

Diamond Hill/Jarvis

DIAMOND HILL/JARVIS PROFILE	
Address	1300 N.E. 35 th Street
City Council District	2 – Sal Espino
Drive-Time Trade Areas (in minutes)	7
Core Borrowers	J02

Summary Overview

Buxton has completed an analysis of Diamond Hill/Jarvis Branch Library to compare its overall library borrower profile and the borrower profile for different library collections and services. Based on data collected, Diamond Hill/Jarvis has a targeted segment of Core Borrowers that share common demographics, hobbies, and interests who serve as its Active Borrowers. Most borrowers of Diamond Hill/Jarvis live within a drive-time of 7 minutes of the library



branch, which is closer than the average Fort Worth Library branch. 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.

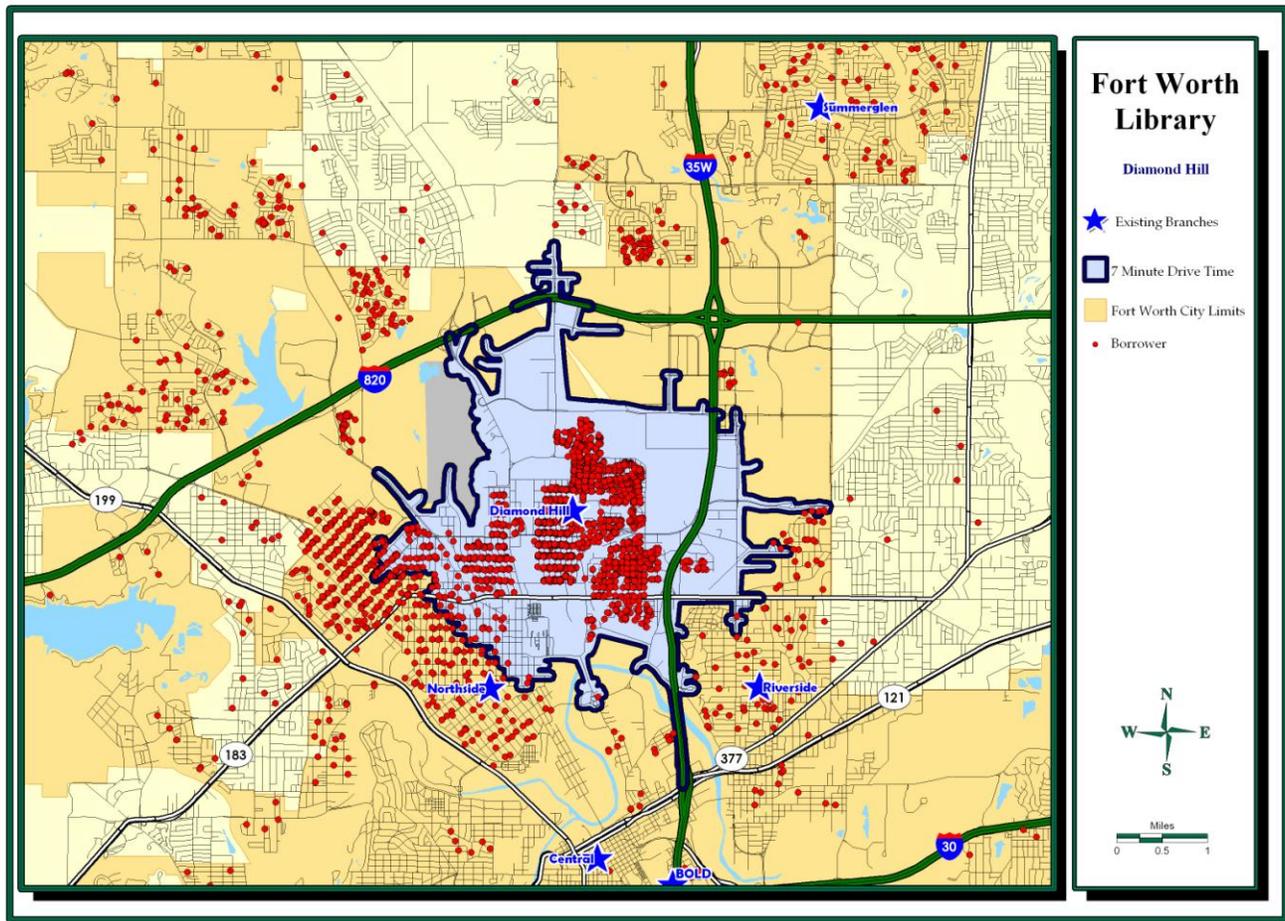
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I. Trade Area – Where borrowers are served by this library

Seventy-five percent of Diamond Hill/Jarvis’ borrowers live within 7 minutes drive time of the location. Mapping the residences of those borrowers shows that Diamond Hill/Jarvis draws most of its borrowers from immediately near the location.

Figure 1: Trade Area Map



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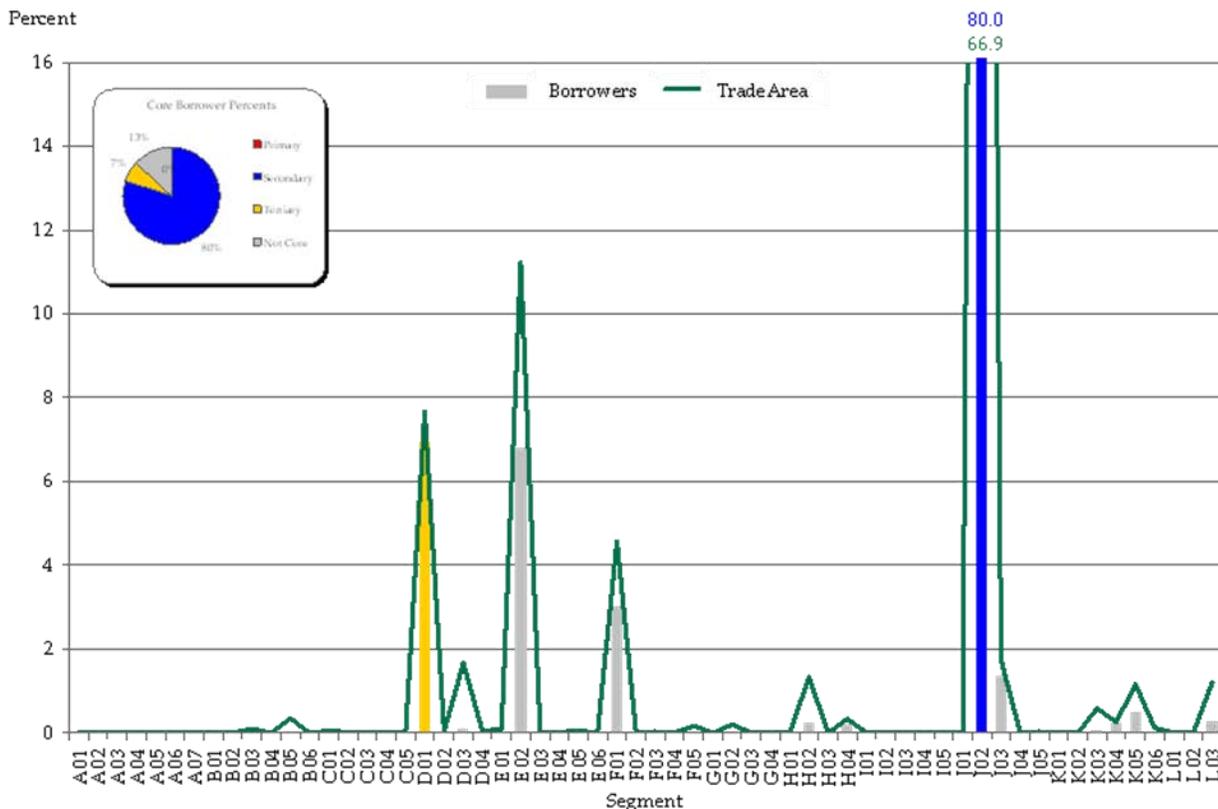
II. Core Borrower Profile

To determine Diamond Hill/Jarvis' Active Core Borrower profile, the Active Borrowers at the library were compared to the profile of all households in the library's trade area. A segment was designated as a Core Borrower if it contributed to a higher percentage of the library's borrowers than would be expected based on the segment's representation in the population of the trade area. To be considered a Core Borrower, the segment had to account for at least 1% of the library's borrowers. The library's own checkout data contributed to the analysis of each profile segment. Descriptions of each of the Core Borrower segments follow.

Figure 2: Diamond Hill/Jarvis' borrower profile

The graph illustrates the full profile for Diamond Hill/Jarvis' borrowers, noting the percentage in each segment. The line represents the percent of the library's trade area in each segment. The bars represent the actual percent of Active Borrowers in the segment. Segment Indexes are calculated by dividing the percent of Actual Borrowers from that segment by the percent of trade area households in that segment. Primary Borrowers (red) have a Segment Index of at least 120. Diamond Hill/Jarvis has no segments at the Primary Borrower level. Secondary Borrowers (blue) have a Segment Index between 100 and 120. They have good usage but are not in the library as frequently as Primary Borrowers. Tertiary (yellow) Borrowers have a Segment Index between 80 and 100. They have some usage in the library and have a high potential for becoming more frequent borrowers in the library. Non-borrowers (gray) are borrower segments that are using the library at a lower than expected rate. They have a Segment Index below 80. More information about non-borrowers is in Section VI.

Core Borrowers: Diamond Hill/Jarvis Branch Library



III. Primary/Secondary Borrower Description

J02: Latino Nuevo Profile

Overall Branch Actual Borrowers: 80.04%

Percentage of Households in the Trade Area: 66.92%

According to data on checked out materials and services used for the Fort Worth Library, this segment is the highest amount of Active Borrowers among Core Borrowers at Diamond Hill/Jarvis. They comprise 80.04% of the borrower households as compared to 66.92% of households in the trade area. J02 households are filled with children. In fact according to data, no other segment contains more large families than J02. Based on data collected, J02s check out materials related to children at an overwhelming rate compared to other profile segments.

Typically, J02 residents are unable to afford many leisure activities, which may account for their high library usage. The households of J02 are traditional media supporters who seek out Spanish-language formats. Newspapers are popular sources of information, especially news related to the Hispanic community. A small percentage of households explore the Internet to download music and visit chat rooms. Data indicates that J02 borrowers tend to check out Picture Books & Easy Readers, Children's Fiction/Non-fiction, Teen, Spanish materials, Music CD's, DVDs, Juvenile DVDs, and utilize Remote Services.

IV. Tertiary Borrower Descriptions

In addition to the Secondary Borrower segment noted above, there are also several household segments that use Diamond Hill/Jarvis less frequently, but still comprise a significant portion of the library's borrowers. Those segments are classified as Tertiary Borrowers.

Tertiary (yellow) Borrowers have some usage in the library but represent the population with the most opportunity for growth to become more frequent borrowers in the library. They include:

- **D01: Nuevo Hispanic Families - Overall Branch Actual Borrowers: 6.94%**
Percentage of Households in the Trade Area: 7.67%
Young and lower income Latino family households living in working-class neighborhoods of large cities.

V. Core Borrower Habits

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

	Segment	J02	Percentage of core Diamond Hill borrowers with a propensity to use the category
Category			
Picture Books & Easy Readers		✓	80.0%
Children’s Fiction		✓	80.0%
Children’s Non-Fiction		✓	80.0%
Adult Non-Fiction		✓	80.0%
Teen		✓	80.0%
Spanish Materials		✓	80.0%
Music CD		✓	80.0%
DVD		✓	80.0%
Juvenile DVD		✓	80.0%
PC Logins		✓	80.0%
Remote Users		✓	80.0%
Adult Fiction			
Bestsellers			
Books on CD			

VI. Borrowers Versus Non-Borrower Comparison

According to research data, there are some segments in the Diamond Hill/Jarvis' trade area that are not using the library at the rate that was expected based on their representation in the population. These households have hobbies, lifestyles, and interests that are different from those that are frequent borrowers of the library. The various differences include economical lifestyles as well as a high interest in minority media and entertainment. Additionally, while these segments are not frequent borrowers of the Diamond Hill/Jarvis, many are high borrowers at other libraries in the Fort Worth Library System.

Library Non-Borrower Profiles

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

E02: Urban Blues Profile

Percentage of Households in the Trade Area: 11.22%

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 television. The data suggests these types of materials could attract more E02 borrowers to the library. E02 borrowers are Primary Borrowers at Meadowbrook.

F01: Steadfast Conservatives Profile

Percentage of Households in the Trade Area: 4.56%

F01 borrowers are households filled with mature singles and couples aged 65 years old and older. F01 borrowers are fans of traditional media, which includes print, television, and radio. As Primary Borrowers of Children's Fiction, Bestsellers, Adult Fiction/Non-Fiction, Books on CD, Music CDs, DVDs, library PCs, and Remote Services data suggest that these types of materials and services could draw F01 borrowers into Diamond Hill/Jarvis.

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
Watched Gran Cine (Telemundo) Once A Week Program With Full Attention*	905	796
Other Country Most Identified With Is Guatemala*	718	629
Other Country Most Identified With is Chile*	97	129
Listen to Inspirational On Radio Mon-Sun Total (24 Hours)	209	183
Member of Fraternal Orders (Elks, Masons, Eastern Star)	16	34
Type of Investment – US Treasury Bills or Notes	40	55
Viewed Hardball with Chris Matthews on MSNBC in Last 4 Weeks	38	52
Listen to Southern Gospel on Radio Mon-Sun Total (24 Hours)	24	38
Watch Antiques Roadshow (PBS) Once A Week Program With Full Attention	30	42
Member of Veterans Clubs (VFW, American Legion)	21	33
Watch The Unit (CBS) Once A Week Program With Full Attention	27	37
Viewed Hannity and Colmes on Fox News Channel in Last 4 Weeks	24	33
Read the Magazine Southern Living	21	30
Member of American Association of Retired Persons	18	27
Antique Shopping/Shows in Last 12 Months	25	33
Very Interested in LPGA During Last 12 Months	23	31
Watch College Football Regular Season on TV Frequently	22	30
Type of Investment – US Savings Bonds	20	28
Read the Magazine Consumer Reports	19	27
Watch The Office (NBC) Once A Week With Full Attention	16	24
Very Interested in PGA During Last 12 Months	13	21
Attend NASCAR Sporting Events	23	30
PC At Home Used For Telecommuting	18	24
Turbo Tax (Online Software) Prepared Personal Taxes in Last 12 Months	18	24

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

*Data compiled from Hispanic Household respondents only.

VII. Branch Score Sheet and Details

Figure 4: Diamond Hill /Jarvis Score Sheet



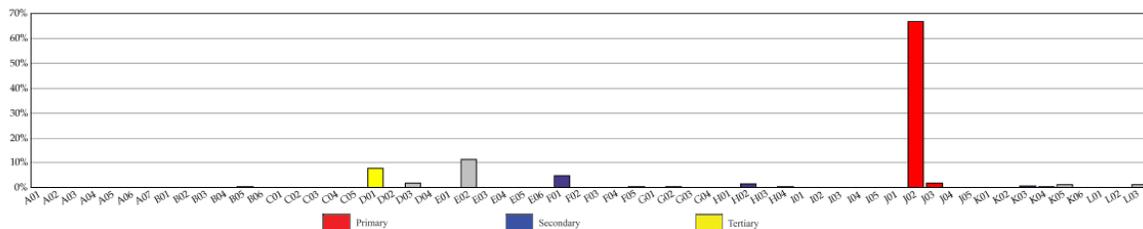
Fort Worth Library Score Sheet

Branch: DIAMOND HILL/JARVIS Address: 1300 NE 25TH ST City, State: FORT WORTH, TX DMA: Dallas-Ft.Worth BUDS: Suburban (3)	Score: 122 Date Scored: 12/22/2009 Total SQFT: 8,000 Trade Area (Minutes): 7
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Profile Indices	Average	Site
Active Borrower	100	128
Adult Fiction	100	57
Adult Non-Fiction	100	88
Best Sellers	100	51
Books on CD	100	48
Children's Fiction	100	122
Children's Non-Fiction	100	139
Door Counts	100	101
DVD	100	151
Juvenile DVD	100	188
Music CDs	100	124
PC Logins	100	127
Picture Books / Easy Readers	100	135
Reference	100	159
Remote Users	100	97
Spanish Materials	100	348
Teen	100	140

Demographics	Average	Site
Households	30,450	6,025
Active Borrowers	11,386	3,290
Active Borrower Penetration Percent	41.6	54.6
Five Year Population Growth Percent	5.0	1.9
Percent HH with Children	40.5	53.2
Percent Asian	3.1	0.8
Percent Black	25.1	7.0
Percent Hispanic	39.8	86.1
Median HH Income	\$41,401	\$36,719

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.