

Community Data Worksheet*

Library Institute 2015 – Mining the Data session

Number of people in my legal service area (LSA)	Number of people the library serves outside of the LSA

Seasonal Population: Does your population change widely during different seasons?
 What are the shifts?
 By how much do they change?

Population by Age: How is the number projected to be different in the next 5 years?
 SD Department of labor keeps population projection statistics:
https://dlr.sd.gov/lmic/menu_demographics.aspx

Age	Now	In 5 Years
0-4		
5-14		
15-19		
20-24		
25-64		
65+		

American FactFinder a good source for the following social statistics:
<http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

Ethnic Makeup:
 Observable trends?

Languages Spoken:
 Observable trends?

Single-Parent Households:
 Observable trends?

Median Family Income:
 Observable trends?

Families Below the Poverty Line:
 Observable trends?

Unemployment:
 Observable trends?

Employers: What are the largest employers in the area?

Largest Employer	
Number employed	
What they make/do?	
In five years?	
2 nd Largest Employer	
Number employed	
What they make/do?	
In five years?	
3 rd Largest Employer	
Number employed	
What they make/do?	
In five years?	

Industries: If different from major employers, what are the major industries?

<http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>, <http://www.city-data.com/>

Name:	
Number of people	
What do they make/do?	
In five years:	
Name:	
Number of people	
What do they make/do?	
In five years:	

Schools in the Community

Type of School	Public	Private
Preschools		
Elementary		
MS / Jr. High		
HS		
Vocational / Tech		
Community Colleges		
Colleges / Universities		

Home Schooling Families: How many?

Number of registered homeschool students available in DOE school district profiles

<http://doe.sd.gov/ofm/statdigest.aspx>

Other Libraries in the Community

Type of Library	Name
Elementary	
MS / JH	
HS	
Vocational / Tech	
Community College	
College or University	
Hospital / Medical	
Law	
Special	
Other	

Education Level: People 25 and older are at what levels?

<http://factfinder.census.gov/faces/nav/jsf/pages/index.xhtml>

Education Level	Percentage
Less than HS or GED	
HS grad or GED	
Some college, no degree	
Associate's degree	
Bachelor's degree	
Graduate of professional degree	

Social Service Providers:

Service	Number	Names
Nursing homes (extended care)		
Day-care centers		
Shelters / halfway houses / drug treatment centers		
Youth and recreation centers		
Others		

Organizations: Service groups, clubs, etc.

Organization

Information Sources:

Information Source	Names
Local Newspapers	
Local Radio Stations	
Local Television Stations	
Bookstores	
Video Stores	
Music Stores	
Local Community Access Channel	
Internet Service Providers	
Other (community organizations, etc.)	

Elements of this worksheet adapted from **Blueprint for Your Library Marketing Plan**, Fisher & Pride, 2006, ALA and ND State Library's Community Assessment Tool <http://www.library.nd.gov/strategicplanning.html> .