

WORKSHEET 2

Data Collection—Public Library

COMMUNITY DATA

1. How many people live in your service area? _____

(If your library serves significant numbers of people in neighboring communities, you may wish to keep two sets of population numbers here, one that includes only those within your legal service area and another that includes people in neighboring communities.)

What is the percentage increase/decrease in 5 or 10 years? _____

What is the projection for the next 5 years? _____

What is the population trend (increasing, decreasing, same)? _____

Source: _____

2. Of the people living in your community, what percentage are age

	<i>5 years ago</i>	<i>Now</i>	<i>In 5 years</i>
Under 5	_____	_____	_____
5–13	_____	_____	_____
14–18	_____	_____	_____
19–21	_____	_____	_____
22–65	_____	_____	_____

(Feel free to change the above age ranges to fit the way your source reports numbers. Also, use numbers for cohorts such as Generation X or baby boomers if they are available. Knowing the percentage makeup of these cohorts may be useful in developing your marketing strategy.)

What trends do you notice? _____

Source: _____

3. What are the ZIP codes in your serving area? _____

(Use the Claritas website, <http://www.yawyl.claritas.com>, to identify the five most prominent PRIZM NE segments for each ZIP code. Record the segment names and descriptions on a separate sheet. This information will be helpful if you decide to base your marketing strategy on lifestyle market segmentation.)

4. How many single-parent households are there?

5 years ago _____ Now _____ Projected in 5 years _____

What trends do you notice? _____

Source: _____

5. What languages are spoken in the homes of the people in your community?

What trends do you notice? _____

Source: _____

6. What ethnic groups are represented in your community?

What trends do you notice? _____

Source: _____

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Data Collection—Public Library *(cont.)*

7. What is the median family income in your community?

5 years ago _____ Now _____ Projected in 5 years _____

What trends do you notice? _____

Source: _____

8. What percentage of the families in your community have incomes below the poverty line?

5 years ago _____ Now _____ Projected in 5 years _____

What trends do you notice? _____

Source: _____

9. What percentage of your community is unemployed?

5 years ago _____ Now _____ Projected in 5 years _____

What trends do you notice? _____

Source: _____

10. Does your community's population change widely during different seasons?

Which seasons? _____ +/- how many people? _____

Source: _____

11. Who are your community's three largest employers? What do they do? How many people do they employ? How is this likely to be different in 5 years?

1st largest _____ Employs _____

Make/Do _____

In 5 years _____

2nd largest _____ Employs _____

Make/Do _____

In 5 years _____

3rd largest _____ Employs _____

Make/Do _____

In 5 years _____

Source: _____

12. What are the major industries in your community (if different from major employers listed in 11)? What do they do? How many people do they employ? How is this likely to be different in 5 years?

Name _____ Employs _____

Make/Do _____

In 5 years _____

Name _____ Employs _____

Make/Do _____

In 5 years _____

WORKSHEET 2
Data Collection—Public Library (cont.)

Name _____ Employs _____
 Make/Do _____
 In 5 years _____

13. Where do people in your community get their information? Place a check mark by each source of information available locally. Indicate how many of each of the information sources are available.

	<i>How many?</i>
Local newspapers	_____
Local radio stations	_____
Local television stations	_____
Bookstores	_____
Video stores	_____
Music stores	_____
Local community access cable	_____
Internet service providers (ISPs)	_____
Other (community organizations, etc.)	_____

Source: _____

Which of the above provide information in languages other than English?

Source: _____

14. What other libraries are in your community? Place a check mark by each type of library in your community and indicate how many of that type of library there are.

	<i>How many?</i>		<i>How many?</i>
Elementary school	_____	College or university	_____
Junior high/middle school	_____	Hospital/medical	_____
High school	_____	Law	_____
Vocational technical	_____	Special	_____
Community college	_____	Other (name) _____	_____

Source: _____

15. How many public and private schools are in your community?
 List the number of each type of school.

Preschools	_____ public	_____ private
Elementary schools	_____ public	_____ private
Middle/junior high schools	_____ public	_____ private
Vocational/technical	_____ public	_____ private
Community colleges	_____ public	_____ private
Colleges/universities	_____ public	_____ private

Source: _____

WORKSHEET 2

Data Collection—Public Library *(cont.)*

16. Approximately how many homeschooling families are there in your community?

5 years ago _____ Now _____ Projected in 5 years _____

What trends do you notice? _____

Source: _____

17. What percentage of the people in your community age 25 and older have at least a high school diploma or GED? (Note: This includes all technical school and college graduates.) What percentage have at least 2 years of college? What percentage have at least 4 years of college?

Diploma/GED _____ 2 yrs college _____ 4 yrs college _____

What trends do you notice? _____

Source: _____

18. How many social service providers are located in your community?

Nursing homes (extended care) _____

Day-care centers _____

Shelters/halfway houses/drug treatment centers _____

Youth and recreation centers _____

Other (list) _____

What trends do you notice? _____

Source: _____

19. List (for small library communities) or estimate (for larger communities) the number and types of the organizations in your community (service groups, clubs, etc.).

What trends do you notice? _____

Source: _____

LIBRARY USER DATA

20. How many people are registered cardholders in each age category?

	<i>5 years ago</i>	<i>Now</i>	<i>In 5 years</i>
Under 5	_____	_____	_____
5–13	_____	_____	_____
14–18	_____	_____	_____
19–21	_____	_____	_____
22–65	_____	_____	_____

(Feel free to change the above age ranges to fit the way your source reports numbers. Also, use numbers for cohorts such as Generation X or baby boomers if they are available. Knowing the percentage makeup of these cohorts may be useful in developing your marketing strategy.)

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Data Collection—Public Library *(cont.)*

What trends do you notice? _____

Source: _____

21. Estimate the current number of regular users (usage greater than 4 times per year, or your definition of regular use), occasional users (usage less than 4 times per year), first-time users (card issue date less than 1 year old), and former users (cards have expired).

	<i>Regular</i>	<i>Occasional</i>	<i>First-time</i>	<i>Former</i>
Under 5	_____	_____	_____	_____
5–13	_____	_____	_____	_____
14–18	_____	_____	_____	_____
19–21	_____	_____	_____	_____
22–65	_____	_____	_____	_____

(Feel free to change the above age ranges to fit the way your source reports numbers. Also, use numbers for cohorts such as Generation X or baby boomers if they are available. Knowing the percentage makeup of these cohorts may be useful in developing your marketing strategy.)

What trends do you notice from 5 years ago? _____

Source: _____

22. What is the circulation per capita, and how many visits per capita were made, for each age group?

	<i>Circulation</i>	<i>Visits</i>
Under 5	_____	_____
5–13	_____	_____
14–18	_____	_____
19–21	_____	_____
22–65	_____	_____

(Feel free to change the above age ranges to fit the way your source reports numbers. Also, use numbers for cohorts such as Generation X or baby boomers if they are available. Knowing the percentage makeup of these cohorts may be useful in developing your marketing strategy.)

What trends do you notice from 5 years ago? _____

Source: _____

23. How many reference/information transactions occurred via the following modes?

In-library _____ By telephone _____ Online _____

What trends do you notice from 5 years ago? _____

Source: _____

24. What is the rate of electronic usage? How many times are resources accessed remotely?

How many are resources used in-house?

Remote access (# hits) _____ In-house access _____

Source: _____

WORKSHEET 2

Data Collection—Public Library *(cont.)*

25. How many people attended programs?

Children's _____ Young adult _____ Adult _____

What trends do you notice from 5 years ago? _____

Source: _____

26. What are the demographics of your heavy, medium, and light users?

	<i>Age range</i>	<i>Gender</i>	<i>Ethnicity</i>	<i>Income level</i>	<i>Service used</i>
Heavy	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____
Medium	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____
Light	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____
	_____	_____	_____	_____	_____

What trends do you notice from 5 years ago? _____

Source: _____

27. On what occasions do people use the library heavily? What are the demographics of the users on those occasions? (Examples: School-age children visit June–August for summer reading clubs; adults visit January–April for tax forms.)

<i>Occasion</i>	<i>Demographics (age/gender/ethnicity, etc.)</i>
_____	_____
_____	_____
_____	_____

Continue on separate sheet.

What trends do you notice from 5 years ago? _____

Source: _____

Completed by _____ Date completed _____

Library _____

Source: Adapted from worksheets in Sandra Nelson, *The New Planning for Results* (Chicago: American Library Association, 2001), 282–286, 291–295.