Sample Data Analysis Graphics

Results must be put into perspective--either historical, or a comparison with others. Data is relevant when in context (e.g., in Library X, circulation is increasing, decreasing, variable across the city or county, higher than? lower than? etc.). Findings that have a number attached are more apt to be credible. Displaying data graphically provides a picture people can recall days or weeks later. Bar charts and pie charts can be very useful. See examples below from Bookmarks for Needs Assessment Information Gathering and Survey Resources items.

From: Focus on the Future: Needs Assessment and Strategic Planning for County and Regional Libraries, A How-To Manual, Chapter 4.6 Analyzing the Results.
www.ocl.net/needs/four.html#foursix

![Graph showing concerns of Oxford County residents.](image)

**Oxford County residents are most concerned about the environment, safety and recreation for youth**

<table>
<thead>
<tr>
<th>Concern</th>
<th>Number mentioning</th>
</tr>
</thead>
<tbody>
<tr>
<td>Growth Over Expansion</td>
<td>26</td>
</tr>
<tr>
<td>Heath/Drugs/Alcohol</td>
<td>22</td>
</tr>
<tr>
<td>Churches</td>
<td>13</td>
</tr>
<tr>
<td>Family/Social Problems</td>
<td>12</td>
</tr>
<tr>
<td>Municipal Facilities/Services</td>
<td>12</td>
</tr>
<tr>
<td>Library</td>
<td>11</td>
</tr>
<tr>
<td>Daycare/Children's Services</td>
<td>8</td>
</tr>
</tbody>
</table>

Note: 331 respondents out of 419 answered this question. Many respondents identified more than 1 attribute.
Table 4: Top Ten Tapestry Segments of the Site vs. the U.S.

<table>
<thead>
<tr>
<th>Rank</th>
<th>Tapestry Segment Number and Name</th>
<th>Henderson Households</th>
<th>U.S. Households</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Percent</td>
<td>Cumulative Percent</td>
</tr>
<tr>
<td>1</td>
<td>13. In Style</td>
<td>16.4%</td>
<td>16.4%</td>
</tr>
<tr>
<td>2</td>
<td>12. Up and Coming Families</td>
<td>15.9%</td>
<td>32.3%</td>
</tr>
<tr>
<td>3</td>
<td>16. Enterprising Professionals</td>
<td>15.0%</td>
<td>47.3%</td>
</tr>
<tr>
<td>4</td>
<td>06. Sophisticated Squires</td>
<td>7.1%</td>
<td>54.4%</td>
</tr>
<tr>
<td>5</td>
<td>04. Boomburbs</td>
<td>5.4%</td>
<td>59.8%</td>
</tr>
<tr>
<td>6</td>
<td>28. Aspiring Young Families</td>
<td>5.1%</td>
<td>64.9%</td>
</tr>
<tr>
<td>7</td>
<td>07. Exurbanites</td>
<td>4.4%</td>
<td>69.3%</td>
</tr>
<tr>
<td>8</td>
<td>15. Silver and Gold</td>
<td>3.3%</td>
<td>72.6%</td>
</tr>
<tr>
<td>9</td>
<td>39. Young and Restless</td>
<td>3.2%</td>
<td>75.8%</td>
</tr>
<tr>
<td>10</td>
<td>18. Cozy and Comfortable</td>
<td>2.6%</td>
<td>78.4%</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>78.4%</td>
<td>78.4%</td>
</tr>
</tbody>
</table>

Figure 15: Top Ten Tapestry Segments of the Site vs. the U.S.