

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

The screenshot shows the American FactFinder website interface. At the top, there is a navigation bar with the U.S. Department of Commerce logo, the American FactFinder logo, and a search bar. Below the navigation bar, there are tabs for MAIN, COMMUNITY FACTS, GUIDED SEARCH, ADVANCED SEARCH, and DOWNLOAD CENTER. A message banner at the top right says "The American Community Survey needs your feedback! Please take a moment to complete the ACS Data Products Survey." The main content area features a large image of a smiling young woman. To the left of the image, there is a "Community Facts" section with a search input field containing "e.g. Atlanta, GA" and a "GO" button. Below this, there are links for "Guided Search", "Advanced Search", and "Download Center". Further down, there is a "Popular Tables" section with two columns of links. The first column includes "Annual Population Estimates (2014 PEP, PEPANNRES)", "Demographic and Housing Estimates (2013 ACS, DP05)", "General Housing Characteristics (2013 ACS, DP04)", and "General Demographic Characteristics (2010 Census, DP-1)". The second column includes "Poverty and Income" (General Economic Characteristics (2013 ACS, DP03)), "Age, Race, Sex and Education" (Selected Social Characteristics (2013 ACS, DP02)), and "Educational Attainment (2013 ACS, S1501)". At the bottom, there is a "News and Notes" section with a date of "April 23, 2015" and a link to "Are you an American Community Survey (ACS) data user?".

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.

The screenshot displays the American FactFinder web application. The browser address bar shows the URL `factfinder.census.gov/faces/nav/jsf/pages/community_facts.xhtml`. The page header includes the U.S. Department of Commerce logo and the American FactFinder title. A navigation menu contains links for MAIN, COMMUNITY FACTS (highlighted), GUIDED SEARCH, ADVANCED SEARCH, and DOWNLOAD CENTER. Below the navigation, a search prompt reads "Community Facts - Find popular facts (population, income, etc.) and frequently requested data about your community." A search input field contains "Sacramento County, California" and a "GO" button. On the left side, a vertical menu lists various data categories: Population, Age, Business and Industry, Education, Governments, Housing, Income, Origins and Language, Poverty, Race and Hispanic Origin, Veterans, and Show All. The main content area displays the search results for "Sacramento County, California". It shows the "Population" section with a dropdown menu set to "Census 2010 Total Population" and a large display of the number "1,418,788" with the source "2010 Demographic Profile". Below this, a section titled "Popular tables for this geography:" lists several data tables from the 2010 Census, 2013 American Community Survey, 2013 Population Estimates Program, and Census 2000. A "Want more? Need help?" link is provided at the bottom.

Example of City Search

The screenshot shows the American FactFinder website interface. At the top, there is a navigation bar with the U.S. Department of Commerce logo and the American FactFinder logo. Below the navigation bar, there is a search bar with the text "Enter a state, county, city, town, or zip code:" and a dropdown menu showing "Sacramento city, California". A "GO" button is next to the search bar. The main content area is titled "Community Facts - Find popular facts (population, income, etc.) and frequently requested data about your community." Below this, there is a sidebar with a list of categories: Population, Age, Business and Industry, Education, Governments, Housing, Income, Origins and Language, Poverty, Race and Hispanic Origin, Veterans, and Show All. The main content area displays the search results for "Sacramento city, California". It shows the population of Sacramento city, California, as 466,488, with a source of "2010 Demographic Profile". Below this, there is a section titled "Popular tables for this geography:" which lists various data tables for the 2010 Census, 2013 American Community Survey, 2013 Population Estimates Program, and Census 2000. The 2010 Census tables include "General Population and Housing Characteristics (Population, Age, Sex, Race, Households and Housing, ...)", "Race and Hispanic or Latino Origin", "Hispanic or Latino by Type (Mexican, Puerto Rican, ...)", and "Households and Families (Relationships, Children, Household Size, ...)". The 2013 American Community Survey tables include "Demographic and Housing Estimates (Age, Sex, Race, Households and Housing, ...)". The 2013 Population Estimates Program tables include "Annual Population Estimates". The Census 2000 tables include "General Demographic Characteristics (Population, Age, Sex, Race, Households and Housing, ...)". There is also a link to "Want more? Need help? Use Guided Search or visit Census.gov's Quick Facts."

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.ims.gov website, or following various navigation streams:

Research/data collection
Research/data analysis tools

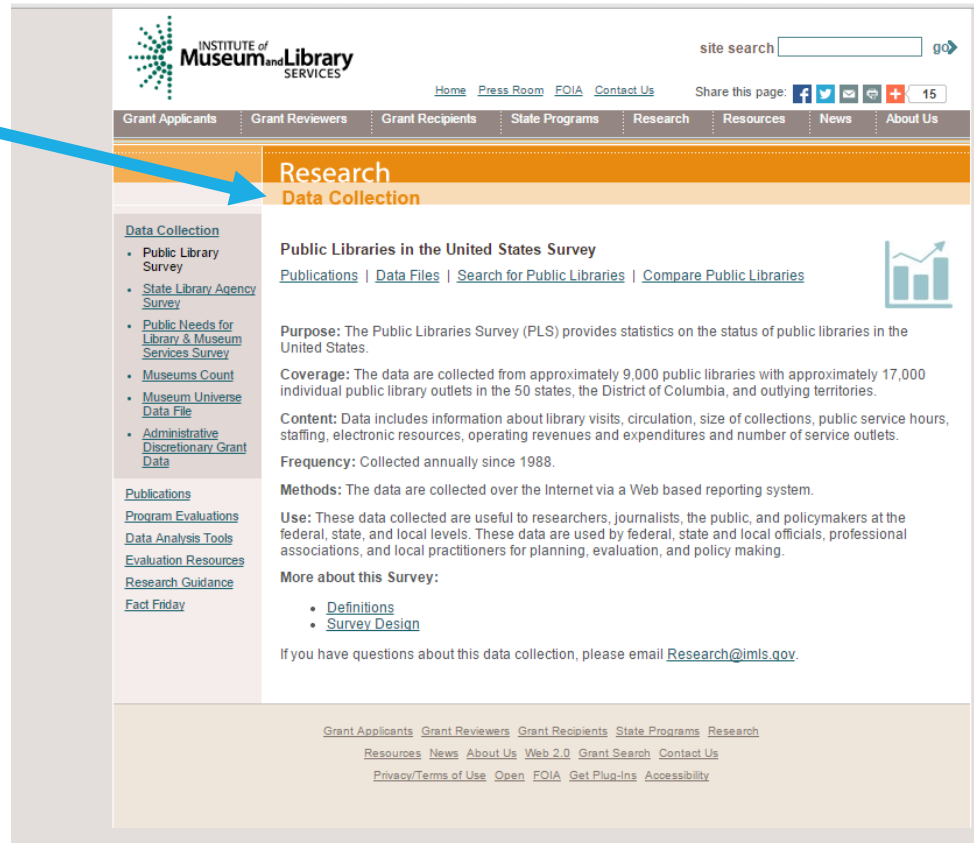
Exercise

- Go to www.ims.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

The image shows two overlapping screenshots. The background screenshot is the Institute of Museum and Library Services (IMLS) website. At the top left is the IMLS logo. To its right are navigation links: Home, Press Room, FOIA, and Contact Us. Below these are tabs for Grant Applicants, Grant Reviewers, Grant Recipients, State Programs, and Research. A blue arrow points from the 'Research' tab to the 'Data Analysis Tools' section in the left sidebar. The 'Data Analysis Tools' section lists: General Demographics, Child Well-Being, Education, Health, Arts and Culture Indicators, Library Services, Economic Indicators, Labor and Employment, and Small Business. The 'Library Services' section is expanded, showing 'Public Library Locator' with a link to <https://harvester.census.gov/imls/search/index.asp> and 'Compare Public Libraries' with a link to <http://harvester.census.gov/imls/compare/index.asp>. The foreground screenshot is a browser window titled 'IMLS Library Comparison - Select Library of Interest - Google Chrome'. The address bar shows <https://harvester.census.gov/imls/compare/FocusLibrarySearch.asp>. The page has an orange header with the text 'Compare Public Libraries' and five right-pointing chevrons. Below the header is a breadcrumb trail: 'Select Library of Interest > Choose Comparison Group > Select Report Topics > View Report'. The main heading is 'Select Library of Interest'. Below this is a text box: 'Enter one or any combination of fields below to find your library of interest (the public library for which you wish to locate a comparison group)'. The form contains: 'Library Name' (text input with 'sacramento public library' and a '(Search Tips)' link), 'City' (text input), 'State' (dropdown menu with 'California' selected), and 'ZIP Code' (text input). To the right of the ZIP Code is a 'Distance' dropdown menu and the text 'Miles From ZIP'. At the bottom of the form are two buttons: 'Clear Form' and 'Continue'.

Paths to the Compare Tool



The screenshot displays the website for the Institute of Museum and Library Services. At the top, there is a logo and a site search bar. A navigation menu includes links for Home, Press Room, FOIA, Contact Us, and social media sharing options. Below this is a secondary menu with links for Grant Applicants, Grant Reviewers, Grant Recipients, State Programs, Research, Resources, News, and About Us. The 'Research' section is highlighted in orange and contains a sub-section for 'Data Collection'. A blue arrow points from the 'Research' menu item to the 'Data Collection' link in the left sidebar. The main content area features the title 'Public Libraries in the United States Survey' and a list of links: Publications, Data Files, Search for Public Libraries, and Compare Public Libraries. A small bar chart icon is visible to the right of the title. The page provides detailed information about the survey, including its purpose, coverage, content, frequency, methods, and use. A 'More about this Survey' section includes links for Definitions and Survey Design. At the bottom, there is a footer with various links including Grant Applicants, Grant Reviewers, Grant Recipients, State Programs, Research, Resources, News, About Us, Web 2.0, Grant Search, Contact Us, Privacy/Terms of Use, Open, FOIA, Get Plug-Ins, and Accessibility.

INSTITUTE of Museum and Library SERVICES

site search go

Home Press Room FOIA Contact Us Share this page: 15

Grant Applicants Grant Reviewers Grant Recipients State Programs Research Resources News About Us

Research
Data Collection

Data Collection

- Public Library Survey
- State Library Agency Survey
- Public Needs for Library & Museum Services Survey
- Museums Count
- Museum Universe Data File
- Administrative Discretionary Grant Data

Publications
Program Evaluations
Data Analysis Tools
Evaluation Resources
Research Guidance
Fact Friday

Public Libraries in the United States Survey

[Publications](#) | [Data Files](#) | [Search for Public Libraries](#) | [Compare Public Libraries](#)

Purpose: The Public Libraries Survey (PLS) provides statistics on the status of public libraries in the United States.

Coverage: The data are collected from approximately 9,000 public libraries with approximately 17,000 individual public library outlets in the 50 states, the District of Columbia, and outlying territories.

Content: Data includes information about library visits, circulation, size of collections, public service hours, staffing, electronic resources, operating revenues and expenditures and number of service outlets.

Frequency: Collected annually since 1988.

Methods: The data are collected over the Internet via a Web based reporting system.

Use: These data collected are useful to researchers, journalists, the public, and policymakers at the federal, state, and local levels. These data are used by federal, state and local officials, professional associations, and local practitioners for planning, evaluation, and policy making.

More about this Survey:

- [Definitions](#)
- [Survey Design](#)

If you have questions about this data collection, please email Research@imls.gov.

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Your Library Entry

Compare Public Libraries >>>>>>>

[Select Library of Interest](#) > Choose Comparison Group > Select Report Topics > View Report

Select Your Library of Interest

If the library you are looking for is not in this list, [try a new search](#). Hide Outlets

Library System	Outlet Library ?	Outlet Type	City	State
<input type="radio"/>	SACRAMENTO PUBLIC LIBRARY		SACRAMENTO	CA

NOTE: All data for outlet libraries are included in library system data. Therefore, when you select an outlet library, the data for its library system is used.

Continue

Back Start New Search















Data are fiscal year, and are typically updated in June each year. FY2013 is the most current data available.

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:  CA0105	Location Address:  828 I ST. SACRAMENTO , CA 95814	Mailing Address:  828 I ST. SACRAMENTO , CA 95814
County:  SACRAMENTO	Phone Number:  (916)264-2770	
Organizational Characteristics		
Administrative Structure:  Administrative Entity with multiple direct service outlets where administrative offices are not separate	Meets FSCS Public Library Definition:  YES	Legal Basis:  Multi-jurisdictional
Interlibrary Relationship:  Member of a system, federation, or cooperative service, but not the headquarters	Number of Bookmobiles:  2	Number of Branch Libraries:  27
Number of Central Libraries:  1	Number of Outlets:  30	Population of Legal Service Area:  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

Compare Public Libraries >>>>>>

[Select Library of Interest](#) > [Choose Comparison Group](#) > [Select Report Topics](#) > [View Report](#)

Choose Comparison Group

Library of Interest: [SACRAMENTO PUBLIC LIBRARY \(SACRAMENTO , CA\)](#)

Click on one of the methods below to choose a comparison group for your library of interest:

- [Choose Similar Libraries \(Comparison Group\) By Variable](#)
This option allows you to choose a comparison group based on one or more variables such as city, state, collection size, or income per capita. [\(more info\)](#)
- [Choose Specific Public Libraries For Your Comparison Group](#)
This option allows you to choose specific public libraries by name, city, state, ZIP code, and/or distance from ZIP code.

[Back](#) [Start New Search](#)

Compare Public Libraries >>>>>>

[Select Library of Interest](#) > [Choose Comparison Group](#) > [Select Report Topics](#) > [View Report](#)

Choose Comparison Group By Variable

Library of Interest: [SACRAMENTO PUBLIC LIBRARY \(SACRAMENTO , CA\)](#)

Select a variable to identify your comparison libraries by clicking on it's name.

Click the category name or plus(+) sign below to view the variables in that category.

To see the definition for a topic, click the Question Mark.

[View All Variables](#) | [Hide All Variables](#)

- [Geography](#) +
- [Organizational Characteristics](#) +
- [Paid Full-Time Equivalent Staff \(FTE\)](#) +
- [Operating Revenue](#) +
- [Operating Expenditures](#) +
- [Size of Library Collection](#) +
- [Services \(Per Year\)](#) +
- [Electronic Measures](#) +

[Back](#) [Start New Search](#)

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

Compare Public Libraries >>>>>>

[Select Library of Interest](#) > [Choose Comparison Group](#) > [Select Report Topics](#) > [View Report](#)

Choose Comparison Group - Specify Range for Population of Legal Service Area

Library of Interest: [SACRAMENTO PUBLIC LIBRARY \(SACRAMENTO, CA\)](#)

What range would you like to use for **Population of Legal Service Area**? Pick one method below.

Method 1. Enter a percentage number, then click **Continue**.

Select comparison group members whose **Population of Legal Service Area** is within plus or minus % of the value for your Library of Interest (1,362,428.00).

(Tip: 20% is the default range; you can change it by entering a different percentage in the box above.)

OR

Method 2. Enter a number in one or both boxes, then click **Continue**.

Select comparison group members whose **Population of Legal Service Area** is...

- At Least
- No More Than

(Tip: You are not required to enter a value into both boxes.)

Continue

[Back](#) [Start New Search](#)

Exercise

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

Explore Comparison Group: Exercise

Compare Public Libraries >>>>>>>>

[Select Library of Interest](#) > [Choose Comparison Group](#) > [Select Report Topics](#) > [View Report](#)

Choose Comparison Group

Library of Interest: [SACRAMENTO PUBLIC LIBRARY \(SACRAMENTO , CA\)](#)

Your comparison group has **14** public libraries.

- Click the link in the 'Value' column below to change the value you selected.
- Click the link in the '# of Lib.' column below to see the list of libraries included in that number.
- Click 'Remove' to remove an item from your comparison group.
- When you are satisfied with your comparison group, click 'Continue'.

Continue

Variable	Value	# of Lib.	
Population of Legal Service Area	+ or - 20% of 1,362,428	14	Remove

[Add a Variable To Refine Your Comparison Group](#)

[Choose Additional Libraries To Add To Your Comparison Group](#)

Continue

[Back](#) [Start New Search](#)

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

Compare Public Libraries >>>>>>

Select Library of Interest > Choose Comparison Group > Select Report Topics > View Report

Choose Comparison Group

Library of Interest: [SACRAMENTO PUBLIC LIBRARY \(SACRAMENTO, CA\)](#)
Your comparison group has 14 public libraries.

- Click the link in the 'Value' column below to change the value you selected.
- Click the link in the '# of Lib.' column below to see the list of libraries included in that number.
- Click 'Remove' to remove an item from your comparison group.
- When you are satisfied with your comparison group, click 'Continue'.

Continue

Variable	Value	# of Lib.
Population of Legal Service Area	+ or - 20% of 1,362,428	14

Add a Variable To Refine Your Comparison Group
Choose Additional Libraries To Add To Your Comparison Group

Continue

Back

IMLS Library Comparison - Libraries In Your Comparison Group - Google Chrome

<https://harvester.census.gov/imls/compare/VariableLibrary.asp?Peer=None&Numeric`12>

Close Window

Public Libraries with Population of Legal Service Area [+ or - 20% of 1,362,428]

[Export this report to an Excel file](#)

Click on a library name to view details for that library. Click on the question mark to view its definition.

Library Name	Population of Legal Service Area
ORANGE COUNTY LIBRARY DISTRICT, FL	1,132,302
HENNEPIN COUNTY LIBRARY, MN	1,163,060
RIVERSIDE COUNTY LIBRARY SYSTEM, CA	1,171,368
SAN BERNARDINO COUNTY LIBRARY, CA	1,200,798
DALLAS PUBLIC LIBRARY, TX	1,223,229
HILLSBOROUGH COUNTY PUBLIC LIBRARY COOPERATIVE, FL	1,256,118
SAN DIEGO PUBLIC LIBRARY, CA	1,321,315
KING COUNTY LIBRARY SYSTEM, WA	1,362,870
HAWAII STATE PUBLIC LIBRARY SYSTEM, HI	1,374,810
LAS VEGAS-CLARK COUNTY LIBRARY DISTRICT, NV	1,463,675
PHOENIX PUBLIC LIBRARY, AZ	1,484,727
FREE LIBRARY OF PHILADELPHIA, PA	1,526,006
ORANGE COUNTY PUBLIC LIBRARIES, CA	1,534,312
SAN ANTONIO PUBLIC LIBRARY, TX	1,626,092

Close Window

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