

Ella Mae Gratts Shamblee [Shamblee]

ELLA MAE GRATTS SHAMBLEE PROFILE	
Address	1062 Evans Avenue
City Council District	8 – Kathleen Hicks
Drive-Time Trade Areas (in minutes)	9
Core Borrower	J03, K03, K06

Summary Overview

Buxton has completed an analysis of Shamblee Library to compare its overall library borrower profile and the profile for borrowers of different library collections and services. Based on data collected, Shamblee Core Borrowers show similarities in demographics and interests. Borrowers of Shamblee tend to live within a drive-time of 9 minutes to the library, which is larger than the average draw for a Fort Worth Library. The profile segments of the library’s Core Borrowers have been analyzed to understand usage of the library and also to compare borrowers to non-borrowers of the library within the same trade area. Profiles are ranked in order of percentage of borrowers for the library.



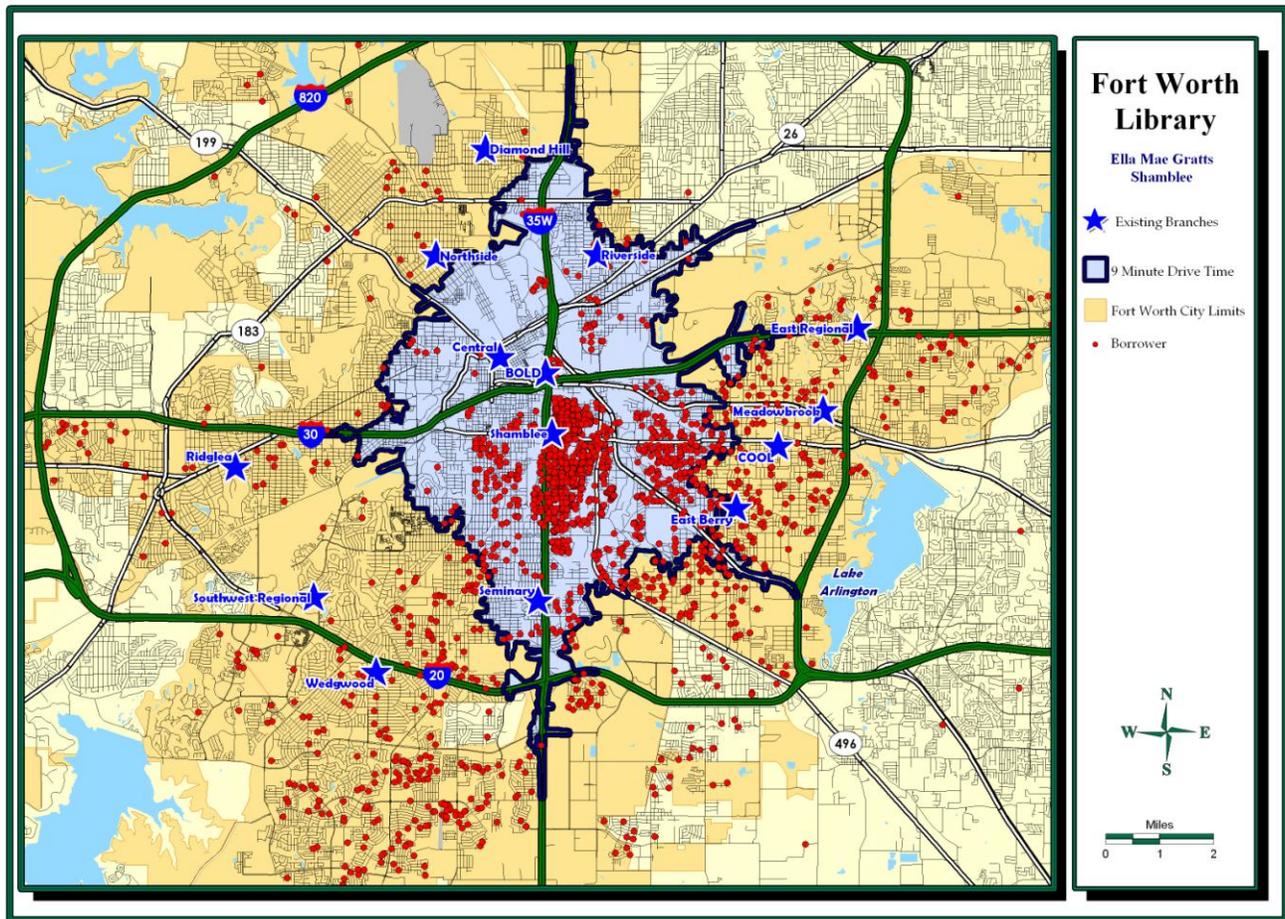
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I. Trade Area – Where borrowers are served by this library

Seventy-five percent of Shamblee’s borrowers live within 9 minutes drive time of the location. However, mapping the residences of those borrowers shows that Shamblee draws borrowers mostly from adjacent neighborhoods.

Figure 1: Trade Area Map



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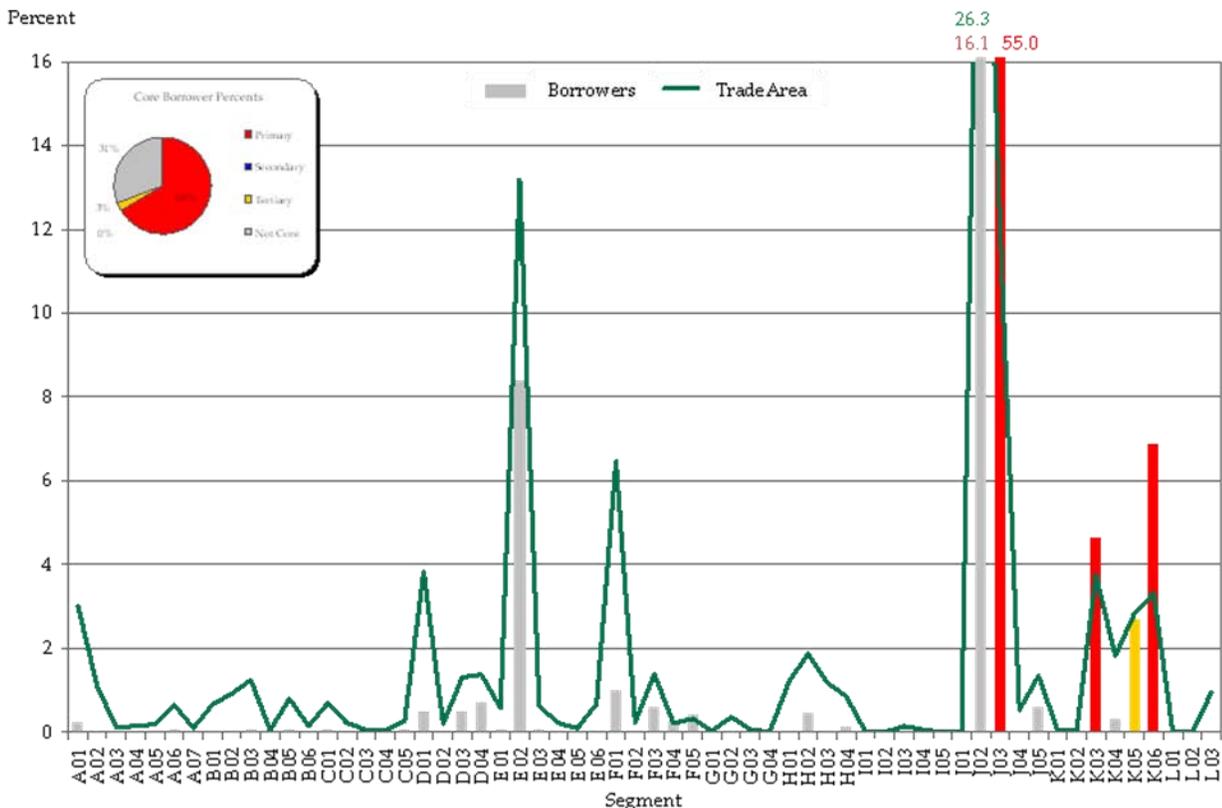
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II. Core Borrower Profile

To determine Shamblee’s 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: The graph illustrates the full profile for Shamblee’s borrowers, noting the percentage in each segment. The line represents the percent of the library’s trade area in each segment. The bars represent the actual percent of Active Borrowers in the segment. Segment Indexes are calculated by dividing the percent of Actual Borrowers from that segment by the percent of trade area households in that segment. Primary Borrowers (red) have a Segment Index of at least 120. They comprise a large percent of Shamblee’s borrowers and are most likely to be in the library. Secondary Borrowers (blue) have a Segment Index between 100 and 120. Shamblee has no Segments at the Secondary Borrower level. 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: Ella Mae Gratts Shamblee Library



III. Primary Borrower Descriptions

J03: Struggling City Centers Profile

Overall Branch Actual Borrowers: 54.96%

Percentage of Households in the Trade Area: 12.13%

J03 borrowers are the highest represented segment in the active borrowers at Shamblee. Data indicates that J03 accounts for 54.96% compared to 12.13% of households in the trade area. J03 households tend to be in very low-income neighborhoods with a high concentration of African Americans. One-third of the segment's households are single-parent homes, and a similar percentage has not finished high school. Many are faced with economic challenges. Despite their economic conditions, many of these households are determined to have a better life for their children. This is reflected in their high usage of Children's Non-fiction materials. Data also indicates that J03 borrowers are a strong media market for music and ethnic media, which probably accounts for their high use of library Music CDs, DVDs, and Juvenile DVDs. J03s are also heavy users of the library's Remote Services.

K06: Getting By Profile

Overall Branch Actual Borrowers: 6.87%

Percentage of Households in the Trade Area: 3.31%

K06 accounts for 6.87% of the active borrowers at Shamblee as compared to 3.31% of households in the trade area. These households tend to be young, single and single-parent African-Americans that are faced with economic challenges. With less than half of residents in the workforce, few own their own homes or possess a car. Therefore residents rely on walking, carpooling and/or public transportation. Most leisure activities are home-based. Nights out usually involve a movie, church, social, or civic club. Young people enjoy playing sports such as baseball, basketball, and football. This segment shows high rates for a variety of media. Their TV is probably on all day, and they tend to subscribe to premium cable channels. K06s are fans of mainstream and ethnic-targeted magazines, and tend to listen to gospel, R&B, and urban contemporary music on the radio. They have limited access to the Internet, and when they do go online it's to surf for sports scores, job and medical information, and to download music and stream videos. K06 borrowers tend to check out Music CDs, DVDs, and Children's DVDs. They have secondary and tertiary interests in Teen materials, Children's Fiction, Adult Non-fiction materials, and in using the library's PCs and Remote Services.

K03: African-American Neighborhoods Profile**Overall Branch Actual Borrowers: 4.63%****Percentage of Households in the Trade Area: 3.74%**

K03 accounts for 4.63% of the active borrowers at Shamblee, compared to 3.74% in the household trade area. These borrowers represent an active working-class of minority neighborhoods. K03s are economically challenged and tend to be single-parent families. K03 borrowers appreciate family-oriented activities and toys that are both recreational and educational for children. This segment is a lucrative media market with households enjoying cable TV at high rates as well as ethnic print media and a wide range of music. When online, they download games, use dating services, send e-greeting cards and search for new jobs. K03s are Secondary and Tertiary borrowers of Adult Non-fiction, Music CDs, DVDs, and Juvenile DVDs. They also make some use of the library's Remote Services.

IV. Tertiary Borrower Profile

In addition to the Primary Borrower segments noted above, there is also a household segment that uses Shamblee less frequently, but still comprises a significant portion of the library's borrowers. This segment is classified as a Tertiary Borrower. Tertiary (yellow) borrowers have some usage in the library but represent the population with a large potential to become more frequent borrowers.

- **K05: New Generation Activists - Overall Branch Actual Borrower: 2.69%**
Percentage of Households in the Trade Area: 2.83

Less educated, young, low income minority singles and single-parent families concentrated in inner cities.

V. Core Borrower Habits

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

	Segment	J03	K03	K06	Percentage of core Shamlee borrowers with a propensity to use the category
Category					
Music CD's		✓	✓	✓	66.4%
Adult Non-Fiction		✓	✓	✓	66.4%
DVD		✓	✓	✓	66.4%
Juvenile DVD		✓	✓	✓	66.4%
Remote Users		✓	✓	✓	66.4%
PC Logins		✓		✓	61.8%
Children's Non-Fiction		✓		✓	61.8%
Teen		✓		✓	61.8%
Spanish Materials		✓			54.9%
Picture Books & Easy Readers		✓			6.8%
Adult Fiction					
Books on CD					
Children's Fiction					
Bestsellers					

VI. Borrowers Versus Non-Borrower Comparisons

According to research data, there are some segments in Shamblee's trade area that are not using the library at the rate that was expected based on their representation in the population. These households have hobbies, lifestyles, and interests that are different from those that are frequent borrowers of the library. The various differences include economic lifestyles as well as a high interest in minority media and entertainment. Additionally, while these segments are not frequent borrowers of Shamblee, many are 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 Shamblee when compared to the overall population.

E02: Urban Blues Profile

Percentage of Households in the Trade Area: 13.19%

According to data, 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 are more comfortable with traditional media. E02 households have a high interest in Hispanic/Spanish magazines, media, and TV. Data suggests that these type of materials could be used to draw more of these borrowers into Shamblee. According to data, E02 borrowers are Primary Borrowers of Meadowbrook.

F01: Steadfast Conservatives Profile

Percentage of Households in the Trade Area: 6.46%

F01 borrowers are households with mature singles and couples age 65 years old and older. The data shows that F01 borrowers are older in age than existing Shamblee borrowers. Data also indicates that these households show a very high interest in entertainment. F01 borrowers are fans of traditional media, which includes print, TV, and radio. As Primary Borrowers of Children's Fiction, Bestsellers, Adult Fiction and Non-fiction, Books on CD, Music CDs, DVDs, library PCs, and Remote Services via the internet, data suggest that these types of materials and services could be used to draw F01 borrowers into Shamblee.

D01: Nuevo Hispanic Families Profile

Percentage of Households in the Trade Area: 3.82%

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

A01: America's Wealthiest Profile

Percentage of Households in the Trade Area: 3.00%

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

Figure 3: Borrower versus General Trade Area Interests

Based on nationalized lifestyle, hobbies, and interests survey data from households representing all borrower segments in this analysis, tendencies to participate in certain activities and show specific interests were found. These tendencies are represented by indices which are calibrated around a score of 100. A score of 100 indicates that the group is no more and no less likely than the average household to engage in the activity or have the interest. A score above 100 indicates an above average interest or tendency to engage in the activity. A score below 100 indicates a below average interest or tendency to engage in the activity.

We isolated the largest differences between library borrowers and the general trade area population (i.e., including library non-borrowers). Items showing the largest differences between the library borrower and the general population including library non-borrowers are reported here.

Characteristics	Borrower	Trade Area
Viewed Girlfriends on BET in Last 4 Weeks	562	228
Read the Magazine Ebony	497	198
Viewed in Living Color On BET in Last 4 Weeks	497	212
Read the Magazine Jet	472	192
Read the Magazine Vibe	499	230
Read the Magazine Essence	447	194
Listen To Southern Gospel On Radio Mon-Sun Total (24 Hours)	363	129
Read the Magazine Black Enterprise	411	186
Watch WNBA Basketball – Regular Season On TV Frequently	403	187
Viewed BET Cable TV Services in Last 7 Days	394	187
Viewed the L Word on Showtime in Last 4 Weeks	400	197
Watched WWE (Telemundo) Once A Week Program With Full Attention*	343	530
Watch The Early Show (CBS) With Full Attention	360	174
Watch Inside Edition (NBC) Once A Week Program With Full Attention	333	150
Watch The Shield Once A Week Program With Full Attention	317	150
Watch NBC Sportsworld Saturday Once A Week Program With Full Attention	326	164
Listen To Black/Rhythm and Blues On Radio Mon-Sun Total (24 Hours)	323	163
Very Interested in Women’s National Basketball Association (NBA) During Last 12 Months	307	159
Watch All My Children (ABC) Daytime Program With Full Attention	313	170
Within Last 6 Months Read/Looked Into Furia Musical	308	445
Use Internet Mostly At Library	310	174
Viewed NBA On TNT On TNT In Last 4 Weeks	269	135
Bought Other Instructional/How-To DVD’s in Last 12 Months	249	118
Watch Passions (NBC) Daytime Program With Full Attention	248	137
Bought Self-Help/Language/Educational DVD’s in Last 12 Months	226	126
Watch Dateline NBC Sunday Once A Week Program With Full Attention	207	109
Viewed Trucks! On Spike in Last 4 Weeks	219	125
Listen To Oldies Rock – 70s On Radio Mon-Sun Total (24 Hours)	191	105
Other Country Most Identified With is Paraguay*	8	93
Viewed TV Land Cable TV Services in Last 7 Days	184	105
Other Country Most Identified With is Brazil*	33	110
Listen To Educational On Radio Mon-Sun Total (24 Hours)	14	72

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: Ella Mae Gratts Shamblee Score Sheet



Fort Worth Library Score Sheet

Branch: ELLA MAE GRATTS SHAMBLEE
Address: 1062 EVANS AVE
City, State: FORT WORTH, TX
DMA: Dallas-Ft.Worth
BUDS: Suburban (3)

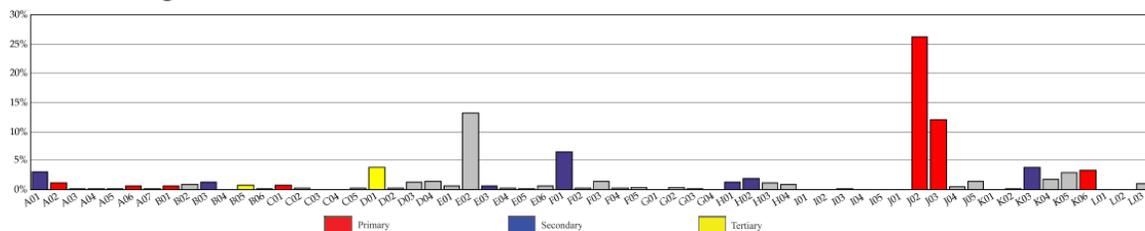
Score: 107

Date Scored: 12/22/2009
Total SQFT: 12,500
Trade Area (Minutes): 9

Profile Indices	Average	Site
Active Borrower	100	112
Adult Fiction	100	75
Adult Non-Fiction	100	96
Best Sellers	100	75
Books on CD	100	71
Children's Fiction	100	96
Children's Non-Fiction	100	113
Door Counts	100	100
DVD	100	121
Juvenile DVD	100	135
Music CDs	100	106
PC Logins	100	119
Picture Books / Easy Readers	100	102
Reference	100	129
Remote Users	100	99
Spanish Materials	100	186
Teen	100	108

Demographics	Average	Site
Households	30,450	32,960
Active Borrowers	11,386	14,563
Active Borrower Penetration Percent	41.6	44.2
Five Year Population Growth Percent	5.0	2.6
Percent HH with Children	40.5	40.6
Percent Asian	3.1	2.4
Percent Black	25.1	25.0
Percent Hispanic	39.8	53.9
Median HH Income	\$41,401	\$34,478

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.