Jackson County Library Strategic Planning
big data from Analytics on Demand

"How can we analyze all this data?"
"How do I know which attributes and variables are relevant?"
"What key variables are we currently overlooking when it comes to data analytics?"
"How can I make it easier for my organization to analyze big data?"
"What biases may be skewing my results?"
making the best move
information science or an educated guess?
The key rests in leveraging first party data with third party data.
How do you do that?
An upload

• An 18 month segment of library data from July 1, 2014 – December 31, 2015

• Blinded data (no names)

• Reflected 33,579 transactions identified to 23,379 households in Jackson County.

• Of those 19,172 were matched to the Analytics on Demand & Experian database.
What happened to some of the households?

When people move it takes time for Experian to classify them. They need to wait for enough data to come in. Instead of just grouping them with their neighbors, they classify them as “unknown.”
This is normal in areas of the country where there is a significant cash economy.
Explain how households are counted and measured.

These are the different types of groups that make up folks living under one roof.
With the help of Jackson County GIS folks we mapped custom geographies around each of the system’s 15 libraries.
WE’RE COOKIN NOW...
ONE BIG STORY AND 15 SUB PLOTS (!)
Jackson County Mix

Population  203,208

L  – rural, modest baby boomers 50s – 60s
O  – singles, some single parents 20s – 30s
Q  – retirees, settled, cautious 70s - up
E  – thriving, baby boomers 50s – 60s
K  – middle age singles, eclectic 50s – 60s
J  – mature couples, rural 60s – 70s
C  – prosperous couples at peak, 50s – 60s
H  – mid-scale middle age, 30s-40s
I  – mid-scale middle age, bilingual 30s-40s
P  – diverse struggling families, 30s – 40s
M  – working class families, 20s – 30s
R  – young single moms, 20s – 30s
N  – mix of unattached singles, 30s – 40s
S  – single, divorced & widowed 50s – 60s
F  – young couples with children, 30 – 35ish
D  – mid aged, diverse families, 30s – 40s
B  – affluent, mid aged families, 40s – 50s
A  – affluent, mid aged families, 50s – 60s
G  – younger active singles, 20s – 30s
Unassigned
Jackson County Mix

Library Users (by household)

- current user households: 19,172
- current non user households: 78,340

80% potential
Children in the Jackson County mix

- No: 52.9%
- Likely: 7.9%
- Yes: 9.4%
- Not Likely: 16.8%
- Unknown: 13.1%
The Gang Mix in Jackson County
Applegate

Applegate Mix

Power Elite A04 Picture Perfect Families
Middle-Class Melting Pot H27 Birkenstocks...
Suburban Style D15 Sports Utility Families
Family Union L30 Stockcars & State Parks
Blue Sky Boomers L43 Homemade...
Singles and Starters OS1 Digital Dependents
Golden Year Guardians Q64 Town Elders
Autumn Years J35 Rural Escape
Blue Sky Boomers L41 Booming and...

Presence of Children

POTENTIAL GROWTH:

65%
Ashland

Presence of Children

POTENTIAL GROWTH: 66%
Butte Falls

POTENTIAL GROWTH:

88%

Presence of Children

- No 38.8%
- Likely 14.9%
- Yes 14.9%
- Not Likely 29.9%
- Unknown 1.5%

Butte Falls Mix

- Families in Motion M45 Diapers and Debt...
- Thriving Boomers E20 No Place Like Home
- Pastoral Pride N49 Touch of Tradition
- Singles and Starters O51 Digital Dependents
- Family Union I30 Stockcars & State Parks
- Families in Motion M44 Red White and...
- Pastoral Pride N47 Countrified Pragmatics
- Golden Year Guardians Q64 Town Elders
- Thriving Boomers E21 Unspoiled Splendor
- Blue Sky Boomers L43 Homemade...
- Autumn Years J35 Rural Escape

Butte Falls

- DEMOGRAPHIC HOUSEHOLDS 537
- PATRON HOUSEHOLDS 68
- POPULATION 1,297
Central Point

Potential Growth: 84%

Presence of Children:
- Yes: 23.2%
- Likely: 18.9%
- Not Likely: 13.9%
- Unknown: 10.6%
- No: 33.4%
Eagle Point

Eagle Point Mix

- Significant Singles K37 Wired for Success
- Flourishing Families B08 Babies & Bliss
- Singles and Starters O50 Full Steam Ahead
- Middle-Class Melting Pot H27 Birkenstocks...
- Families in Motion M44 Red White and...
- Economic Challenges S70 Tight Money
- Singles and Starters O55 Family Troopers
- Golden Year Guardians Q62 Reaping...
- Middle-Class Melting Pot H29 Destination...
- Promising Families F23 Families Matter Most
- Thriving Boomers E20 No Place Like Home
- Pastoral Pride N47 Countrified Pragmatics
- Singles and Starters O51 Digital Dependents

Presence of Children

- Likely 16.2%
- Yes 20.3%
- Not Likely 12.5%
- Unknown 10.2%
- No 32.8%

POTENTIAL GROWTH:

83%
Gold Hill

**Gold Hill Mix**

- Cultural Connections P56 Mid-Scale Medley
- Booming with Confidence C14 Boomers &...
- Autumn Years J36 Settled and Sensible
- Booming with Confidence C12 Golf Carts...
- Pastoral Pride N49 Touch of Tradition
- Economic Challenges S68 Small Town...
- Middle-Class Melting Pot H29 Destination...
- Family Union I30 Stockcars & State Parks
- Pastoral Pride N47 Countrified Pragmatics
- Blue Sky Boomers L43 Homemade...
- Blue Sky Boomers L41 Booming and...

**Presence of Children**

- No 45.5%
- Likely 7.0%
- Not Likely 17.7%
- Unknown 12.8%
- Yes 16.9%

**POTENTIAL GROWTH:**

84%
Jacksonville

Jacksonville Mix

Presence of Children

POTENTIAL GROWTH:

71%
Medford

**Potential Growth:**

- **83%**

**Presence of Children**

- **Yes 23.2%**
- **Likely 15.0%**
- **Not Likely 17.2%**
- **No 33.7%**
- **Unknown 12.9%**
Phoenix POTENTIAL GROWTH: 82%
Prospect Mix

Presence of Children

Prospect

POTENTIAL GROWTH:

84%
Rogue River

Rogue River Mix

- Significant Singles K37 Wired for Success
- Autumn Years J36 Settled and Sensible
- Power Elite A02 Platinum Prosperity
- Pastoral Pride N49 Touch of Tradition
- Economic Challenges S70 Tight Money
- Booming with Confidence C11 Aging of...
- Significant Singles K40 Bohemian Groove
- Pastoral Pride N46 True Grit Americans
- Families in Motion M44 Red White and...
- Blue Sky Boomers L43 Homemade...
- Singles and Starters O51 Digital Dependents
- Blue Sky Boomers L41 Booming and...

Presence of Children

- No 47.8%
- Likely 6.1%
- Yes 16.3%
- Not Likely 17.2%
- Unknown 12.5%

Rogue River

- DEMOGRAPHIC HOUSEHOLDS 4372
- PATRON HOUSEHOLDS 868
- POPULATION 9,618

POTENTIAL GROWTH:

80%
Ruch

**POTENTIAL GROWTH:**

82%

**Presence of Children**

- No: 51.0%
- Likely: 9.7%
- Yes: 15.0%
- Not Likely: 12.0%
- Unknown: 11.5%
Shady Cove

Shady Cove Mix

- Promising Families F22 Fast Track Couples
- Families in Motion M45 Diapers and Debt...
- Booming with Confidence C14 Boomers &...
- Booming with Confidence C11 Aging of...
- Autumn Years J34 Aging in Place
- Middle-Class Melting Pot H29 Destination...
- Economic Challenges S70 Tight Money
- Golden Year Guardians Q62 Reaping...
- Thriving Boomers E20 No Place Like Home
- Family Union I30 Stockcars & State Parks
- Families in Motion M44 Red White and...
- Blue Sky Boomers L43 Homemade...
- Autumn Years J35 Rural Escape
- Blue Sky Boomers L41 Booming and...

Presence of Children

- No 46.0%
- Likely 8.2%
- Yes 14.0%
- Not Likely 20.0%
- Unknown 11.8%

POTENTIAL GROWTH:

85%
Talent

Talent Mix

- Flourishing Families B08 Babies & Bliss
- Blue Sky Boomers L43 Homemade...
- Booming with Confidence C14 Boomers &....
- Families in Motion M44 Red White and...
- Promising Families F22 Fast Track Couples
- Economic Challenges S68 Small Town...
- Young City Solos G24 Status Seeking Singles
- Autumn Years L34 Aging in Place
- Singles and Starters O55 Family Troopers
- Thriving Boomers E20 No Place Like Home
- Golden Year Guardians Q65 Senior Discounts
- Big Sky Boomers L42 Rooted Flower Power

Presence of Children

- No 40.7%
- Likely 11.4%
- Yes 13.5%
- Not Likely 23.5%
- Unknown 11.0%

Talent

DEMOGRAPHIC HOUSEHOLDS
- 3,475

PATRON HOUSEHOLDS
- 955

POPULATION
- 8,654

POTENTIAL GROWTH:

73%
White City

POTENTIAL GROWTH:
80%

Presence of Children

Likely 32.7%
No 19.1%
Not Likely 13.9%
Unknown 8.1%
Yes 26.1%
Strategic decisions
Driving toward results!
Thank you.