Gale Cengage Analytics on Demand – Patron Profiles

<http://solutions.cengage.com/analytics/>

## Value of the Tool

* Community awareness and market segmentation tool that is easy to use and produces a clear report
* Patron Profiles tool searches against ILS circulation data with patron address – no need to upload any data
* Maps patrons within a specified service area that you determine
* Provides additional market segmentation detail about the patron in a service area – Experian Mosaic Profiles <http://www.experian.com/assets/marketing-services/brochures/mosaic-brochure.pdf>

## Using the Tool – Patron Profiles

* Import/upload data (requires matching fields, work with Gale staff on that)
* Login and open application – Patron Profiles
* Determine search parameters – Census tract, MSA, zip code, etc.
* Determine library data fields to search against – circulation,
* Name the report
* Run the report

## Sample Report – Similar to Pebble Pond PL

* Pebble Pond PL has 3.4 FTE and a collection of about 21,000 volumes
* Similar to Rio Linda branch library in the Sacramento Public Library system
* AOD Patron Profile report for Rio Linda, top zip codes of patrons as of September 2014
	+ Top-level Census demographics from the ACS and Decennial Census, including population projections
		- Patron analysis from library circulation data
		- Maps patrons overall to service area, and in one-mile grids
		- Provides checkout frequency map for total service area
		- Provides proximity data for patrons (driving time from home to branch)
	+ Experian demographics for specific characteristics (dwelling type, income, years in home, etc.) and home subscription detail
	+ Mosaic Profiles
		- Descriptions based on patron behavior
		- 71 Mosaic profiles (persona)
		- Opportunity index by profile
		- Live link to Mosaic profile description

Discussion (10 mins)

* How would you use this report for planning purposes? Make notes in your journal for discussion.
* Discuss with your table group 2-3 elements of the report you find most useful for your planning activities.