**Guide to using document:**

* Pages 1-2: Compiled by Applied Population Laboratory
* Pages 3-6: Compiled by Department of Youth, Family & Community Development
* It is not a mistake that some key resources are listed more than once throughout the document. We did this in case some users of the document just go to one specific section.

**General resource:**

* [Community Toolbox](https://ctb.ku.edu/en) - provides guidance for conducting assessments of community needs and resources: <https://ctb.ku.edu/en/assessing-community-needs-and-resources>

Page 1-2 Compiled by Dan Veroff

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**2010 Census and American Community Survey Data**

American FactFinder – a one-stop portal for all of the data that comes from the decennial census and the American Community Survey. It also includes data from many of the Census Bureau’s other surveys. Data and maps area available for places of any size.  
<http://factfinder2.census.gov>

Applied Population Laboratory - <http://www.apl.wisc.edu/>

* **GetFacts - GetFacts is the APL’s main resource for accessing demographic data about Wisconsin communities. GetFacts provides infographics, flexible tools, and output that can be easily dropped into other programs (like Powerpoint) or social media applications:** [**http://www.getfacts.wisc.edu**](http://www.getfacts.wisc.edu)
* Local Demographic Profiles - Tools that help generate community and county profiles:  
  <http://www.apl.wisc.edu/resources#profiles>

Demographic Services Center – provides census data and reports and also produces the official population estimates and projections for Wisconsin communities  
<https://doa.wi.gov/Pages/LocalGovtsGrants/Demographic_Services.aspx>

Census Reporter – provides data tables and visualizations, and comparative statistics based on 2010 Census and American Community Survey data. The site also provides excellent background on topics available and information on how to make good use of census data in the Topics section.  
<https://censusreporter.org/>

**Other Good Data Sources**

WI County Workforce Profiles – provides data on employment, jobs, and trends in workforce  
<https://worknet.wisconsin.gov/worknet/worknetinfo.aspx?htm=pub_cntyprofiles>

Department of Public Instruction – Using a dashboard approach, WiseDash provides data on enrollment by race/ethnicity, English Language Learners, student and school performance, and more.  
<http://wisedash.dpi.wi.gov/Dashboard/portalHome.jsp>

County Health Rankings – data on health outcomes & factors  
<http://www.countyhealthrankings.org/app/wisconsin/2014/rankings/outcomes/overall>

WI Food Security Project – data on food security & resources  
<http://foodsecurity.wisc.edu/>

Net Migration Data - 1950-2010 county migration data by age and race  
<http://www.netmigration.wisc.edu/>

Kids Counts Profiles & Data - project of the Annie E. Casey Foundation on  
the well-being of children and families. State and county level indicators  
<http://datacenter.kidscount.org/>

Economic Impact of Agriculture in Wisconsin - state and county reports  
<https://anre.uwex.edu/economicimpact/>

See Appendix for two more tools

**Compiled by Youth, Family & Community Development**

**Crosses institutes:** [**https://dpi.wi.gov/families-students/data**](https://dpi.wi.gov/families-students/data)

**Community Development Institute**

See FactFinder and GetFacts on page 1 for census data (FactFinder includes Economic Census)

A few interesting additional ways to look at census data in maps: <https://www.census.gov/programs-surveys/decennial-census/data/tools.html>

Cost of living comparison: <http://www.bestplaces.net/cost-of-living/>

County rankings: <https://www.indexmundi.com/facts/united-states/quick-facts/wisconsin/income-per-capita#table>

Local Employment Dynamics (Census Bureau) provides indicators of local employment and commuting with detail on jobs, industry sectors, and details on home and work locations for commuters:

The Quarterly Workforce Indicators tool (QWI Explorer) makes charts, maps and interactive tables with workforce indicators across time, geography, and/or firm and worker characteristics:

<https://qwiexplorer.ces.census.gov>

OnTheMap is a tool for examining where workers are employed and where they live. Data and maps area available for fine grained geographic areas: <https://onthemap.ces.census.gov/>

Centers for Disease Control and Prevention provides a wide range of data on health, chronic conditions, and vital statistics. Most is available at the state level, some for smaller areas: <https://www.cdc.gov/datastatistics/>

Center for Land Use Education provides resources for mapping and land use: <https://www.uwsp.edu/cnr-ap/clue/Pages/publications-resources/DataMappingGIS.aspx>

Patchwork Nation provides a mapping resource for examining a range of population, economic, political, and lifestyle data. It also includes a typology of communities at the county level based on psychometric data: <http://www.patchworknation.org/?type=map&mapId=509>

Headwaters Economics provides profiles of socioeconomic, demographic, land use, and natural resources data. Demographic profiles are available for communities of any size while more detailed reports are available for counties: <https://headwaterseconomics.org/tools/economic-profile-system/#demographics-report-section>

WI Food Security Project – data on food security & resources: <http://foodsecurity.wisc.edu/>

To look at the issue-based or regional-scale: CCED, Applied Population Lab, Small Business Development Centers <https://www.wisconsinsbdc.org> & regional planning commissions <http://www.awrpc.org>

**Positive Youth Development Institute**

Wisconsin Department of Public Instruction - Families & Students:

Assessment, <https://dpi.wi.gov/families-students/data/assessment>

School & District Report Cards, <https://dpi.wi.gov/families-students/data/report-cards>

*Can also find this information via FactFinder (page 1)* American Community Survey (ACS) helps local officials, community leaders and businesses understand the changes taking place in their communities. It is the premier source for detailed information about the American people and workforce.  
<https://www.census.gov/acs/www/data/data-tables-and-tools/>

Community Health Improvement Assessment and Plans, done at the county level by the county Public Health Department, contain useful information regarding local health concerns:

* Lists regional health educators you can contact for plans in their region: <https://www.dhs.wisconsin.gov/chip/index.htm>
* Click on specific county to find county plans, or contact county director: <https://www.dhs.wisconsin.gov/lh-depts/counties.htm>

See GetFacts on page 1

Kids Count Data Center, compiles data on child and family well-being that can be used to create custom reports and graphics: <http://datacenter.kidscount.org/>

School lunch data, from the DPI, provides Free & Reduced School Lunch data:  
<https://dpi.wi.gov/erate/2018-lunch-data>

WISEdash, from the DPI, is where you can compare and explore statistics about Wisconsin public schools (also listed on p2 of this document): <http://wisedash.dpi.wi.gov/Dashboard/portalHome.jsp>

Wisconsin Public Library Service Data will help you research service populations etc. of public libraries, which often prove great programming partners in engagement work: <https://dpi.wi.gov/pld/data-reports/service-data>

*Note: these resources do not provide local geographic data:*

Wisconsin Youth Risk Behavior Survey (YRBS) has statewide data on all youth risk behaviors. While this data not county-specific, it is updated every year and can be used to inform programming needs: <https://dpi.wi.gov/sspw/yrbs>

Child Trends is a nonprofit research organization focused on improving the wellbeing of children youth and families. They have a number of published factsheets, research briefs, and a databank of searchable indicators of youth wellbeing.  
<https://www.childtrends.org/>

**Health & Well-Being Institute**

Crosses programs:

* County Health Rankings:
  + <http://www.countyhealthrankings.org/>
  + <http://www.countyhealthrankings.org/take-action-improve-health/action-center>
* Local Community Health Improvement Plan (CHIP) Assessments: <http://www.improvingwihealth.org>
  + Done at the county level by the county Public Health Department, contain useful information regarding local health concerns:
    - Lists regional health educators you can contact for plans in their region: <https://www.dhs.wisconsin.gov/chip/index.htm>
    - Click on specific county to find county plans, or contact county director: <https://www.dhs.wisconsin.gov/lh-depts/counties.htm>
* Behavioral Risk Factor Surveillance Survey: <https://www.dhs.wisconsin.gov/stats/brfs.htm>
* Wisconsin Youth Risk Behavior Survey (YRBS): <https://dpi.wi.gov/sspw/yrbs>
* Public Health Regional Offices: <https://www.dhs.wisconsin.gov/dph/regions.htm>

Health Promotion Extension Program

* DHS Wisconsin Interactive Statistics on Health – find data by state and county level on a variety of issues, disaggregated by race, ethnicity, sex, and age: <https://www.dhs.wisconsin.gov/wish/index.htm>
* Survey of Health of Wisconsin: <https://show.wisc.edu/data/charts/>

Food & Nutrition Extension Program

* [WI Food Security Project](http://foodsecurity.wisc.edu/) (created by our very own Applied Population Lab): <https://foodsecurity.wisc.edu>
* SNAP-Ed Assessment Site - new tool that can develop a SNAP-Ed indicator report: <https://snaped.engagementnetwork.org>
* The State of Obesity: <https://stateofobesity.org/states/wi>
* Local health departments for locally collected data
* Additional data sources/programs/partners that may cross areas:
  1. Community hospitals/health centers
  2. CESAs
  3. Community Action Programs
  4. Healthy living coalitions

**Human Development & Relationships Institute**

Parenting Extension Program

* See FactFinder and GetFacts on page 1 of document.
* Wisconsin Department of Public Instruction:<https://dpi.wi.gov/families-students/data>
* WisKids Count:<http://www.wccf.org/category/wiskids-count/page/2/>
* Pew Research Center:<http://www.pewsocialtrends.org/>

Aging Extension Program

* Behavioral Risk Factor Surveillance Survey: <https://www.dhs.wisconsin.gov/stats/brfs.htm>
* County Health Rankings: <http://www.countyhealthrankings.org/>
* See FactFinder and GetFacts on page 1
* AARP Livability Index: <https://livabilityindex.aarp.org/>
* Survey of the Health of Wisconsin (can’t get down to county level, but can get at region): <https://show.wisc.edu/data/charts/>
* Sightlines Project (no local data, but good visualizations of national trends over time and some state-level data): <http://longevity.stanford.edu/the-sightlines-project/>

Financial Security Extension Program

* Bureau of Labor Statistics – county-level data on employment and wages: <https://beta.bls.gov/maps/cew/WI?period=2017-Q3&industry=10&pos_color=blue&neg_color=orange&Update=Update&chartData=6&ownerType=0&distribution=Quantiles>
  + Note: perhaps consult with Community Development colleagues on interpreting employment statistics. Will Andresen says, “I’m not a big fan of looking at unemployment rates as they are so seasonal, and really not a good measure of anything anyway.”
* Prosperity Now Scorecard – provides state and county data on a few key indicators, including unemployment rate, 4-yr college degrees, homeownership, etc. (caution: their policy indicators do get political): <http://scorecard.prosperitynow.org/data-by-location#county>

*Note: not county/area specific:*

* National Financial Capability Study, benchmarks key indicators of financial capability by underlying demographic, behavioral, attitudinal and financial literacy characteristics: <http://www.usfinancialcapability.org/results.php?region=WI>
* Federal Reserve’s report on US households economic well-being (national data only but user-friendly graphs and videos): <https://www.federalreserve.gov/publications/2017-economic-well-being-of-us-households-in-2016-preface.htm>
* FDIC’s survey of unbanked and underbanked households for states and Milwaukee Metro area: <https://www.economicinclusion.gov/>

Appendix

* Community Commons - can set up a hub/data profile that anyone could pull from to collect data on a set of pre-determined indicators to explore a topic. Need to register. One easy way to use this site is to click “Maps and Data” then “Make a Map” then “Browse Data by Topic.” <https://www.communitycommons.org>

Topics:

* + Civic/Social
    - Boundaries
    - Built Environment
    - Crime
    - Demographics
    - Households
    - Housing Units
    - Local Communities
    - Opportunity Data
    - Religion
    - Transportation
    - Urban/Rural
    - Veterans
    - Voting
  + Economic
    - Finance
    - Income
    - Labor Market
    - Poverty
    - Tax Statistics
  + Education
    - Attainment
    - Educational Facilities
    - Finance
    - Policies & Programs
    - Proficiency in Schools
    - Student Enrollment
    - Youth (Age 16-19)
  + Environment
    - Base Data
    - Climate & Weather
    - Crops
    - Features & Resources
    - Monitoring & Regulation
    - Pollution & Hazardous Waste
  + Health
    - Children and Families
    - Clinical Care
    - Food
    - Health Behaviors
    - Health Facilities/Professionals
    - Health Insurance
    - Health Outcomes
    - Health Rankings
    - Health Spending
    - Local Data
* Social Explorer - Provides maps and data tables generated from current and historical census data. Also generates maps and tables at the county level on health, crime, religion, business, and land cover.
  + Maps: <https://www.socialexplorer.com/explore/maps>
  + Tables: <https://www.socialexplorer.com/explore/tables>