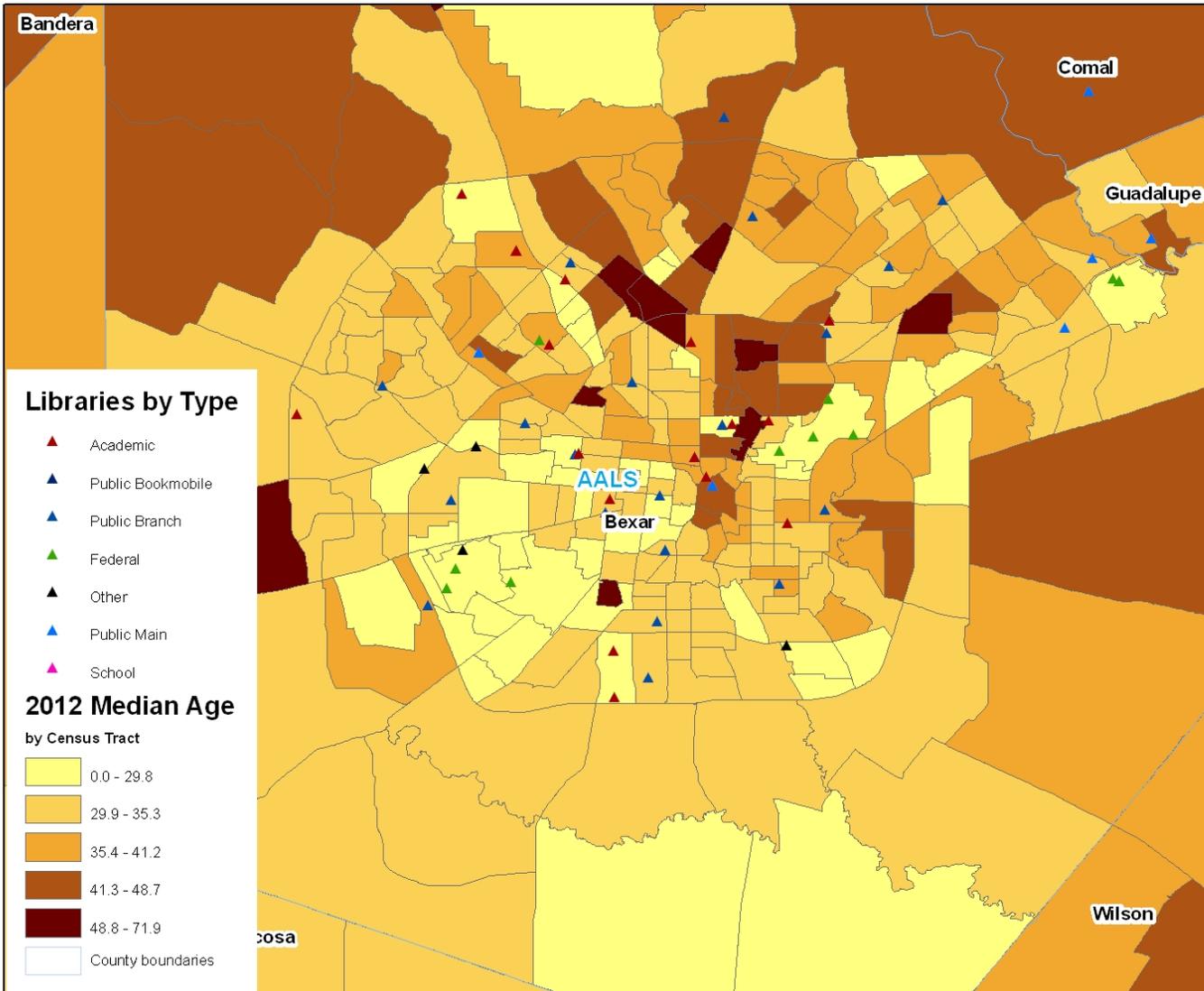
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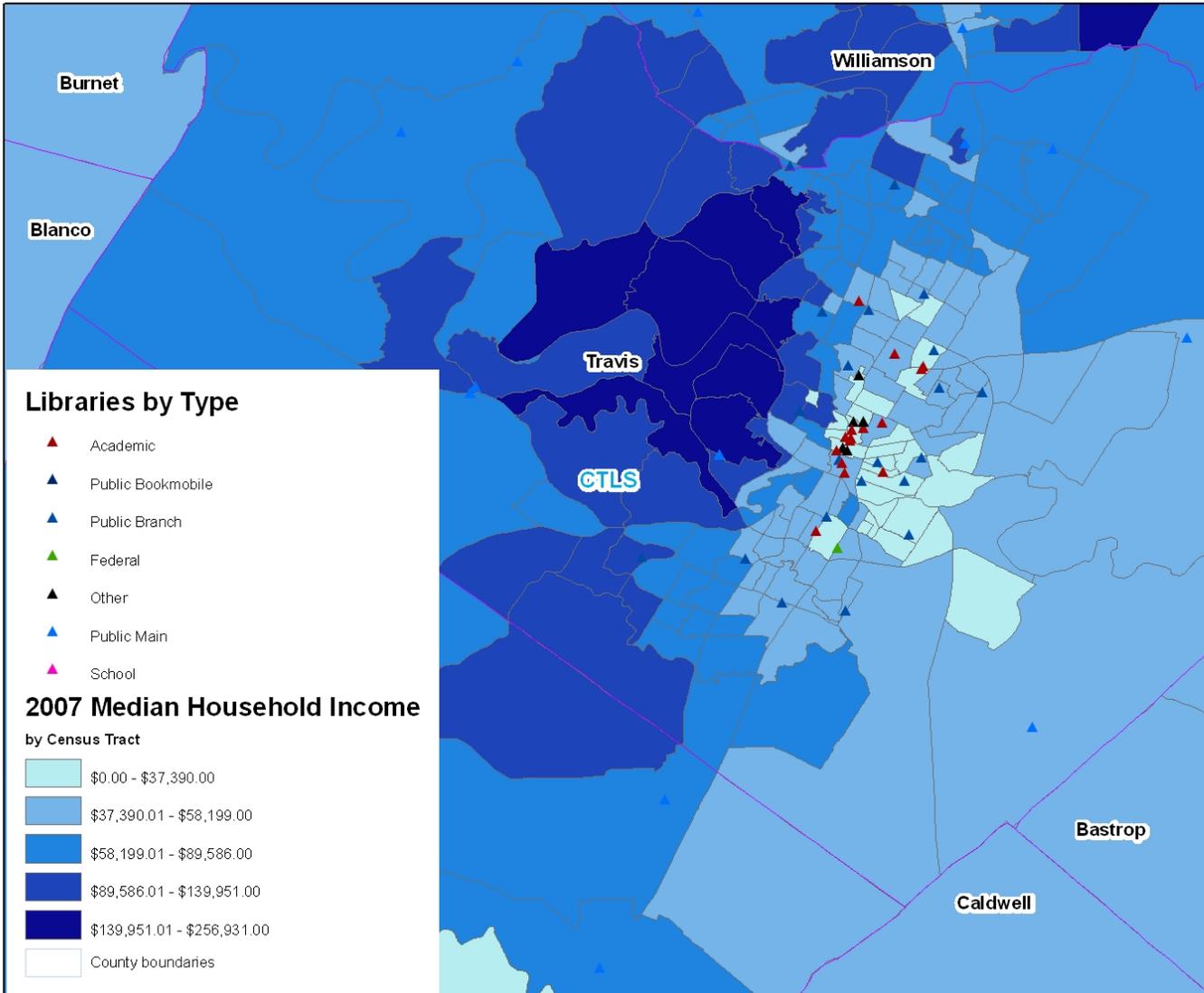
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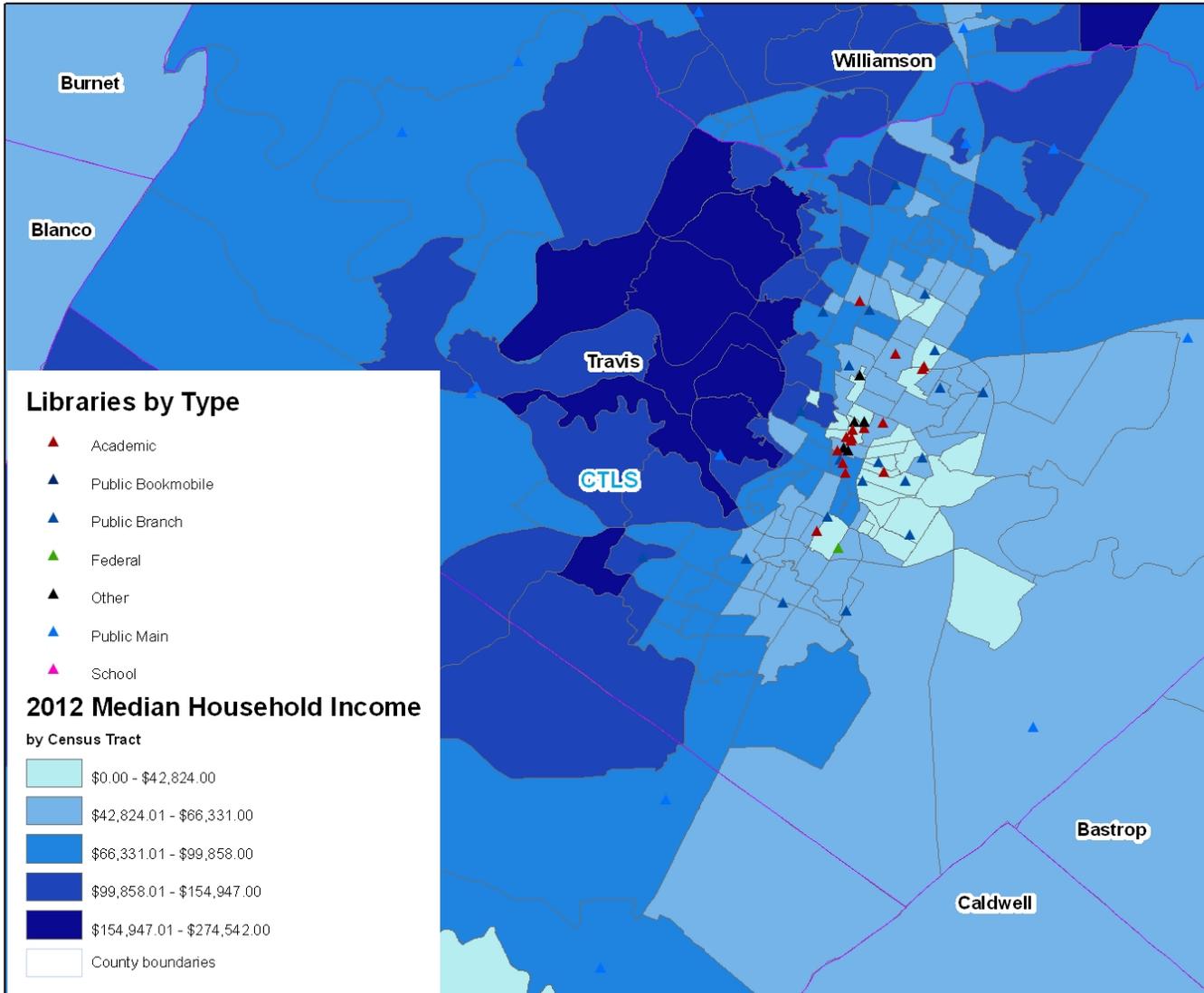
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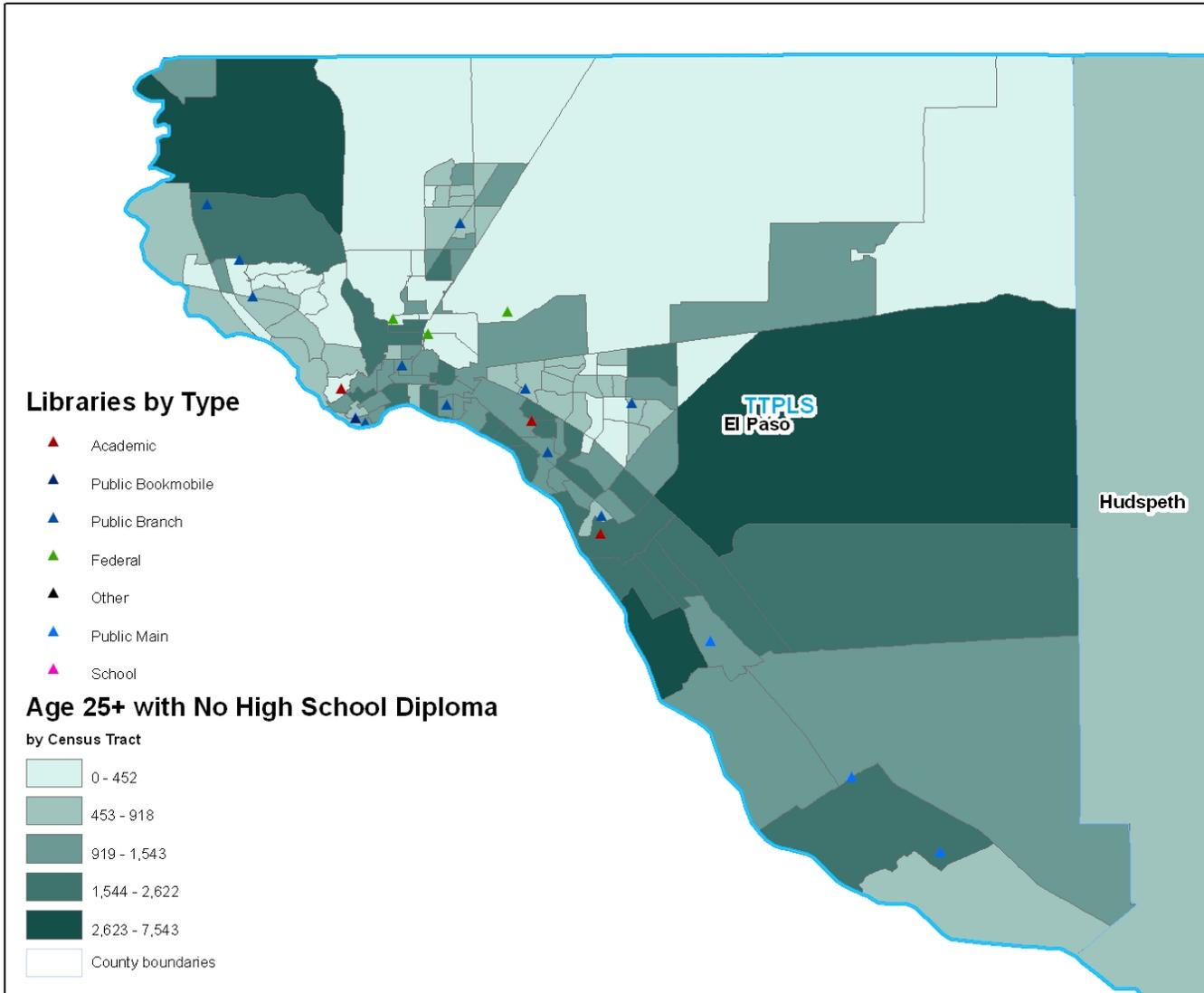
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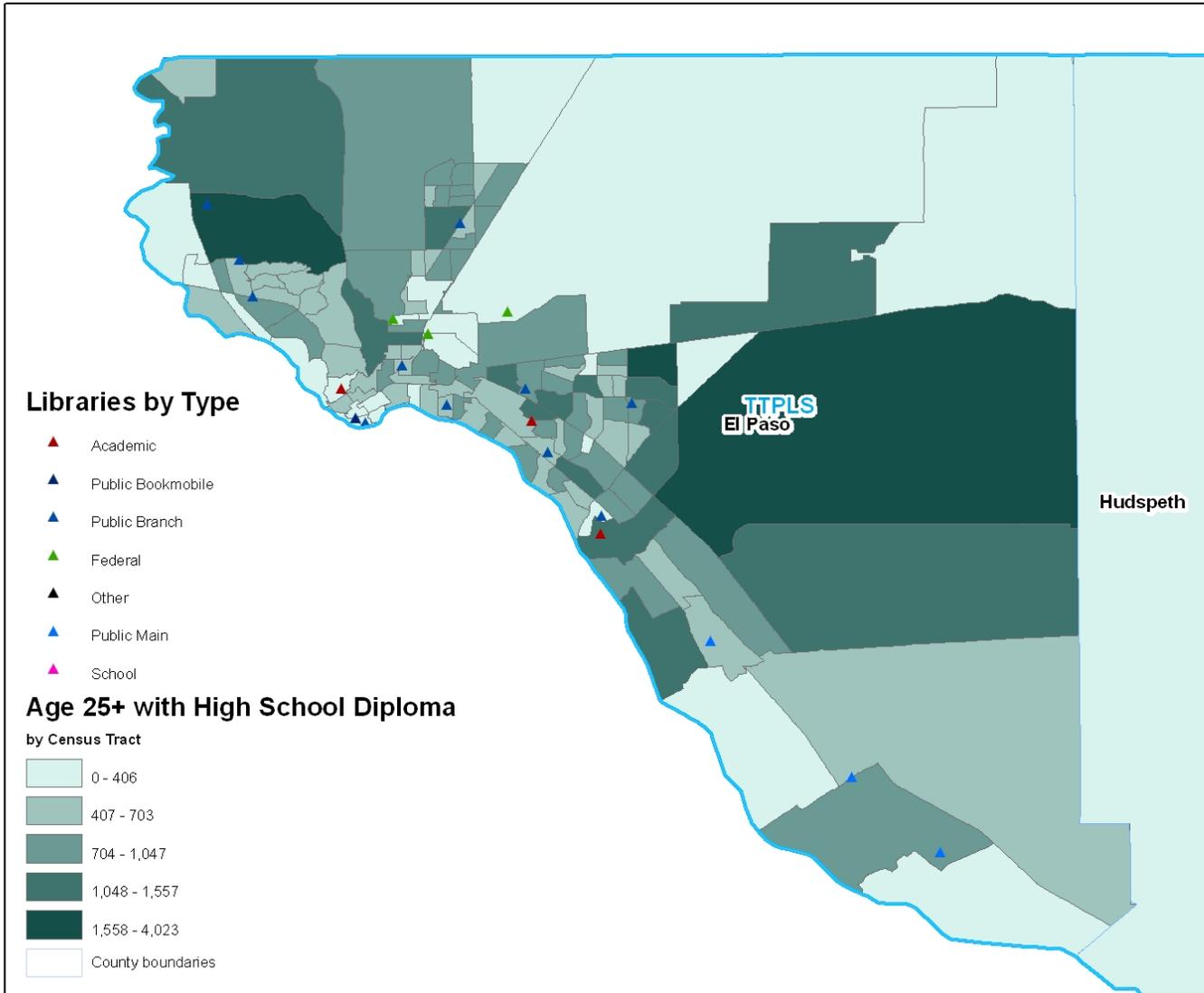
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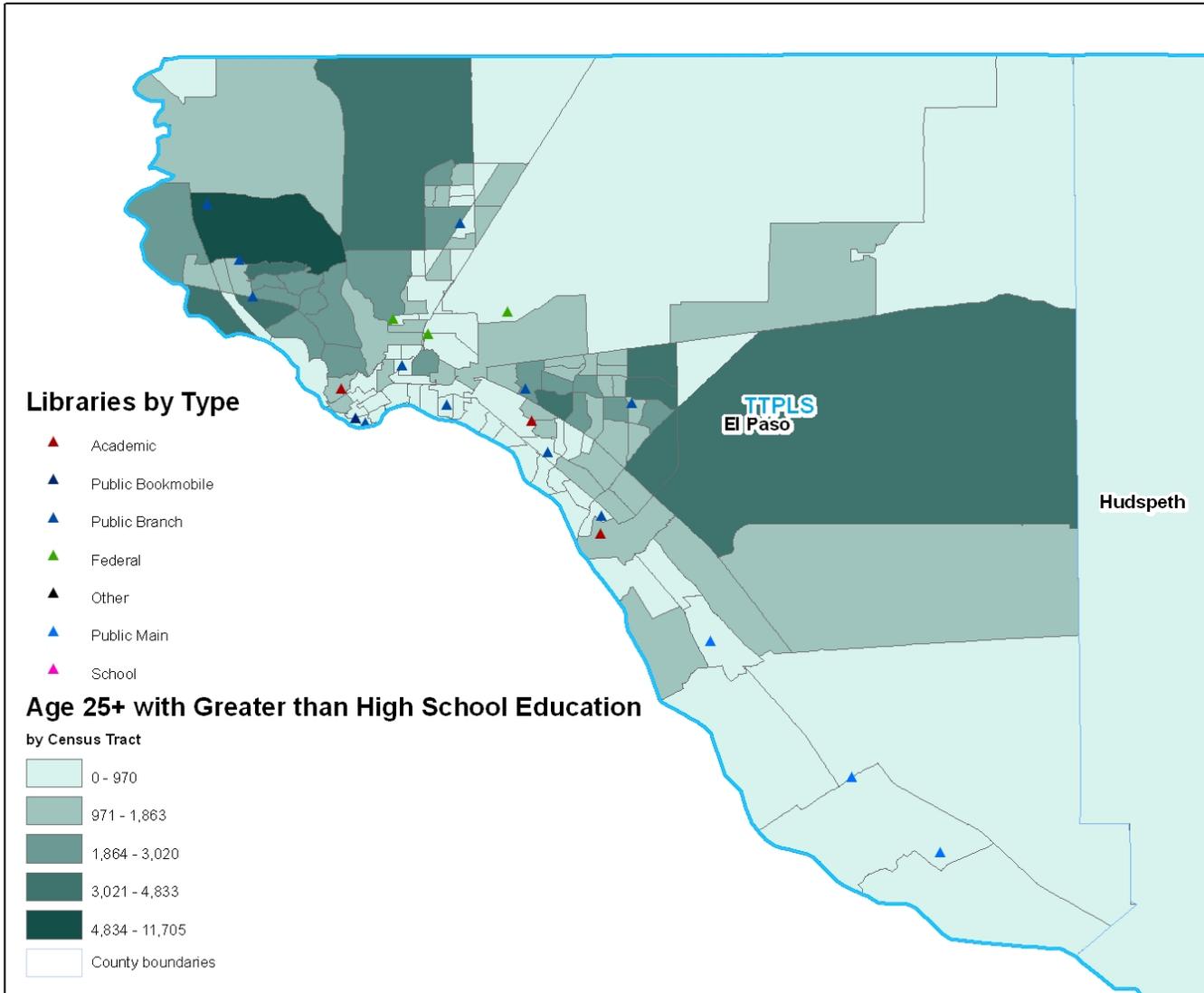
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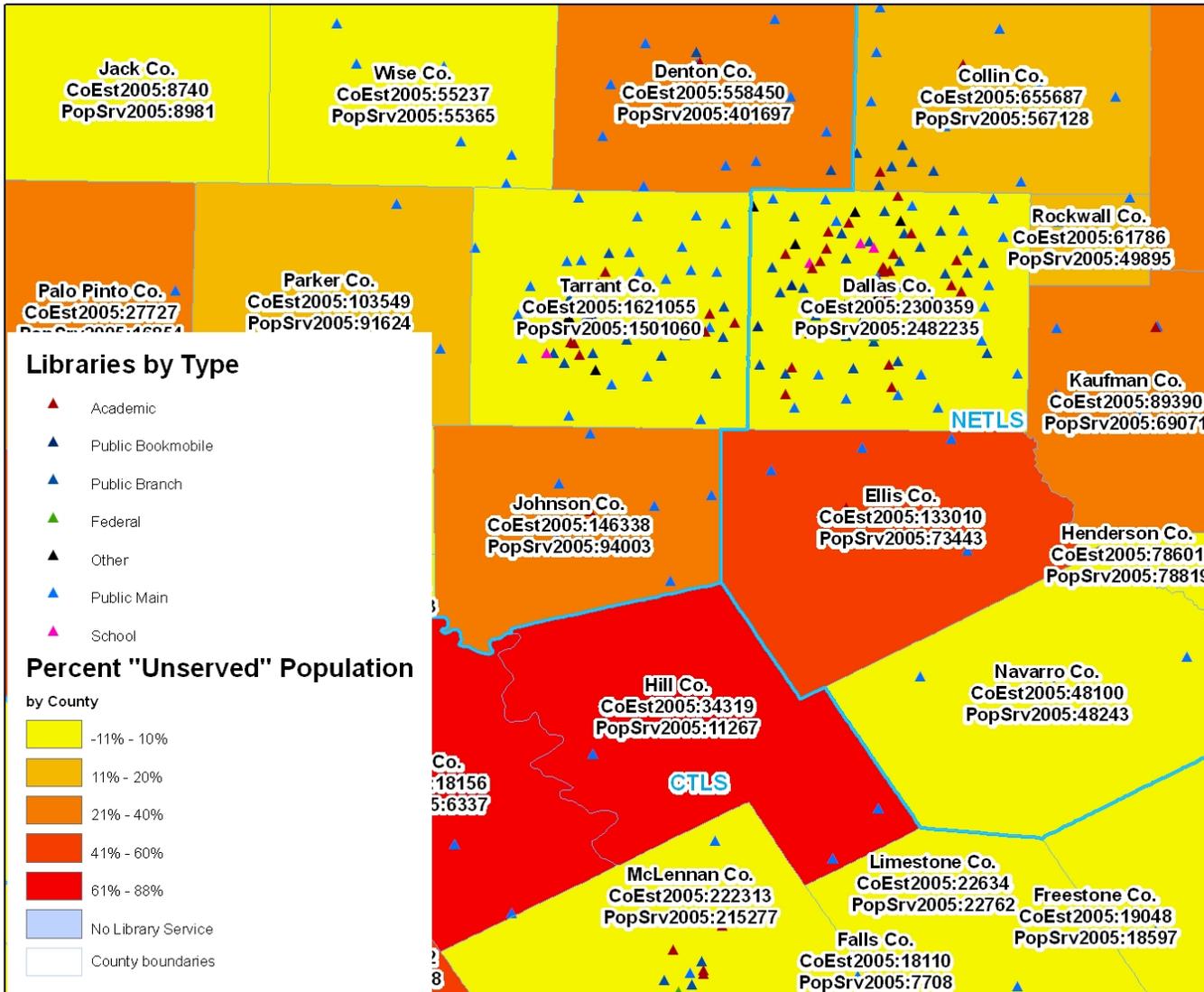
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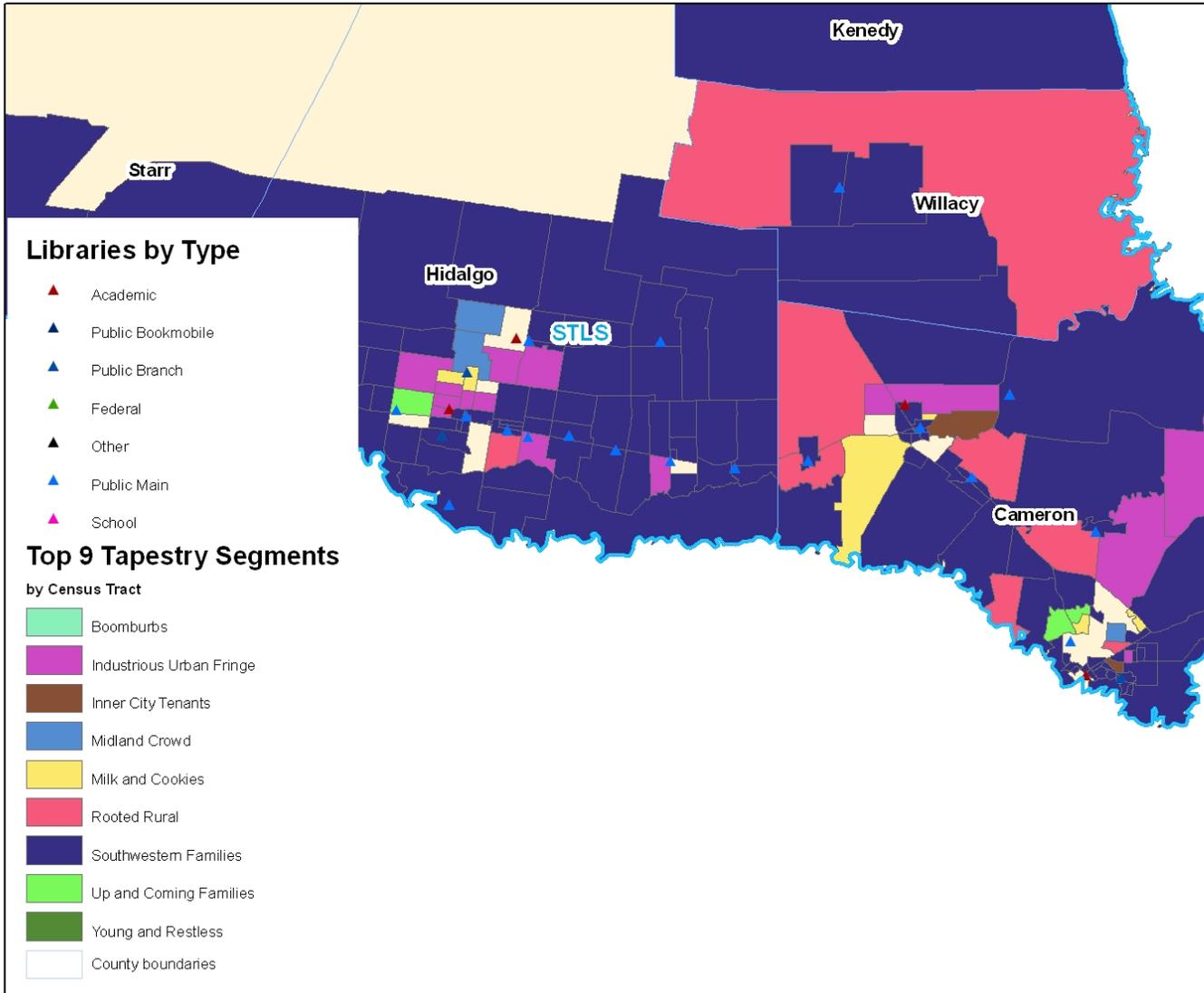
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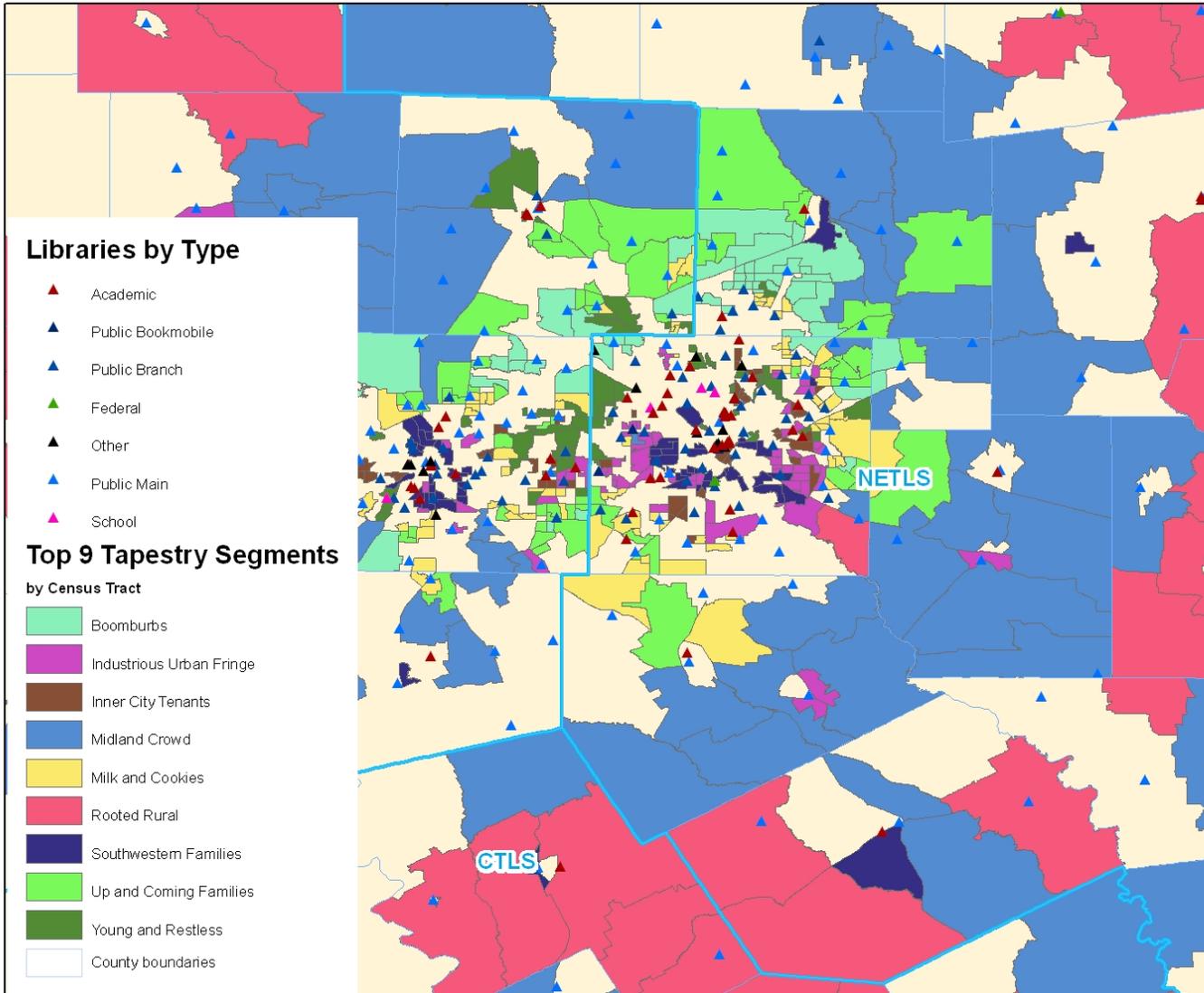
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## Interlibrary Loan and Resource Sharing Study

Addendum: Narrative of GIS Data Source Definition, Demographic Analysis and Tapestry Segmentation Analysis

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***See attached.***

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Texas State Library and Archives Commission



# **Addendum A: Narrative of GIS Data Source Definition, Demographic Analysis and Tapestry Segmentation Analysis**

*Interlibrary Loan and Resource Sharing Study for the Texas State Library and Archives Commission*

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## **1.0 Introduction**

### **1.1 Definition of GIS**

Geographic information systems (GIS) is a technology that maps information contained in databases. GIS provides superior visualization capabilities and is useful in managing data inventories and revealing trends and patterns between data sets that could not otherwise be identified.

### **1.2 Objectives**

The objectives of the GIS study, within the context of the overall project were to 1) to provide visualization resources for inventorying data; and 2) to identify possible patterns and correlations between data sets particularly with respect to resource sharing statistics.

### **1.3 Major GIS work elements**

The major GIS work elements were to 1) inventory existing conditions; 2) analyze and interpret existing resource sharing practices; 3) analyze and interpret resource sharing concepts and models; and 4) map patron survey results.

### **1.4 GIS Software**

ArcMap 9.2 was utilized. This included the use of extensions (Spatial Analyst and Business Analyst).

## **2.0 Data**

### **2.1 The following major data sets were utilized Kdjfkjdkfjd**

- **TSLAC data.**

Data was compiled from a number of TSLAC sources including internal sources (TexNet Centers, TexShare, Texas Group, and Project Loan); as well as public sources (2006 Texas Public Library Statistics Annual Report and 2006 Texas Academic Library Survey); Amigos Library Services (OCLC cataloging and inter-library loan data). A range of TSLAC based data and mapping layers were prepared in the GIS.

- **NCES data.**

NCES data was used to associate library facility locations with geographic service areas through each library's legal service area. NCES data provides the most comprehensive legal service area information for public libraries. NCES data was also used to help locate academic, school, and special libraries as they participate in resource sharing. Legal service area types are provided in the GIS and include city exactly, county exactly, city most nearly, county most nearly, metropolitan area exactly, metropolitan area most nearly, multi-county, and school district.

## **Addendum A: Narrative of GIS Data Source Definition, Demographic Analysis and Tapestry Segmentation Analysis**

*Interlibrary Loan and Resource Sharing Study for the Texas State Library and Archives Commission*

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- **Geographic data**  
ESRI StreetMap data was used. Other geographic data includes census tracts, cities and census designated places, counties, and highways and major roads.
- **Demographic data**  
ESRI demographic data was utilized at the census tract level. This included 2007 and 2012 population, 2007 and 2012 population density, 2007 – 2012 population growth rate, 2007 and 2012 median household size, and 2007 and 2012 median household income. Census 2000 educational attainment was also utilized. ESRI 2007 current year estimate of population is based upon the US Census data and is disaggregated to the block group level by ESRI. The 2012 five year forecast utilizes such factors as growth rates, trends, and annual postal route updates.
- **Tapestry data**  
Tapestry is a premiere national market segmentation system that enables customer profiling of every neighborhood in the country at multiple geographical levels (block group, tract, city, county, zip code). Market segmentation is used in public library analysis as a method of mining data and linking with new information from diverse databases to develop accurate characteristics of library patron preferences and borrowing patterns. Tapestry combines traditional cluster analysis with the latest data mining techniques to provide a robust classification of each U.S. neighborhood into one of 65 segments. Segments are analyzed and sorted by more than 60 attributes such as income, employment, home value, housing type, education, household composition, age, and other key determinants of consumer behavior. In addition to Census 2000 data, a range of up to date data sources are used to prepare Tapestry:
  - ESRI proprietary demographic updates
  - Acxiom's InfoBase consumer database
  - Mediamark Research Inc.'s national consumer survey
  - Other sources that capture the subtlety and vibrancy of the U.S. marketplace

### **3.0 Observations about and Findings from the Tapestry Analysis**

#### **3.1 Overview**

A Tapestry analysis was prepared. Using the 2007 estimate of population the top nine Tapestry segments account for 53.8% of the population (12,897,004 people out of the statewide population of 213,986,432).

The nine segments are as follows:

## Addendum A: Narrative of GIS Data Source Definition, Demographic Analysis and Tapestry Segmentation Analysis

*Interlibrary Loan and Resource Sharing Study for the Texas State Library and Archives Commission*

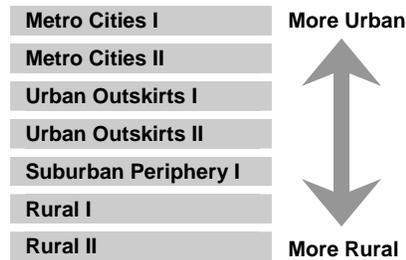
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| Boomburbs                | Population      | Percent of State Population |
|--------------------------|-----------------|-----------------------------|
| Southwestern Families    | 3,000,757       | 12.5%                       |
| Up and Coming Families   | 1,680,639       | 7.0%                        |
| Milk and Cookies         | 1,580,924       | 6.6%                        |
| Midland Crowd            | 1,497,475       | 6.2%                        |
| Boomburbs                | 1,334,200       | 5.6%                        |
| Industrious Urban Fringe | 1,302,684       | 5.4%                        |
| Young and Restless       | 855,306         | 3.6%                        |
| Rooted Rural             | 838,155         | 3.5%                        |
| Inner City Tenants       | 806,864         | 3.4%                        |
| <b>Total</b>             | <b>12897004</b> | <b>53.8%</b>                |

### 3.2 Segment Pattern

At the level of the State of Texas, segment patterns are discernable by their urbanization characteristics. Urbanization characteristics are organized into urbanization groups. These groups are defined by their geographic and physical features such as population density, size of city, location in- or outside a metropolitan area, and whether or not it is part of the economic and social center of a metropolitan area. (Please note that the term metropolitan area used with Tapestry urbanization groups is not necessarily the same as the definition of “metropolitan area” used by NCES.)

Urbanization groups are measured by their degree of urbanization as follows:



**Addendum A: Narrative of GIS Data Source Definition, Demographic Analysis and Tapestry Segmentation Analysis**

*Interlibrary Loan and Resource Sharing Study for the Texas State Library and Archives Commission*

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The top nine segments are distributed into the following urbanization groups:

| Segment                         | Metro Cities I | Metro Cities II | Urban Outskirts I | Urban Outskirts II | Suburban Periphery I | Rural I | Rural II |
|---------------------------------|----------------|-----------------|-------------------|--------------------|----------------------|---------|----------|
| Boomburbs (5.6%)                |                |                 |                   |                    |                      |         |          |
| Industrious Urban Fringe (5.4%) |                |                 |                   |                    |                      |         |          |
| Inner City Tenants (3.4%)       |                |                 |                   |                    |                      |         |          |
| Midland Crowd (6.2%)            |                |                 |                   |                    |                      |         |          |
| Milk and Cookies (6.6%)         |                |                 |                   |                    |                      |         |          |
| Rooted Rural (3.5%)             |                |                 |                   |                    |                      |         |          |
| Southwestern Families (12.5%)   |                |                 |                   |                    |                      |         |          |
| Up and Coming Families (7.0%)   |                |                 |                   |                    |                      |         |          |
| Young and Restless (3.6%)       |                |                 |                   |                    |                      |         |          |

The following is a detailed description of the urbanization groups, top nine segments, and other segments that are present in these geographical areas but fall outside of the top nine.

**1. Metro Cities I**

***Of the top nine segments, this includes the Milk and Cookies.***

Other segments outside of the top nine include Top Rung, Connoisseurs, Wealth Seaboard Suburbs, Urban Chic, Pleasant-Ville, Enterprising Professionals, and Metropolitans.

Metro Cities I is defined by upscale homeowners living in densely populated cities. Their distinction lies in the single-family homes in metropolitan cities. They embrace city living with the benefits of suburban single family homes. Metro Cities I and Suburban Periphery I have the highest income among all groups, but Metro Cities I is second to none in wealth. Their median net worth is 75 percent above the national level, and their median home value is nearly twice the national median. Most householders are over 35 years old. Nearly 60 percent of the households are married couples, both with and without children. These well educated markets are avid readers, particularly of novels. They are very active in financial investments, health conscious, and enjoy traveling—both domestically and abroad. Purchasing items by mail, phone, or the Internet is popular among them.

**2. Metro Cities II**

***Of the top nine segments, this includes the Young & Restless and Inner City Tenants.***

Other segments outside of the top nine include Aspiring Young Families, Retirement Communities, Family Foundations, Old and Newcomers, City Dimensions, Dorms to Diplomas.

Metro Cities II is found in larger cities and in densely populated neighborhoods and is the third highest in population density, behind Principal Urban Centers I

## **Addendum A: Narrative of GIS Data Source Definition, Demographic Analysis and Tapestry Segmentation Analysis**

*Interlibrary Loan and Resource Sharing Study for the Texas State Library and Archives Commission*

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and II. The eight segments in Metro Cities II are neighborhoods in transition including young, starter households and retirees; single person households; and families. Most householders are renters in multiunit dwellings. The young population remains mobile. Many are enrolled in college; most are still trying different jobs. The median household income is below the U.S. level. The varying levels of net worth among the eight segments reflect the wide range of age and lifestage in Metro Cities II. Consumers in this group share a neighborhood with an emphasis on economy and convenience. Their preferences include compact or sub-compact cars and fast food. With the high concentration of renters, tenant's insurance is common, while home improvement projects are not.

### **3. Urban Outskirts I**

***Of the top nine segments, this includes Boomburbs and Industrious Urban Fringe.***

Other segments outside of the top nine include Main Street, USA, Rustbelt Traditions, Great Expectations.

The segments in *Urban Outskirts I* reside in higher density suburban neighborhoods spread across metropolitan areas. Many of these neighborhoods are part of the main hub of social, cultural, and economic activity within the metro area. The proximity of higher density suburban areas to places of employment and entertainment venues combines the convenience of access with the advantage of affordable suburban living. The median household income is on par with the national median, although the population is slightly younger with a median age of 34 (compared to the national median of 36 years). Like established suburban communities, the housing stock is dominated by single-family dwellings but includes rental apartments to accommodate younger households with growing incomes. "Do-it-yourself" (DIY) projects are popular here, with owners tackling home improvement basics such as patios, fencing, flooring, and, naturally, lawn care. Residents enjoy an active life that includes a variety of sports, even roller blading. The media of choice is television, with as many as four television sets in many homes.

### **4. Urban Outskirts II**

***Of the top nine segments, this includes Southwestern Families.***

Other segments outside of the top nine include Metro City Edge, College Towns, Simple Living, Modest Income Homes.

The settlement density and housing preferences of Urban Outskirts II are similar to Urban Outskirts I—high-density suburban neighborhoods in metropolitan areas. However, here the homes are older, and the population is younger. Homes can be single-family or multiunit dwellings, but almost half of the housing units were built before 1960. Less than 10 percent of the housing is under 10 years old. Just under half of this group owns their own home. With a median age of 31 years, the younger population is less affluent, with household income almost half the national median. This group includes a greater variety of household types ranging from the ethnically diverse family households of Southwestern Families to the shared and single-person student households found in College Towns. Their lifestyle preferences include Folgers coffee over Starbucks, current con-

## **Addendum A: Narrative of GIS Data Source Definition, Demographic Analysis and Tapestry Segmentation Analysis**

*Interlibrary Loan and Resource Sharing Study for the Texas State Library and Archives Commission*

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sumption over saving, going to the movies, participating in recreational football or basketball games, and attending these collegiate or professional sporting events.

### **5. Suburban Periphery I**

***Of the top nine segments, this includes Up and Coming Families.***

Other segments outside of the top nine include Suburban Splendor, Sophisticated Squires, Exurbanites, In Style, Prosperous Empty Nesters, Silver and Gold.

Moving away from the epicenters of city living, peripheral suburban expansion represents lower density housing development. Suburban Periphery I is the largest Urbanization group, with the most population and households, in addition to the highest annual growth (twice as high as the U.S. median), located in metropolitan and micropolitan statistical areas throughout the United States. Married couple families dominate, about half with children, primarily living in their own single-family homes, with two cars. They tend to employ a lawn and gardening service, own a security system, and invest in home remodeling and improvements. This well educated, wealthy group (with the highest median household income) track investments on the Internet frequently and use a financial planning counsel. They enjoy golfing, skiing, hiking, water sports, and regular exercise at a club. Northwest is their preferred airline, and The West Wing is their favorite TV show.

### **6. Rural I**

***Of the top nine segments, this includes Midland Crowd.***

Other segments outside of the top nine include Green Acres, Salt of the Earth, Rural Resort Dwellers.

Small, non-farm settlements, some of which are developing in suburban fringe areas, characterize the neighborhoods of Rural I. Married couple families, many with grown children who have left home, work hard in blue-collar occupations. Some are self-employed with small businesses or farms. Their median age of 39 years is slightly older than that of the United States. With a median household income of more than \$50,000, they enjoy the comforts of large single-family homes with ample land. As do-it-yourselfers, they take pride in their homes and gardens, investing in major home remodeling and the tools to get the job done. Outdoor activities such as hunting and fishing are an integral part of their lifestyle.

### **7. Rural II**

***Of the top nine segments, this includes Rooted Rural.***

Other segments outside of the top nine include Prairie Living, Southern Satellites, and Rural Bypasses.

Rural II represents the countryside of the extremes in urbanization. Low population density characterizes the country, with its inconveniences, such as the need for multiple vehicles to get around, and advantages such as affordable single-family homes with land. Most of the population resides in rural farm areas; the rest live in the country or in small villages and work in mining or manufacturing.

## **Addendum A: Narrative of GIS Data Source Definition, Demographic Analysis and Tapestry Segmentation Analysis**

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Residents are slightly older, with a median age of 38 years; some are already retired. Most are homeowners; few are movers. Rural residents are settled. Family and home are central in their lives. Their lifestyles reflect a preference for comfort and practicality—western or work boots over dress shoes, wood stoves over espresso/cappuccino makers, recliners over patio furniture, garden tillers over leaf shredders.