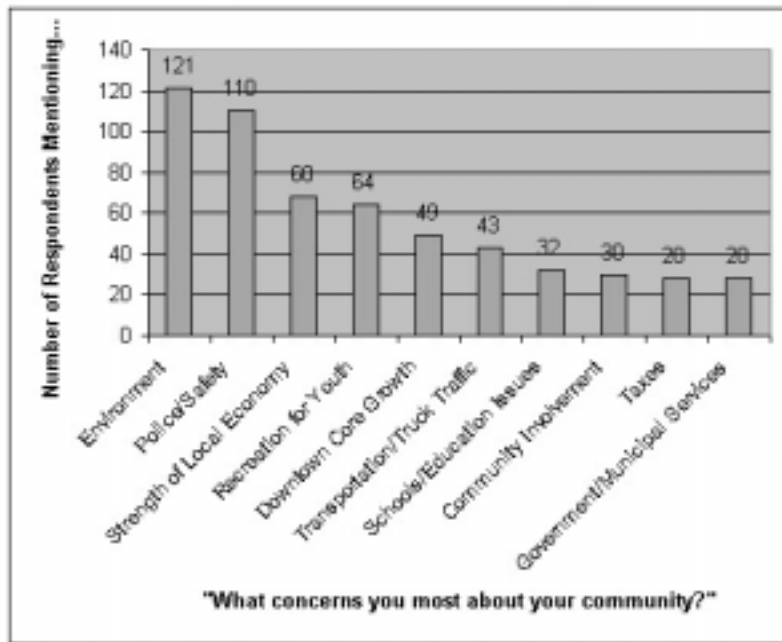


Sample Data Analysis Graphics

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

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



Other concerns identified:	Number mentioning:
Growth Over Expansion	26
Heath/Drugs/Alcohol	22
Churches	13
Family/Social Problems	12
Municipal Facilities/Services	12
Library	11
Daycare/Children's Services	8

Note: 331 respondents out of 419 answered this question.
 Many respondent identified more than 1 attribute.
 Source: Oxford County Library Survey - Analysis, 1991.

OVER

Table 4: Top Ten Tapestry Segments of the Site vs. the U.S.

Rank	Tapestry Segment Number and Name	Henderson Households		U.S. Households		Index
		Percent	Cumulative Percent	Percent	Cumulative Percent	
1	13. In Style	16.4%	16.4%	2.5%	2.5%	664
2	12. Up and Coming Families	15.9%	32.3%	2.8%	5.3%	559
3	16. Enterprising Professionals	15.0%	47.3%	1.7%	7.0%	904
4	06. Sophisticated Squires	7.1%	54.4%	2.6%	9.6%	271
5	04. Boomburbs	5.4%	59.8%	1.9%	11.5%	280
6	28. Aspiring Young Families	5.1%	64.9%	2.4%	13.9%	215
7	07. Exurbanites	4.4%	69.3%	2.4%	16.3%	185
8	15. Silver and Gold	3.3%	72.6%	0.9%	17.2%	368
9	39. Young and Restless	3.2%	75.8%	1.5%	18.7%	220
10	18. Cozy and Comfortable	2.6%	78.4%	2.9%	21.6%	89
	Total	78.4%		21.6%		

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

