## Drawing Implications from the Demographics:
## Questions to Address

The Demographic Profiles include charts and data tables that illustrate powerful demographic changes already underway in communities throughout Pennsylvania. Understanding these changes and evaluating how they might unfold will be critical for developing effective library services that meet the changing needs of the local areas. Answering the questions outlined below will help guide development of strategies that reflect the changing demographics.

### Population Growth
- How has growth in your community differed from the statewide pattern? Which age groups or racial and ethnic groups have had the largest gains or losses?
- What factors have contributed to the growth or decline of your community's population in the last decade? What factors might influence future population gains or losses?
- How, if at all, were your library services different in 2000, and 2010?
- How have your library users changed from 2000 to 2010?
- How can your library change its services to reflect the population shifts that have occurred? In particular, what changes in services or operations might you consider in light of the increase or decrease in particular age groups or racial and ethnic groups?
- Do nearby communities face similar or different demographic shifts?
- Might there be opportunities to share services or offer complementary services?

### Diversity: Racial and Ethnic Mix
- What are the racial and ethnic characteristics of your actual user groups and do they correspond with the racial and ethnic composition of your community?
- What services might be added or adapted to serve specific racial and ethnic groups?

### Age Structure
- Did your community follow a similar pattern? If not, what pattern occurred in your community?
- Which age groups grew or declined the most in your community over the past ten years? Were these groups among your major users?
- What services might be added to serve the needs of specific age groups? What additional services might be needed as the baby boomers age and swell the population age 65+?

### Aging and Ethnicity
- How does the age structure in your community differ by race and ethnicity? Which if any age groups are predominantly Hispanic? Predominantly white, non-Hispanic?
- What services could be added or modified to reflect the ethnic composition of various age groups?

## Income
- Is income inequality a significant issue in your area? How does median household income in your community differ across racial and ethnic groups?
- What share of your community has household income of $150,000 or more? What share has household income of less than $25,000, or less than $10,000?
- How can your library help address the needs of low-income households?
- How can your library reach households that could lend financial support to the library, including recruiting individuals to join library leadership teams?

## Unemployment
- Based on the level of unemployment in your community, what types of job search resources can your library provide? What services might be provided to older people seeking re-entry into the workforce?
- Who else in your community is offering such services or resources? Is collaboration feasible? Can local or nearby employers be involved?

## Education
- Which groups in your community are most at risk of low educational attainment? What library services could support educational attainment for the various at-risk groups?
- What types of partnerships should your library consider in order to help teenagers and adults complete their educations?

## Households
- Which household types are most common in your community?
- What additional services or changes might be implemented to accommodate the living arrangements most prevalent in your community?
- How might programs differ for families with and without children and for older people living alone?

## Foreign Born
- What are the major countries of origin for the immigrants in your community?
- Does your library offer services to help immigrants participate more fully in the community? Which of these services do you think are useful?
- What services do you think your library could offer that would target the needs of the specific immigrant groups reflected in your demographics?

## Language
- How can your library better assist people who are linguistically isolated? What collaborations might be feasible?
- Does your library have bilingual staff on hand to assist non-English speakers, as well as library materials in languages other than English? Do your staff and collections reflect your community's demographics?