

Meadowbrook Library

MEADOWBROOK PROFILE	
Address	2800 Stark Street
City Council District	5 – Frank Moss
Drive-Time Trade Areas (in minutes)	7
Core Borrowers	D03, D04, E02, F01, J03

Summary Overview

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



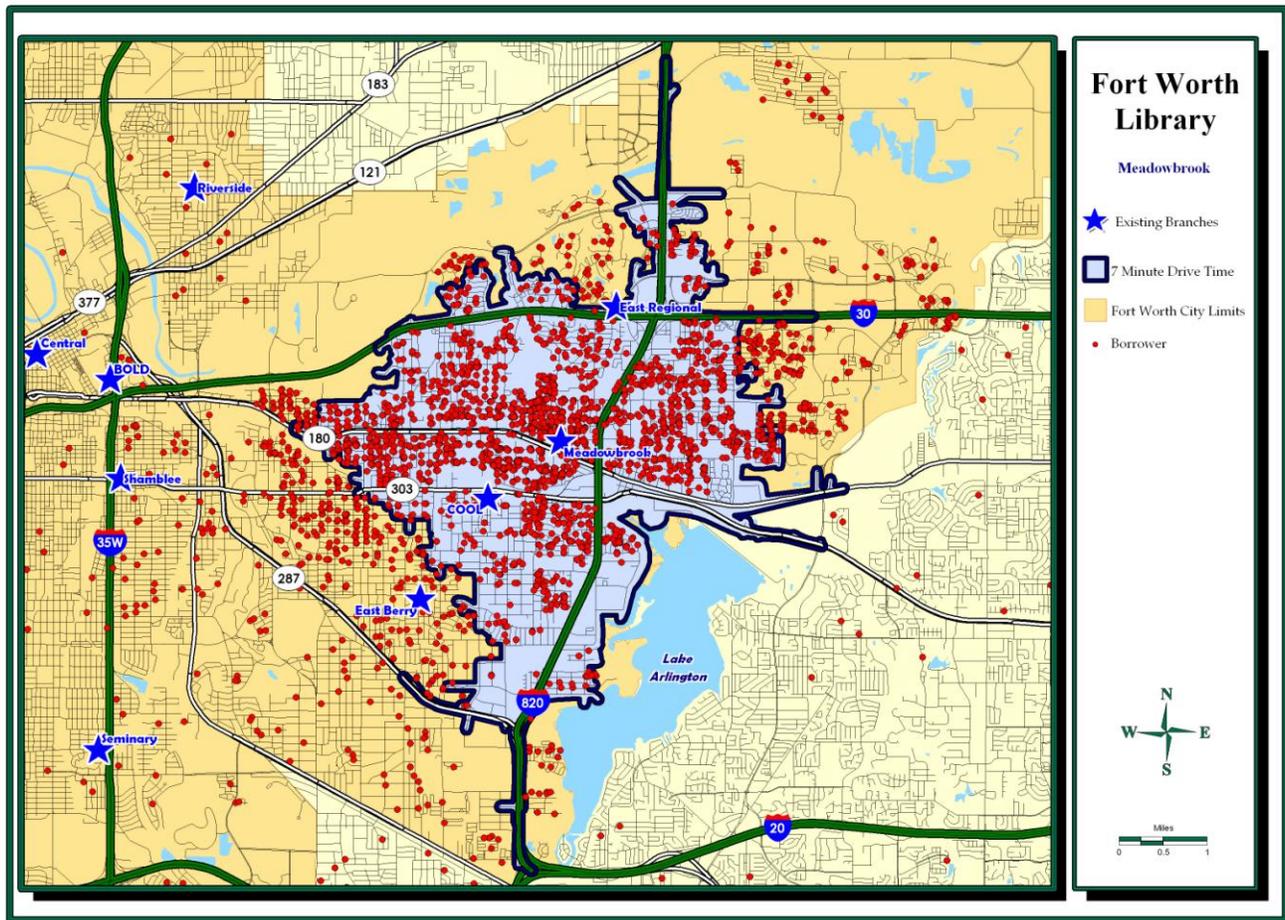
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I. Trade Area – Where borrowers are served by this library

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

Figure 1: Trade Area Map



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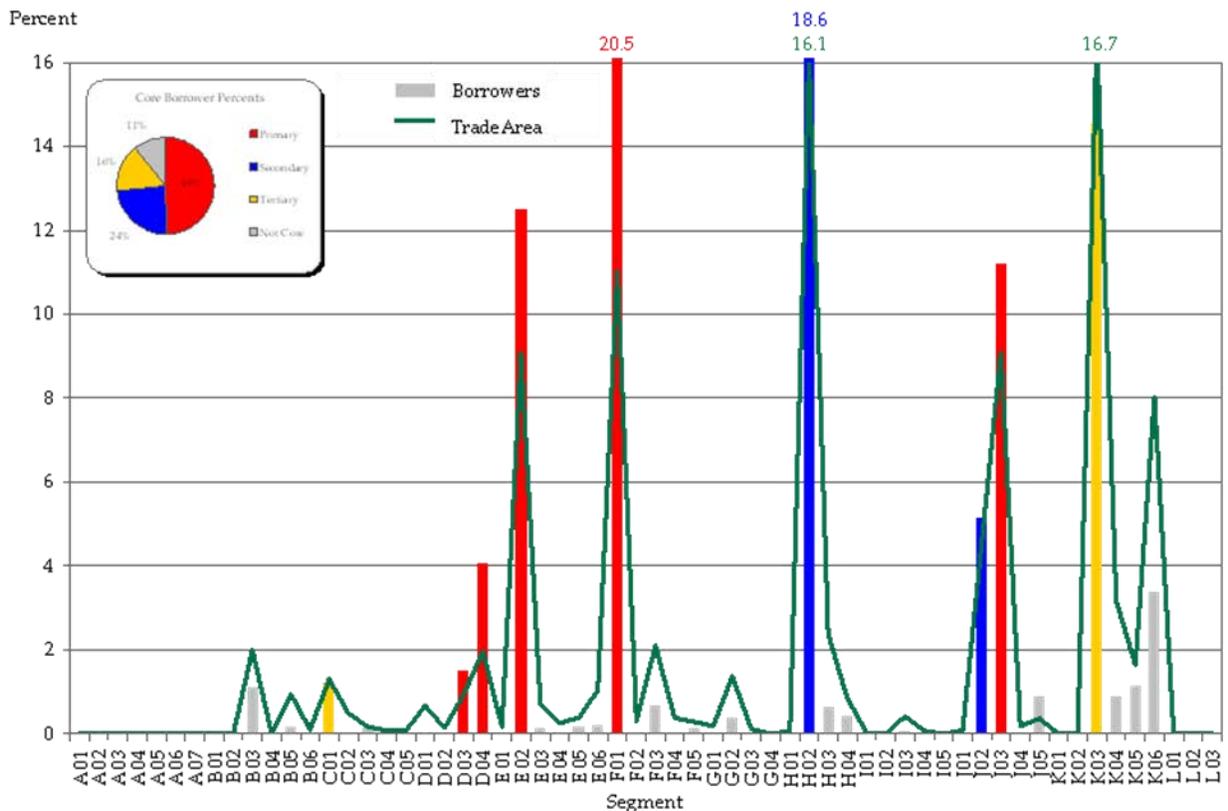
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II. Core Borrower Profile

To determine Meadowbrook’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 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 Meadowbrook’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 Meadowbrook’s borrowers and are most likely to be in the library. Secondary borrowers (blue) have a Segment Index between 100 and 120. They have good usage but are not in the library as frequently as Primary Borrowers. Tertiary (yellow) Borrowers have a Segment Index between 80 and 100. They have some usage in the library and have a high potential for becoming more frequent borrowers in the library. Non-borrowers (gray) are borrower segments that are using the library at a lower than expected rate. They have a Segment Index below 80. More information about non-borrowers is in Section VI.

Core Borrowers: Meadowbrook Library



III. Primary Borrower Descriptions

F01: Steadfast Conservatives Profile

Overall Branch Actual Borrowers: 20.46%

Percentage of Households in the Trade Area: 11.01%

F01 households account for 20.46% of the borrowers at Meadowbrook compared to 11.01% of households in the trade area. These mature singles and couples check out Bestsellers, Adult Fiction/Non-fiction, and Books on CDs at a higher percentage than any other profile segment.

Many of these households have begun to empty-nest. A large percentage of households are couples and singles age 65 years or older. They earn middle-class incomes, own older homes, and multiple cars and trucks at a higher rate than average. Households in F01 are fans of traditional media, including print, TV, and radio. They like to get their news from a daily paper or the nightly newscasts on network TV. They consider television as a primary source of entertainment in their lives and enjoy reading magazines. These households are relatively unenthusiastic about the Internet, although they do visit chat and sports sites. F01s are Primary Borrowers of Bestsellers, Adult fiction and Non-fiction, Children's Fiction, Books on CD, Music CDs, and DVDs. They are also heavy users of and Remote Services and library PCs. They are Secondary Borrowers of Picture Books & Easy Readers, Children's Non-fiction, Teen materials, and Juvenile DVDs.

E02: Urban Blues Profile

Overall Branch Actual Borrowers: 12.51%

Percentage of Households in the Trade Area: 9.05%

E02 borrowers account for 12.51% of the borrowers at Meadowbrook compared to 9.05% of households in the trade area. These borrowers are young Hispanic singles, families and single parents living in urban areas. Data indicates that these households are family-oriented working-class members with low-key lifestyles. They tend to have modest schooling and unemployment rates more than twice the national average. For hobbies and enjoyment, E02s participate in team sports, cook, listen to Spanish music, and entertain friends. E02 households have a high interest in Hispanic/Spanish magazines, media, and TV. They have low Internet usage, but when they do go online they download music and games. E02 borrowers are Primary Borrowers of Spanish materials, Secondary and Tertiary borrowers of Picture Books & Easy Readers, Children's Non-fiction, Teen materials, DVDs, and Juvenile DVDs.

J03: Struggling City Centers Profile

Overall Branch Actual Borrowers: 11.19%

Percentage of Households in the Trade Area: 9.07%

J03 households account for 11.19% of the borrowers at Meadowbrook compared to 9.07% of households in the trade area. J03 households tend to be in very low-income neighborhoods with a high concentration of African American residents. 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.

D04: Small-city Endeavors Profile**Overall Branch Actual Borrowers: 4.06%****Percentage of Households in the Trade Area: 1.96%**

D04 borrowers reflect a mix young and old, singles, families and single parent households. They account for 4.06% of borrowers at Meadowbrook compared to 1.96% of households in the trade area. These borrowers represent diverse working-class households. Given its mix of ages and family types, D04s are characterized by their diverse lifestyles. With their low incomes, there is not a lot of discretionary spending. They enjoy outdoor activities, and pastimes range from basketball to antiquing. They tend to be late adopters of technology, seeking advice from others before they buy. They are big fans of TV and cable as well as magazines and music that cover a broad range of categories. Their computer ownership is below national average, although when they do go online they tend to explore dating, auction, news, sports and NASCAR-related sites.

D04s are not Primary Borrowers for any materials or services. They are Secondary Borrowers for Teen materials and Music CDs, and Tertiary Borrowers of DVDs and library PCs.

D03: Lower-income Essentials Profile**Overall Branch Actual Borrowers: 1.51%****Percentage of Households in the Trade Area: 0.94%**

D03 borrowers account for 1.51% of the borrowers at Meadowbrook compared to 0.94% of households in the trade area. This demographic is dominated by aging seniors and empty-nesting couples of modest means. One in five did not complete high school. During leisure times, D03s pursue outdoor activities such as fishing, hunting, and gardening. They are active in their church groups, veterans clubs, and local government associations. D03s are big fans of traditional media and spend most of their time watching documentaries and family-friendly television shows or listening to country and golden oldies music. They tend to read outdoors magazines, *Reader's Digest*, and *Family Circle*. Their online use is one of the lowest in the nation.

D03 is a very small segment of the population, and therefore comprised very small percentages of overall check outs. The analysis noted no clear preferences for the segment. The profile of the segment suggests that to attract D03 borrowers, a branch should offer materials related to outdoors activities such as fishing and gardening. Also, assistance with computer use could be applicable given the low general usage within this segment and the fact that library branches with D03s in their trade areas show above-average PC logins.

IV. Secondary & Tertiary Borrower Descriptions

In addition to the Primary Borrower segments noted above, there are also several household segments that use Meadowbrook less frequently, but still comprise a significant portion of the library's borrowers. Those segments are classified as Secondary and Tertiary borrowers.

Secondary Borrowers have good usage but are not in the library as frequently as Primary Borrowers. They include the following segments:

- **H02: Minority Metro Communities - Overall Branch Actual Borrower: 18.55%**
Percentage of Households in the Trade Area: 16.14%
Concentrated in inner-ring suburbs, these married couples and single-parent minorities earn above-average incomes from a mix of service industry and white-collar jobs in transportation, health care, education and public administration.
- **J02: Latino Nuevo - Overall Branch Actual Borrower: 5.15%**
Percentage of Households in the Trade Area: 4.56%
Primarily young, uneducated, but large-family Hispanic households concentrated in the barrios of border states like Texas and California earning very low incomes as laborers and service workers.

Lastly, Tertiary (yellow) Borrowers have some usage in the library but represent the population with a large opportunity for growth to become more frequent borrowers in the library.

- **K03: African-American Neighborhoods - Overall Branch Actual Borrower: 14.55%**
Percentage of Households in the Trade Area: 16.68%
Young, working-class minority city dwellers and single-parent families with low educational levels living in older homes and low-rise apartments.
- **C01: Second City Homebodies - Overall Branch Actual Borrower: 1.22%**
Percentage of Households in the Trade Area: 1.30%
Financially conservative, dual working, middle-aged couples and families living in small, satellite cities.

V. Core Borrower Habits

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

	Segment	D03	D04	E02	J03	F01	Percentage of core Meadowbrook borrowers with a propensity to use the category
Category							
DVD			✓	✓	✓	✓	48.2%
Teen			✓	✓	✓	✓	48.2%
Children's Non-Fiction				✓	✓	✓	44.1%
Picture Books/Easy Readers				✓	✓	✓	44.1%
Juvenile DVD				✓	✓	✓	44.1%
Spanish Materials				✓	✓	✓	44.1%
Music CD's			✓		✓	✓	35.7%
PC Logins			✓		✓	✓	35.7%
Adult Non-Fiction					✓	✓	31.6%
Remote Users					✓	✓	31.6%
Adult Fiction						✓	20.4%
Bestsellers						✓	20.4%
Books on CD						✓	20.4%
Children's Fiction						✓	20.4%

VI. Borrowers Versus Non-Borrower Comparisons

According to research data, there are some segments in the Meadowbrook'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 other entertainment and hobby interests. Additionally, while these segments are not frequent borrowers of the Meadowbrook, 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 Meadowbrook when compared to the overall population.

K06: Getting By Profile

Percentage of Households in the Trade Area: 8.00%

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

F03: Southern Blues Profile

Percentage of Households in the Trade Area: 2.09%

F03 is a racially mixed, high-school educated, lower-middle class segment whose households consist of singles, couples, and divorced men and women, almost half of whom are under 40 years old. This cluster represents a young-working class of adults whose limited means for expensive leisure activities and lack discretionary income keeps them close to home. They play team sports and prefer spending time with friends than family. These households are dedicated TV fans, enjoying a variety of network and cable programs. Their radio preferences range from Spanish to urban contemporary and Top 40 stations. Unlike most other young populations, these residents do not use the Internet frequently but they like to read magazines and newspapers to stay informed. Data shows that F03 borrowers are not Primary Borrowers of any library materials or categories although they are Secondary Borrowers at Southwest and Wedgwood.

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
Listen to Black/Rhythm and Blues on Radio Mon-Sun Total (24 Hours)	310	374
Listen to Tejano on Radio Mon-Sun Total (24 Hours)	267	213
Prefer Reading in Some Other Language*	41	94
Country Most Identified With is Brazil*	9	58
Country Most Identified With is Uruguay*	22	69
Read the Magazine The Entrepreneur	153	195
Visited cnenespanol.com Spanish Website During Last 30 Days*	232	198
Watched Cada Dia Con Maria Antonieta (Telemundo) Early Morning News*	186	153
Watched Cine Especial (Univision) Once A Week Program With Full Attention*	190	159
Prefer Listening to Radio In Some Other Language*	189	163
Country Most Identified With is Peru*	50	76
Watch 30 Rock (NBC) Once A Week Program With Full Attention	89	114
Read the Magazine The Atlantic Monthly	104	126
Listen to Oldies Rock – 70s on Radio Mon-Sun Total (24 Hours)	113	93
Watch Washington Week (PBS) Once A Week Program With Full Attention	90	108
Other Offline Software Prepared Personal Taxes in Last 12 Months	124	106
Country Most Identified With is Panama*	43	60
Very Interested in Rodeo During Last 12 Months	101	86
Sports – Hunting In Last 12 Months	78	66
Read the Magazine Petersens Hunting	88	77
Own Shotgun for Hunting	67	56
Listen to Adult Alternative on Radio Mon-Sun Total (24 Hours)	34	43

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: Meadowbrook Score Sheet



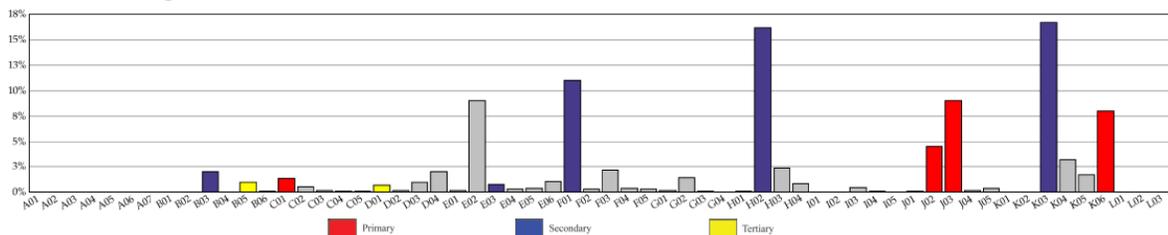
Fort Worth Library Score Sheet

Branch: MEADOWBROOK	Score: 99
Address: 2800 STARK ST	
City, State: FORT WORTH, TX	
DMA: Dallas-Ft. Worth	Date Scored: 12/22/2009
BUDS: Suburban (3)	Total SQFT: 5,664
	Trade Area (Minutes): 7

Profile Indices	Average	Site
Active Borrower	100	104
Adult Fiction	100	88
Adult Non-Fiction	100	98
Best Sellers	100	85
Books on CD	100	82
Children's Fiction	100	81
Children's Non-Fiction	100	90
Door Counts	100	99
DVD	100	104
Juvenile DVD	100	100
Music CDs	100	99
PC Logins	100	115
Picture Books / Easy Readers	100	80
Reference	100	89
Remote Users	100	98
Spanish Materials	100	88
Teen	100	91

Demographics	Average	Site
Households	30,450	18,990
Active Borrowers	11,386	9,094
Active Borrower Penetration Percent	41.6	47.9
Five Year Population Growth Percent	5.0	2.4
Percent HH with Children	40.5	36.7
Percent Asian	3.1	2.7
Percent Black	25.1	44.9
Percent Hispanic	39.8	24.8
Median HH Income	\$41,401	\$39,367

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.