

Setting a Course for your Library:

DATA ANALYSIS STRATEGIES

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Strategies and Tools for...

- Interviews and Surveys
 - Cross-tabulating your data
 - Qualitative data analysis
 - SurveyMonkey and Project Outcome
- Internal Analysis
 - Trend charts and segmentation
 - Excel and Savannah
- Peer Comparisons
 - Why to consider them
 - Search & Compare and Benchmark

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Interview and Survey Data

QUALITATIVE AND CROSS-TABULATION ANALYSIS

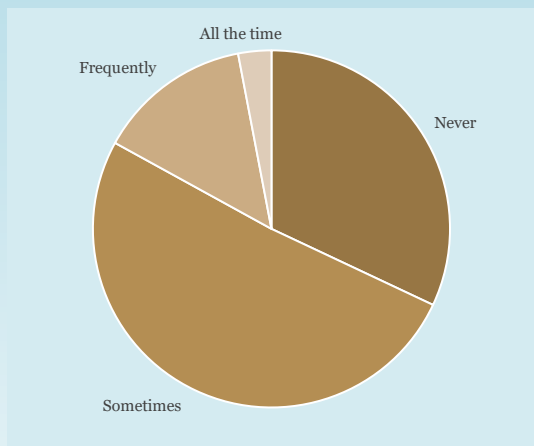
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Collecting Actionable Data with Surveys

- Ask the right questions:
 - Obtaining actionable data requires asking questions on which action can be taken.
 - Asking “easy” questions will give you talking points for speeches and press releases, but not actionable data.
- Ask questions that can be cross-tabulated:
 - Yes, we need those demographic questions...
 - Yes, we need to ask them which branch they use...

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Cross-Tabulating Survey Data



Question:

If the Library's hours of operation were extended, how often do you think you would take advantage of those extra hours?

	Never & Sometimes	Frequently & All the time
TOTAL	83.2%	16.8%
Age 25 or younger	66.8%	33.2%
Hour or longer Visitors	69.3%	30.7%
Frequent Visitors	78.8%	21.2%
New Cardholders	79.9%	20.1%

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Cross-Tabulating Survey Data

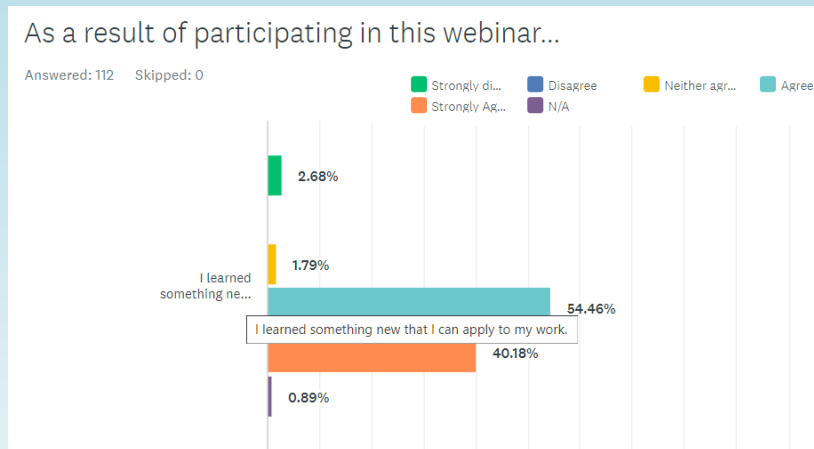
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Other questions asked:

- What is your age?
- How long do you usually spend when you visit?
- How often do you visit the library?
- How long have you had a library card?

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Cross-Tabulating: SurveyMonkey



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Cross-Tabulating: SurveyMonkey

RULES

+ FILTER + COMPARE + SHOW

Filters

- Filter by Question and Answers
- Filter by Collector
- Filter by Completeness
- Filter by Time Period
- Filter by Respondent Metadata
- Filter by Custom Variable
- Filter by A/B Test
- Filter by Tag (Text Responses)
- Filter by Sentiment (Text Responses)
- Filter by Response Quality

Combined Filters

Combine multiple filters

RULES

+ FILTER + COMPARE + SHOW

Q1: What type of library do you work in?

- Public library
- Academic or research library
- Other (please specify)

APPLY CANCEL

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Cross-Tabulating: SurveyMonkey

RULES

+ FILTER + COMPARE + SHOW

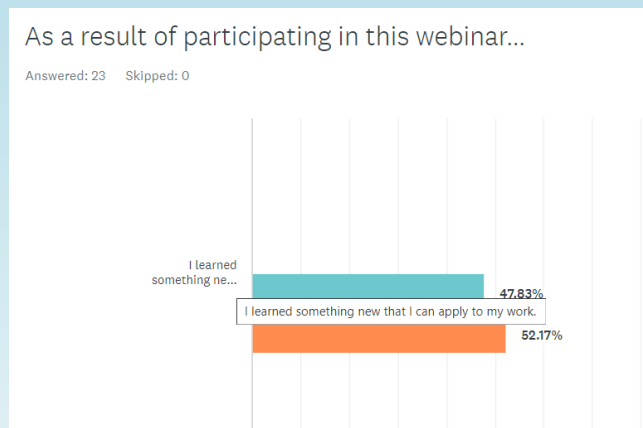
Q1: What type of library do you work in?

Public library

Academic or research library

Other (please specify)

APPLY CANCEL



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Qualitative Data Analysis

What is the benefit of interviews or open-ended questions?

- Interviews:
 - Learn about unique experiences that can be investigated in more detail
 - Personal content / equitable data gathering
- Open-ended questions:
 - Learn things researcher may have missed
 - Personal content / equitable data gathering

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Qualitative Data Analysis: Exercise

1. Read through all comments
2. Consider, Condense, Categorize, Count
 - Consider the context
 - Underline common words, themes
 - Use margins for notes
 - Capture frequency
3. Make a list of themes or categories
4. Share findings

Pages 30-31

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Qualitative Data Analysis: Report Back

Subject	Count	Positive	Negative
TOTAL			

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Qualitative Data Analysis: Project Outcome

Question: What did you like most?	Activity/Topic: Respondent stated that they enjoyed the specific activity or the topic covered in the program	Social: Respondent stated that they enjoyed spending time with their friends or interacting with other people	Educational: Respondent stated that education or learning was what they liked most	Creativity: Respondent stated that they enjoyed the opportunity to express their creativity	Fun: Respondent stated that having fun was what they liked most	Homework: Respondent mentioned that they liked the assistance with homework or the opportunity to study	Pr
All of it							
The snacks and the craft activities that we do	1						
Gives us somewhere to hang out and spend time with friends		1					
Free food and study space						1	
The librarian in charge is friendly and helps answer homework questions							1
Fun games and crafts	1				1		
Hands-on crafts	1						
Friendly and anyone can be comfortable around each other		1					
Playing games with the librarian and my friends	1	1			1		
A safe place to go and stay out of trouble							
Makes me a better me							
That you get to do things that you normally can't do outside of teen lounge							
Learning new skills	1		1				
TOTALS	5	3	1	0	2	2	

<https://projectoutcome.org/surveys-resources/analyzing-qualitative-data>

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Qualitative Data Analysis: Project Outcome

Question: What did you like most?	Personal Benefit: Respondent described a personal benefit that they gained through their participation	Refreshments: Respondent mentioned the food or snacks provided	New things: Respondent stated that they enjoyed trying or experiencing new things	Staff/Instructors: Respondent stated that they liked the staff, librarians or instructors	Other: Respondent provided an answer that did not fit any other category	No answer: Respondent did not state what they liked most about the program or provided a response that was unclear
All of it						1
The snacks and the craft activities that we do		1				
Gives us somewhere to hang out and spend time with friends						
Free food and study space		1				
The librarian in charge is friendly and helps answer homework questions				1		
Fun games and crafts						
Hands-on crafts						
Friendly and anyone can be comfortable around each other						
Playing games with the librarian and my friends				1		
A safe place to go and stay out of trouble	1					
Makes me a better me	1					
That you get to do things that you normally can't do outside of teen lounge				1		
Learning new skills			1			
TOTALS	2	2	2	2	0	1

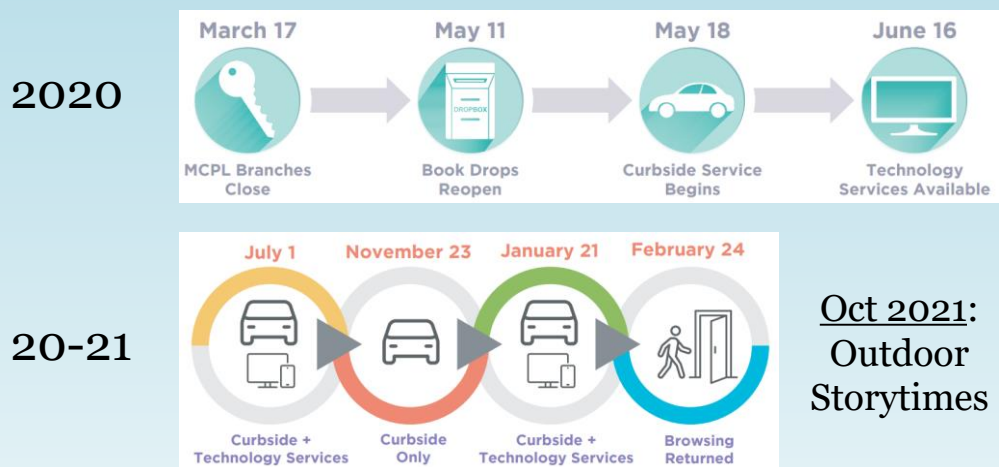
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Internal Analysis

TRENDS AND SEGMENTATION

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COVID-19 Service Delivery Timeline



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Crystal Springs Trend Data

- Turn to Playbook pages 32 and 33
- Terminology Check
 - What does “per capita” represent and why use it versus “per 1,000 served?”
 - Staff Expenditures versus Total Expenditures
 - Internet Access versus Unique Website Visitors
- What do the data say about ...
 - Where CSPL should focus their efforts first?
 - Potential pitfalls without context?

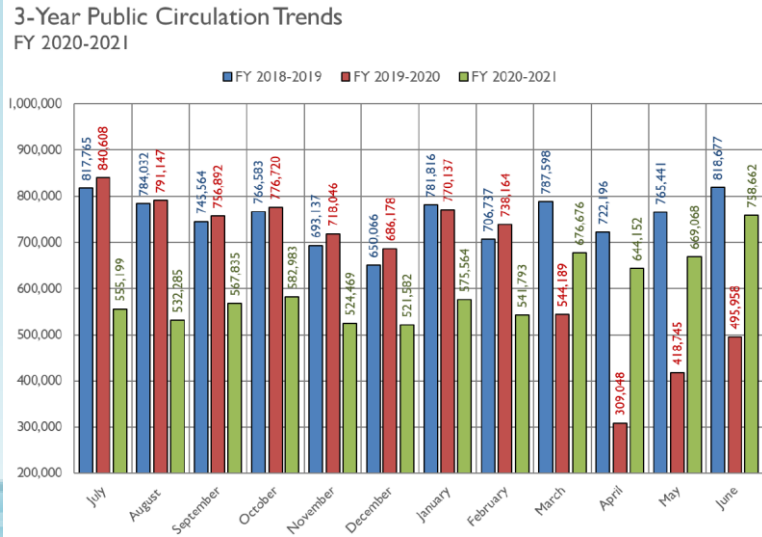
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Internal Data Analysis

- Why “Internal”
 - Not necessarily for public consumption
 - Purpose = to help with decision making
- Katina’s Favorites
 - Three-year monthly bar charts
 - Rolling 13-month or longer bar and line graphs
 - Branch and audience specific filters
- Tools

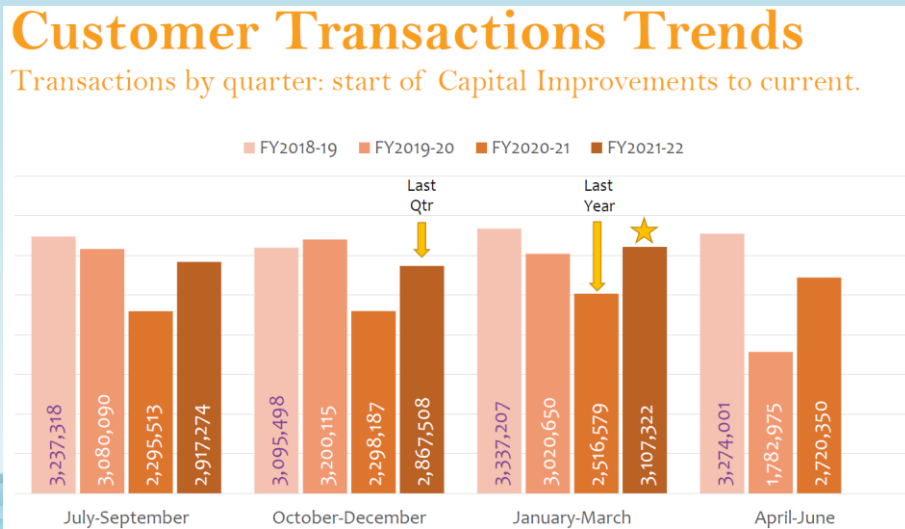
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Trends: Three-Year Monthly



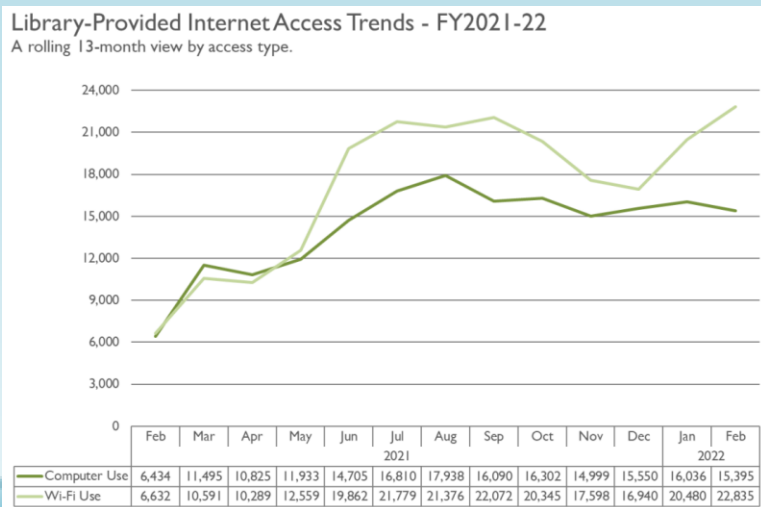
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Trends: Make it Clear



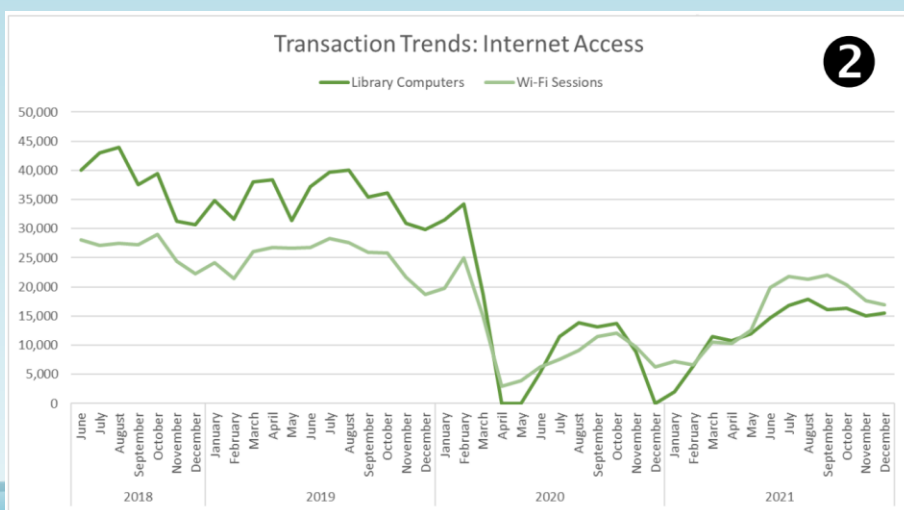
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Trends: Combine Complementary Data



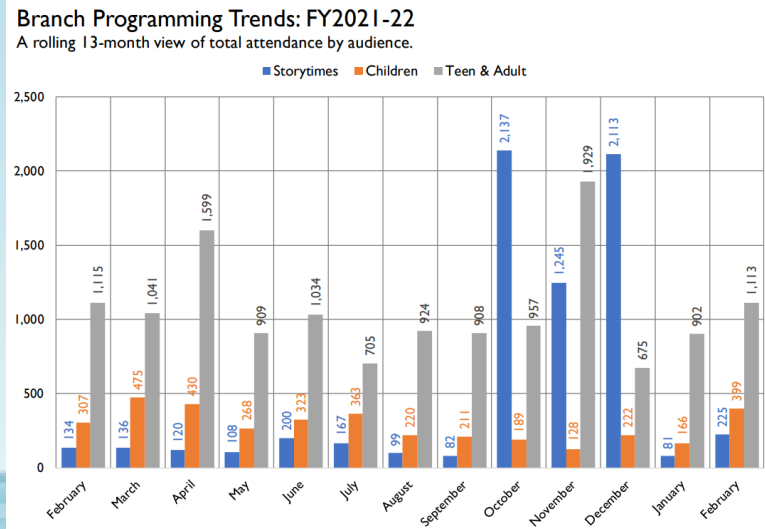
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Trends: Case for More Months



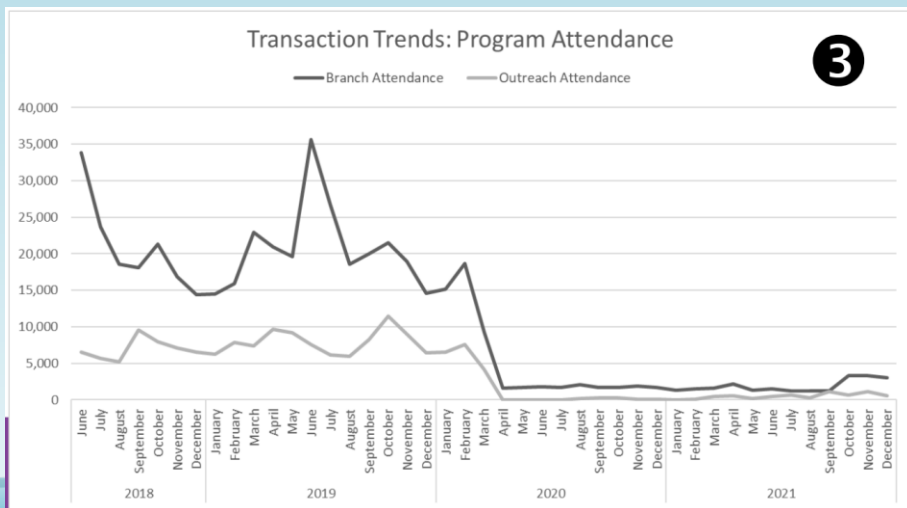
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Trends: Combine Complementary Data



23

Trends: Case for More Months



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Trends: Combine Complementary Data

Physical and Digital Circulation in Context

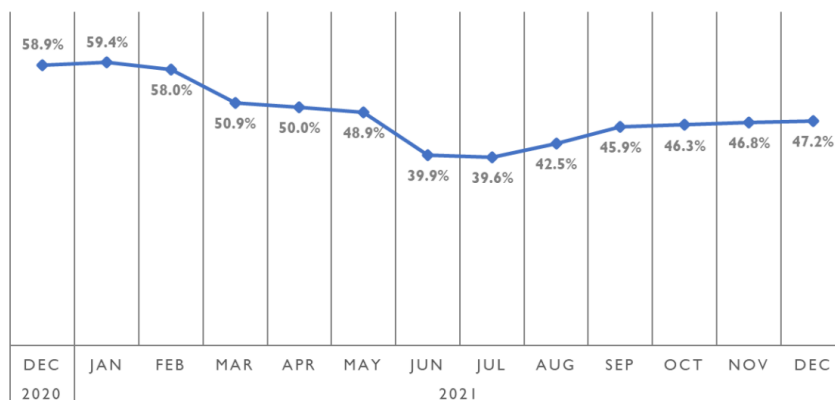
	February 2021	February 2022	Numeric Change	Percent Change
Total Circulation	541,793	695,882	154,089	28.4%
Total Physical Circulation	227,781	362,709	134,928	59.2%
Total Digital Circulation	314,012	333,173	19,161	6.1%
Books	181,135	293,471	112,336	62.0%
eBooks	193,601	195,057	1,456	0.8%
eMagazines	8,343	9,495	1,152	13.8%
Audiobook CDs	6,085	7,028	943	15.5%
eAudiobooks	104,764	122,962	18,198	17.4%
DVD/Blu-ray	34,490	53,286	18,796	54.5%
Streaming Video	798	678	-120	-15.0%
Music CDs	6,010	8,391	2,381	39.6%
Downloaded Music	6,506	4,981	-1,525	-23.4%
Hotspots (Wi-Fi To Go)	21	474	453	--
Museum Passes	0	0	0	--
Storytime Grow A Reader Kits	39	36	-3	-7.7%
Tablets / Ties / Disc Drives	1	23	22	--

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Trends: Do the Math

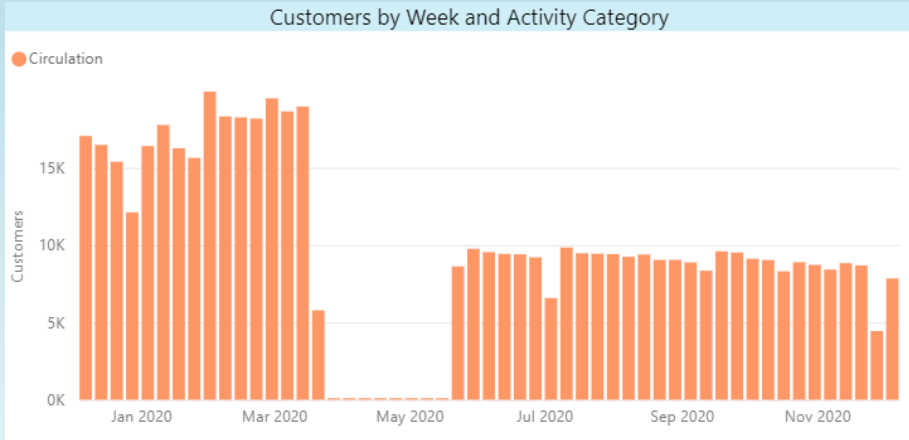
Percent Digital Circulation of Total Circulation

A rolling 13-month view of digital conversion.



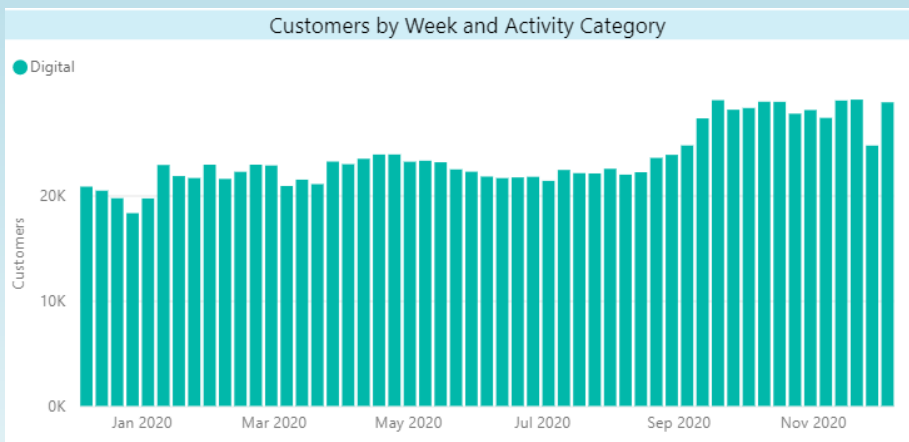
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Segmentation: Physical Circ Customers



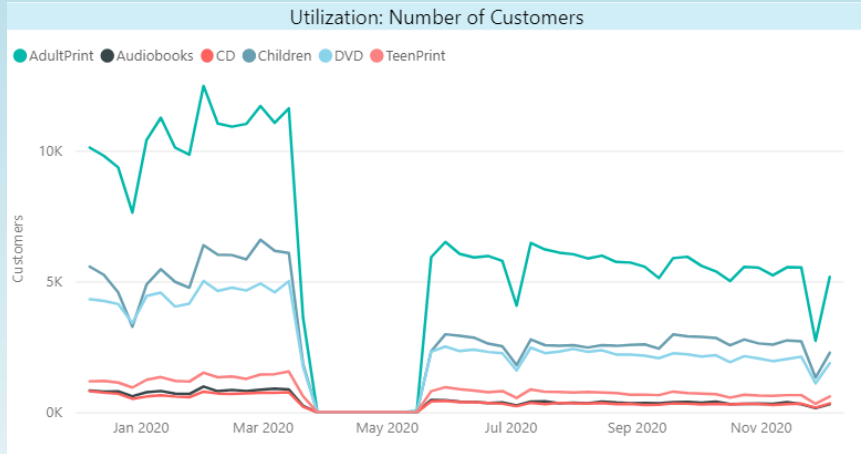
27

Segmentation: Digital Circ Customers



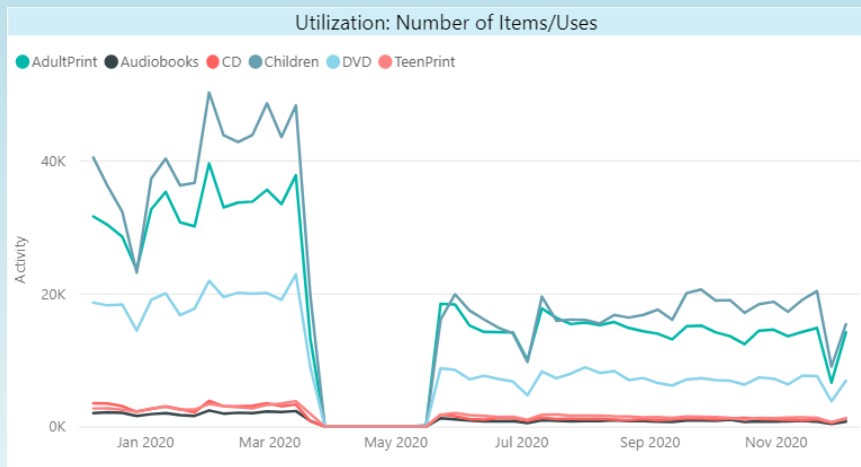
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Segmentation: Customers by Item Type



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Segmentation: Item Type Counts



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Peer Comparisons

WHY TO CONSIDER THEM AND WHERE TO FIND THEM

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Peers: How do you measure up?

Comparative Indexes

- Library Journal Index
- State statistical reports
- State standards
- Local comparisons

External Uses

- Advocacy
- Funding requests
- Measure success
- Public Relations (why we're great!)

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Peers: How to choose them?

Possible Considerations

- Relevance
- Strategy
- The “right” numbers
- Best combination of criteria
- Enough, but not too many peers

Possible Criteria

- Population of legal service area
- Total operating expenditures
- Legal basis type
- Urban/suburban/rural setting
- Number of outlets
- Size of staff

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Comparison: How does CSPL measure up?

- Review the peer comparison data on page 34
- At your table, pick two to three statistics that CSPL could use to make a case – compared to their peers – for:
 - LSTA or community grant funding OR
 - Fund reallocation requiring board vote
- Report to the larger group

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Find Peers: IMLS Search & Compare

To add a library to *My Libraries*, select the library and click *Add to My Libraries* in the pop-up. View **My Libraries**

To view library details, select the library and click *View Library Details* in the pop-up.

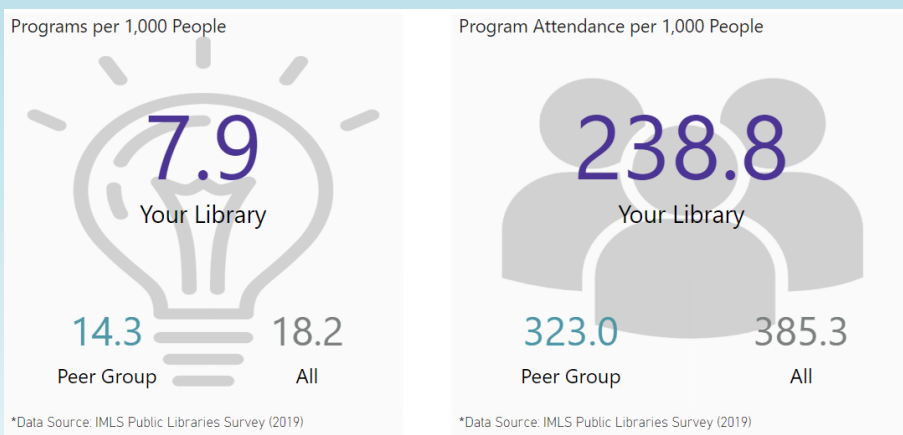
Explore data on: Demographic Download Search Results Definitions 9 results

FSCS Key	Library Name	Locale	Legal Basis	FSCS Public Library?	Service Area Population	Central Library	Branch Libraries	Bookmobiles
WA0003	CASTLE ROCK PUBLIC LIBRARY	Town (31)	Municipal Government (city, town or village)	Y	2,235	1	0	0
WA0032	ANACORTES PUBLIC LIBRARY	Town (31)	Municipal Government (city, town or village)	Y	17,830	1	0	0
WA0034	CAMAS PUBLIC LIBRARY	Suburban (21)	Municipal Government (city, town or village)	Y	25,140	1	0	0
WA0035	ELLENSBURG PUBLIC LIBRARY	Town (32)	Municipal Government (city, town or village)	Y	20,640	1	0	0
WA0040	MOUNT VERNON CITY LIBRARY	City (13)	Municipal Government (city, town or village)	Y	36,050	1	0	0
WA0042	PORT TOWNSEND PUBLIC LIBRARY	Town (32)	Municipal Government (city, town or village)	Y	9,665	1	0	0
WA0044	PUYALLUP PUBLIC LIBRARY	Suburban (21)	Municipal Government (city, town or village)	Y	42,700	1	0	0
WA0052	LONGVIEW PUBLIC LIBRARY	City (13)	Municipal Government (city, town or village)	Y	54,625	1	0	0
WA0074	LIBERTY LAKE MUNICIPAL LIBRARY	Suburban (21)	Municipal Government (city, town or village)	Y	11,500	1	0	0

<https://imls.gov/search-compare>

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See Peer Comparisons: *Benchmark*



<https://librarybenchmark.org>

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Speaking of *Benchmark*...

- 2022 Public Library Services for Strong Communities survey is open!
- Survey participants:
 - Are entered to win 2024 PLA Conference registration
 - Receive up to 20% discount on Benchmark subscription
- Example Questions
 - With what types of state/local entities do libraries partner to provide services?
 - What types of programs are being offered for children, teens, and adults?
 - How are libraries helping patrons with government services?
 - What changes have been made to library facilities to support their community?