

Data Collection and Analysis

USE YOUR INTELLIGENCE

Using local data to target library services

Ian Phillips, I & J Management Services

14 April 2008

What is Local Data?

- Data (or information) that describes a population characteristic or outcome in a localised geographic area
 - Local Government Area (LGA)
 - Town or Suburb
 - Postcode
 - Neighbourhood
 - Collection District.

What Local Data exists?

- Annual Survey of Public Library Services
 - Population: population density
 - Service points: static, mobile, floorspace
 - Access: opening/service hours
 - Staff: number, qualified, FTE, staffing ratios
 - Membership: age, visitation, usage ratios
 - Reference inquiries, Circulation/Loans
 - Library materials: expenditure, acquisition, resources
 - Public access computers
 - Finance
 - Selected benchmarking indicators

What Local Data exists?

- Libraries Building Communities Survey
 - User demographics: age, sex, occupation, income, language, education
 - Frequency of use, Length of membership
 - Library access
 - Library services used: importance, satisfaction
 - Satisfaction with library services, facilities, staffing
 - Contribution to social capital: personal benefits, community benefits

What Local Data exists?

- Australian Population Census (ABS)
 - Age, Sex, Marital status
 - Ancestry, Birthplace
 - Language spoken at home, Proficiency in English
 - Religious affiliation
 - Education: highest level, institution attending
 - Weekly income: personal, family
 - Household structure: relationships, family type
 - Dwelling structure, Housing loan/rental payments
 - Computer and Internet use
 - Labour force status, Industry, Occupation
 - Vehicles, Method of travel to work

What Local Data exists?

- Guide to Using Local Data (DPCD)
 - People and places
 - Active and confident communities
 - Economically thriving communities
 - Environmentally sustainable and liveable communities
 - Skilled, learning and creative communities
 - Healthy, safe and caring communities
 - Accessible and connected communities

People and places

- ABS Census resources
 - QuickStats, MapStats, census tables, Community Profiles
- Know Your Area (DSE)
- Community snapshots
- Atlas of Regional Victoria
- Local Government research and statistics
- Population projections
- Migration/Settlement database
- Multicultural data

Active and confident communities

- Population Health Survey (DHS)
- Electoral results (VEC)
- Participation in sport and recreation
- Volunteer and job opportunities

Economically thriving communities

- Census data
- Pensions and benefits recipients (Centrelink)
- Australian Business Register (ABS)
- Employment and unemployment data
- Tax data
- Communities at risk
- Housing stress
- Poker machines and liquor licences
- Advantage and disadvantage

Environmentally sustainable and liveable communities

- Land and water resources
- Land spatial data
- Australian Natural Resource Atlas
- Planning schemes
- Census data (ABS)
 - population density, dwelling structures, housing tenure
- Public housing stock
- Building activity

Skilled, learning and creative communities

- Local Learning and Employment Networks (LLENStat)
- School level data (DEECD)
 - enrolment, VCE results, school leaver destinations
- Census data (ABS)
 - Qualifications, highest year of schooling

Healthy, safe and caring communities

- Community health and population health
- Hospital services
- Health statistics and health indicators
- Medicare statistics
- Life expectancy and Burden of disease
- Health comparisons
- Immunisation
- Crime and Perceptions of Crime and safety
- Road accidents

Accessible connected communities

- Census data (ABS)
 - Internet use, motor vehicle use, travel to work
- Accessibility and Remoteness (ARIA)

Things I know now ...

- Lake Boga's population increased by 50% between 1996 and 2001
- Peri-urban communities face unusual challenges
- Crime rates are going down ... but perceptions of crime are increasing
- Portsea has the highest average annual income
- There is agricultural production (pigs, grapes, etc.) in metropolitan Melbourne
- Public libraries have a reputation (among users and non-users) as being a 'safe' community place

Things I already knew ...

- The only purpose of information is to improve decisions
 - Planning, policy, research, service delivery, evaluation
- Information is only of value when it is used
- People love to play with data
- There is more data out there than you will ever need



Use your intelligence

- In standard terminology, intelligence is ... “the faculty of knowing and reasoning; quickness of understanding”
- In military terms, intelligence is ... “the gathering and analysis of information regarding the enemy”
- Use your intelligence by:
 - Accessing and using data to identify and assess priorities
 - Collecting data to monitor service delivery and reach
 - Analysing information and translating it into further actions to enhance library services

What do I want to know?

- Who is in my community?
- Where do they live?
- What do they do? Where do they work? Or go to school?
- Can they read? What will they read?
- What services do they want? And need?
- ...

What do I do now?

- What data do I want and why?
- Where do I find it?
- Who owns it? And how do I get access to it?
- How must I use it?