Know Your Community: Using Demographic Data to Inform Planning

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What will be covered

Overview of national data available to support community level awareness, national public library data to explore additional calculations of library outputs and identify peers, and explore market segmentation analysis.

◦ Census surveys and search tool – American FactFinder

◦ IMLS Public Library Data – Compare Public Libraries tool

◦ Gale Cengage Analytics on Demand Patron Profile sample report, market segmentation

Exercises and Discussion

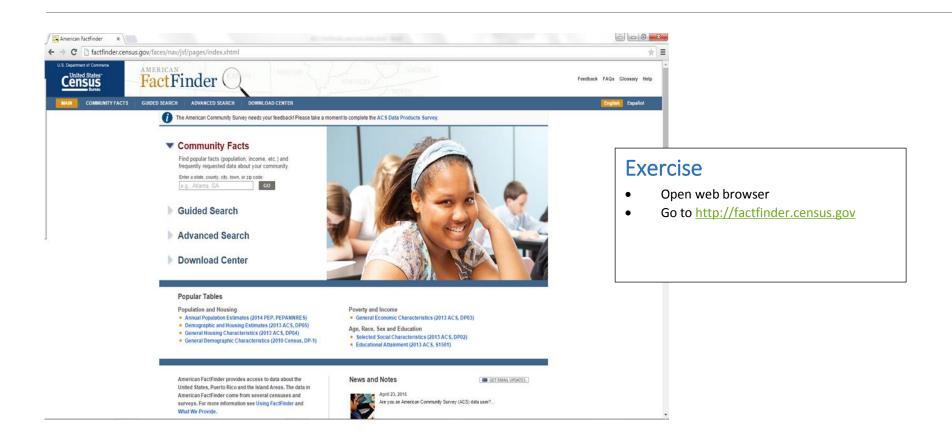|	
1:00 – 1:20	Overview Census data – American FactFinder review and exercise to gain awareness of decennial and ACS data
1:20 – 1:30	Group discussion
1:30 – 1:50	Overview IMLS Compare Public Libraries tool, exercises to gain awareness of developing peer groups
1:50 – 2:00	Group discussion
2:00 – 2:20	Overview Analytics on Demand Patron Profile sample report review, discussion to identify useful analysis for local planning activities
2:20 – 2:30	Group discussion

Census Data and American FactFinder

Two Census surveys:

- ◦ The decennial census is now a short survey. Replacing the long survey is the ACS.
- ◦ The ACS utilizes a continuous measurement process and is a "super sample." Using multiple years of ACS data is more reliable than using only one year.

From the ACS the Census Bureau establishes annual population estimates

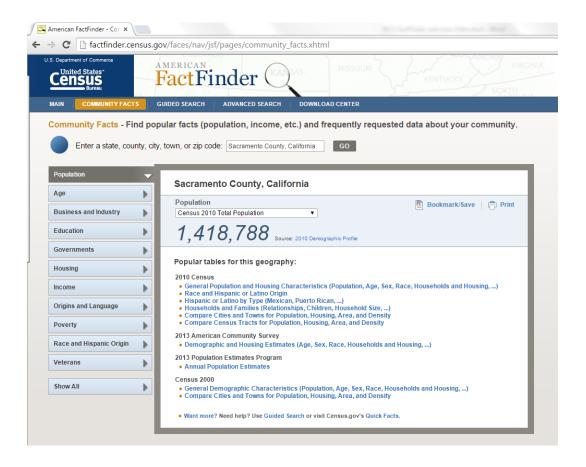American FactFinder tool provides access through a single interface http://factfinder.census.gov

American FactFinder: Community Facts

Exercise
- Open web browser
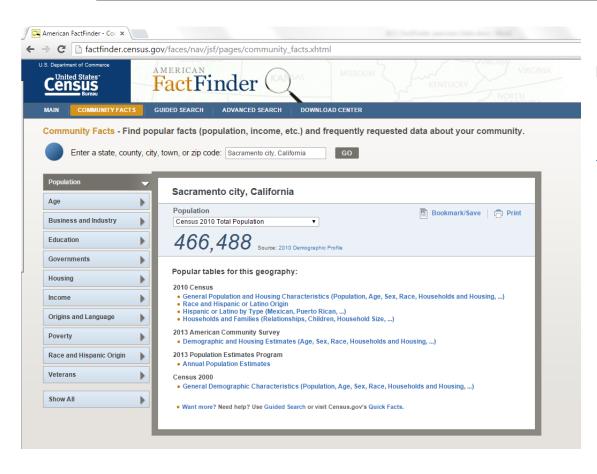- Go to http://factfinder.census.gov

Example of County Search

The tool presents decennial and ACS data for your search.

The example here is County data. The following example is City data.

Example of City Search

Demographic details are linked from the top-level search page.

EXERCISE:

- Search for a city or town (or county) in your library service area. Search by name or zip code.

- Select "general population" and explore the data.

American FactFinder Review

Use decennial Census or American Communities Survey (ACS) to understand basic demographics of a library service area.

Basic search:

- Search by town, city, county name or zip code
- Identify core demographics for the community of interest
- Download, print tables; or edit for only the detail most relevant to your needs then download or print

Discussion (10 mins)

◦ Identify 2-3 data points in the Census files that support a planning activity in your library.

◦ Make notes in your journal of why these data points are most relevant for you.

◦ Share "why" with your table group.

◦ Share "how" you will incorporate Census data into your future planning activities.

IMLS National Public Library Data: Compare Tool

The Institute of Museum and Library Services (IMLS) is responsible for reporting annually about public libraries in the US.

State Libraries serve as the local data reporting agent, adding specific state questions to those adopted for the national data reporting.

The Compare Public Libraries tool makes all responses available and supports comparison among libraries.

Getting to the Compare Tool

Find it by searching the www.imls.gov website, or following various navigation streams:

Research/data collection
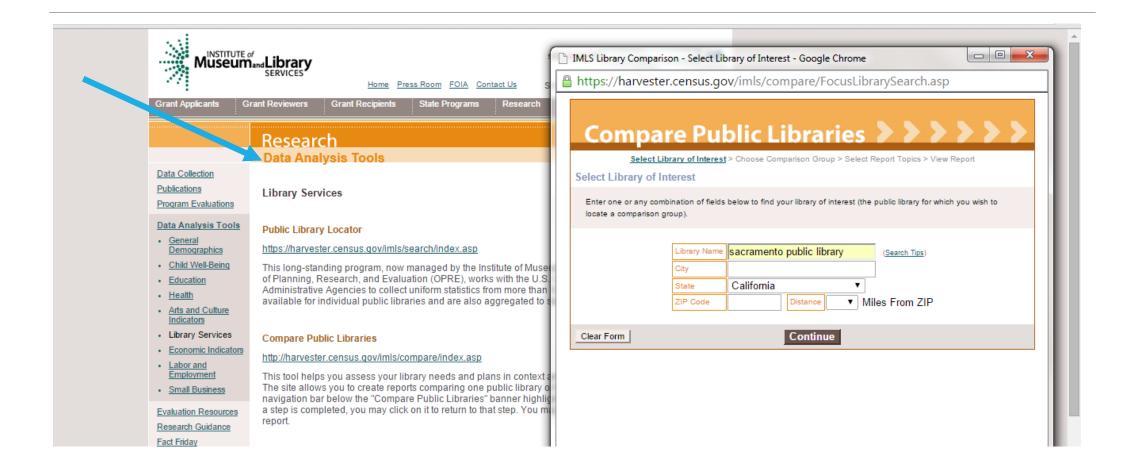**Research/data analysis tools**

Exercise

◦ Go to www.imls.gov
◦ Click on "Research"
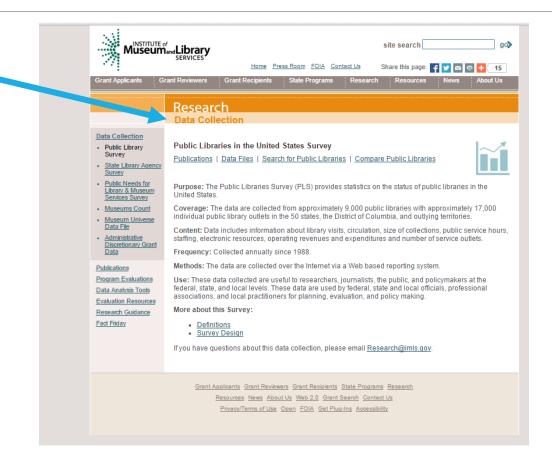◦ Click on "Data Analysis Tools"   Click on "Library Services"
   OR
◦ Click on "Data Collection"   Click on "Public Library Survey"
◦ From either page, Click on " Compare Public Libraries"
◦ Click on "Begin"
◦ Complete "Library of Interest" search form for your library – this is YOUR library
◦ Click on the link to your library data for FY2013

Paths to the Compare Tool

Paths to the Compare Tool

Your Library Entry

SACRAMENTO PUBLIC LIBRARY
Public Libraries Data - FY 2013

Changes after Fiscal Year 2013 will be updated in subsequent annual surveys. If information is incorrect or has changed, contact the State Data Coordinator 📕 (93KB) for the state where the library is located.

Click on the pie chart icon next to the category heading to view a pie chart for that category

Export this library data to an Excel file 📊

FSCS ID: ❓	Location Address: ❓	Mailing Address: ❓
CA0105	828 I ST. SACRAMENTO , CA 95814	828 I ST. SACRAMENTO , CA 95814
County: ❓	Phone Number: ❓	
SACRAMENTO	(916)264-2770	

Organizational Characteristics		
Administrative Structure: ❓	Meets FSCS Public Library Definition: ❓	Legal Basis: ❓
Administrative Entity with multiple direct service outlets where administrative offices are not separate	YES	Multi-jurisdictional
Interlibrary Relationship: ❓	Number of Bookmobiles: ❓	Number of Branch Libraries: ❓
Member of a system, federation, or cooperative service, but not the headquarters	2	27
Number of Central Libraries: ❓	Number of Outlets: ❓	Population of Legal Service Area: ❓
1	30	1,373,512

Explore Summary Data: Exercise

Exercise
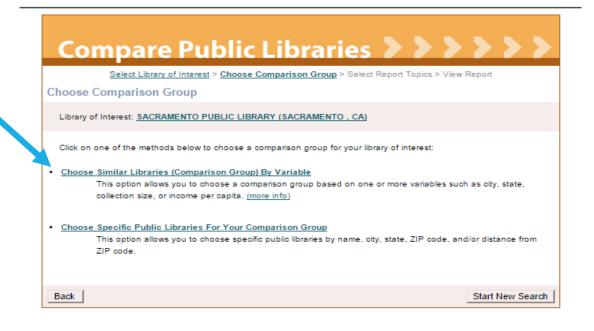
1. Review the summary data
2. Click on the info links
3. Find other per capita calculations
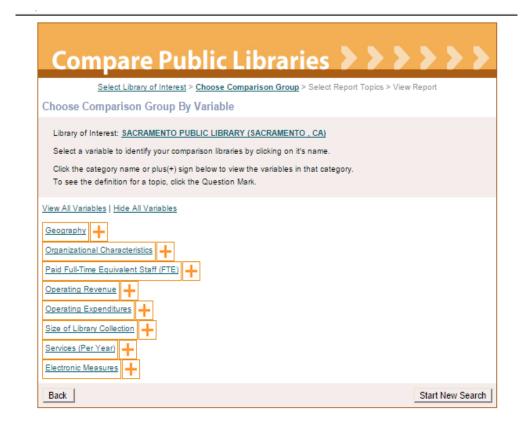4. Find other types of calculations (e.g., per 1,000)

Develop Comparison Group: Exercise

Exercise

1. Exit the summary display for your library and return to **Select Your Library of Interest**
2. Click the button next to your library, click on **Begin**
3. Click on **Choose Similar Libraries (Comparison Group) By Variable**

4. Explore the categories by clicking on the **+** (plus symbol) next to each
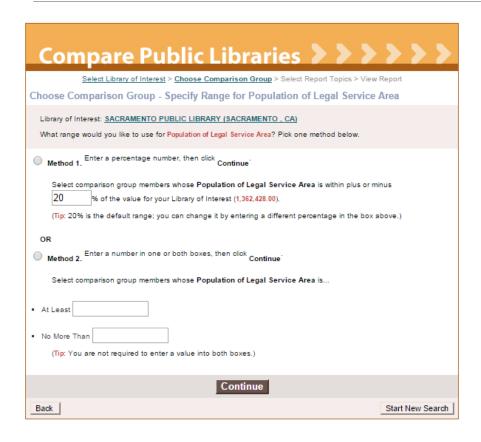
Comparison Variables

Comparison Variables Exploration: Exercise

Exercise

Select only **ONE variable** from the list. Common variables against which to compare your library with others include:

- Population served
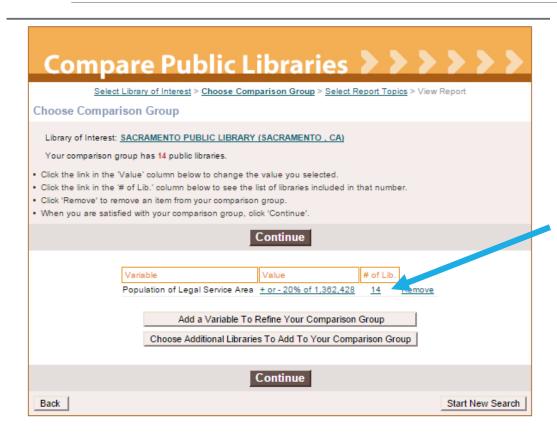- Number of branches
- Circulation

- Staff FTE

Compare Libraries Against One Variable: Exercise

Exercise

1. Select **Method 1 at 20% range**
2. Click **Continue**
3. Explore the library comparison results

Explore Comparison Group: Exercise

20% of Sacramento PL population of legal service area produced 14 libraries to compare against.

Exercise

Click on the number of peer libraries in your search to explore the libraries found based on the variable searched against.

Sample Peer Group

IMLS Public Library Compare Tool: Review

- Search your library first

- Select a variable to compare your library with others

- Select a method to develop a range against which peer libraries are identified

- Explore the peer libraries

- Reduce the peer group size by adding variables or by decreasing the percent range for comparison

- Select topics (characteristics) to develop a peer comparison report

- Review the report, refine by removing characteristics or libraries

- Save the report as an Excel or on the IMLS website

Discussion (10 mins)

◦ Identify 2-3 data points from the IMLS results that are valuable to your planning and record in your

  journal.

◦ Discuss with your table group why these data points are particularly important to your planning.

◦ Discuss how you will use these data if future planning.

Gale Cengage Learning: Analytics on Demand Patron Profile Tool

- Community awareness and market segmentation tools

- 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

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

Using the Tools

◦ 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: Pebble Pond PL Peer

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

Summary Report Highlights

◦ 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 the Patron Profile 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.

Thank you!

Please continue learning these valuable tools….do the extra exercises.

Handouts available online, along with presentation slides.

Questions?

Contact me at ddavis@saclibrary.org