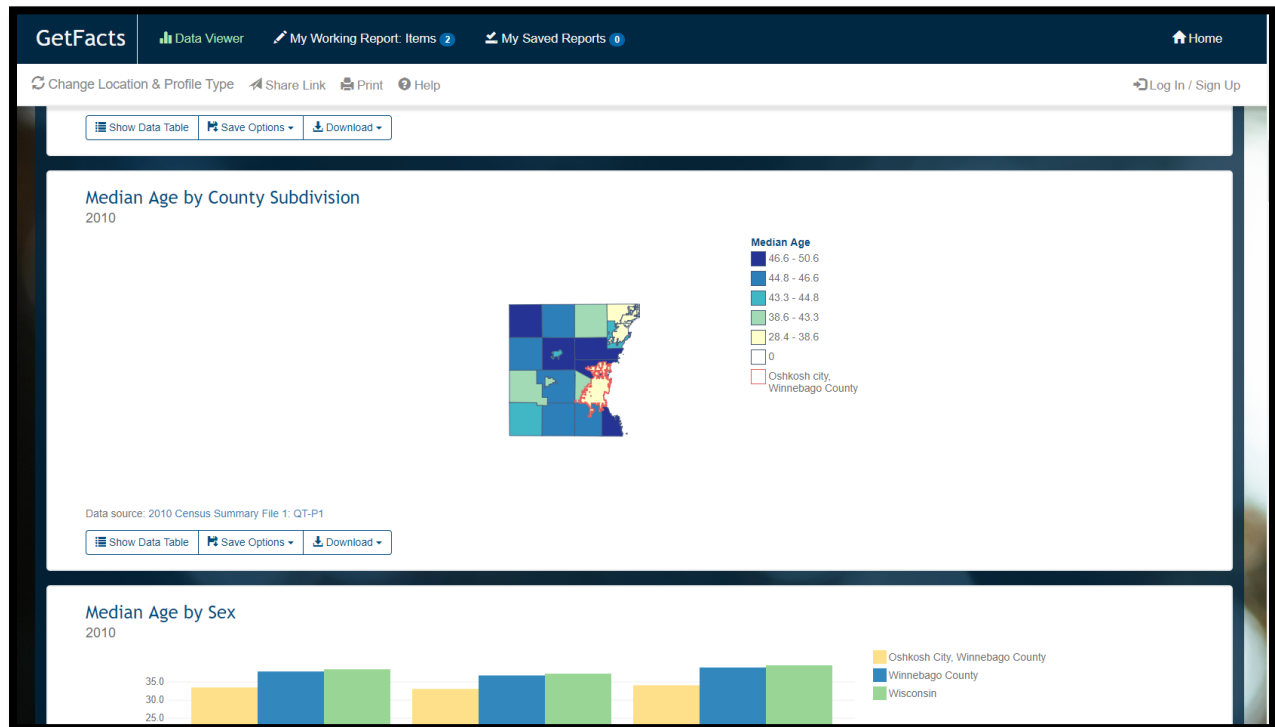


Resources for Wisconsin Demographic Information

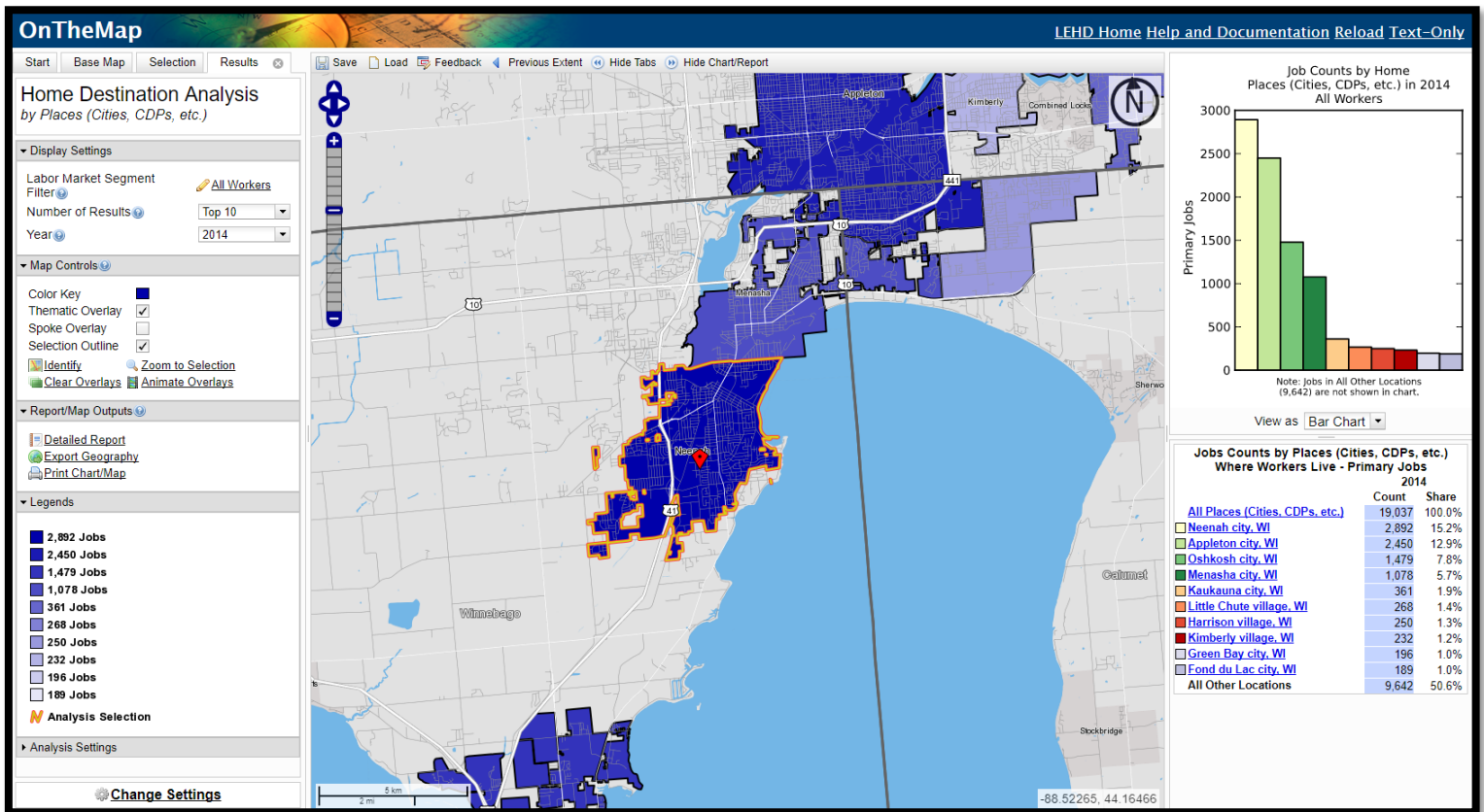
A broad overview of three sites you may not have heard of, which have specific uses that can help you determine the characteristics of the population of your library users.

Get Facts: <https://getfacts.wisc.edu/>



- What is it?
 - i. GetFacts is a site developed and maintained by the Applied Population Lab of UW-Madison. It offers ready-made charts and graphs for common demographic sections for either the state of Wisconsin as a whole, or for particular counties, or subdivisions of counties (townships, cities).
- What can it be used for?
 - i. At-a-glance answers to common demographic questions (population growth, age ranges, ethnicity breakdown, etc), with pre-created graphs that can be saved or downloaded for inclusion in PowerPoints, board reports, grant proposals.
- What are its strengths?
 - i. It's quick and colorful; no need to go digging through a more complex site or create a graph for a common question.
- What are its weaknesses?
 - i. It can't easily do more than one county (though there are workarounds). You cannot create a custom graph within it: there's a limited set of data and graphs.

On The Map: <https://onthemap.ces.census.gov/>



- What is it?
 - i. On The Map is maintained by Census.Gov, and uses data from various labor and industry datasets to create map view of the movements of workers: where workers live and the segments of industry that they work in at each location.
- What can it be used for?
 - i. Compare those who live in your area and work in another, and who work in your area and live in another: your “daytime population” vs your census-defined population. Determine and compare industry sectors of particular locations.
- What are its strengths?
 - i. Explicitly looks at commuters in a way that few other tools do, and places that information on a well-detailed map for easy visualization.
- What are its weaknesses?
 - i. It’s unclear when the data is updated: currently shows data from 2014. It is limited to those who are employed. As it uses Census 2010 data, it has limited additional demographic information besides that offered in “Area Profile” overview. Downloading images and tables is possible, but a little unintuitive.

Circular Area Profiling System (CAPS): <http://mcdc.missouri.edu/websas/caps10c.html>

Circular Area Profiling System (CAPS)
Version 10C Using Data from Summary File 1, 2010 Census
Ground Zero Coordinates: Latitude=43.821815342997276 , Longitude=-88.94317626953128
Access the aggregated data as a csv file here: [caps10c878203.csv](#)

25-mile radius of specified point

Subject	Number	Percent
1. Total Population Trends, Etc.		
Universe: Total Population		
Total Population	199,554	
Total Population 2000	192,319	
Change in Population 2000-2010	7,235	3.8
Males	101,787	51.0
Females	97,767	49.0
Population Density	107.7	
Land Area Sq. Miles	1,853	
2. Age		
Universe: Population		
Under 5 Years	11,067	5.5
Age 5 to 9 Years	11,741	5.9
10 to 14 Years	12,017	6.0
15 to 17 Years	7,463	3.7
18 to 19 Years	6,818	3.4
20 to 24 Years	16,105	8.1

- What is it?
 - i. Maintained by the Missouri Census Data Center, given coordinates and a distance, it will use the coordinate as a center point and draw a circle using the distance, then sum all data from all census areas within that circle. (Give it the coordinates for your library and 10 miles, and it will create a ten-mile circle around your library and sum the data to give a total for the area in the circle.)
- What can it be used for?
 - i. Easily find service area demographics, without the need to look at multiple locations or tables.
- What are its strengths?
 - i. It's most useful if your service area covers multiple counties, especially if no census-defined area (ie, city, village) already covers the range of area. It can also be used to compare increasingly greater ranges of your service area: comparing those within five miles of your library with those within ten miles, etc.
- What are its weaknesses?
 - i. It is not an intuitive or easily understood interface. It only offers charts: it lacks visualizations. It uses 2010 Census data, so has a dataset nearly 10 years old now, and as such only has information the broad universal questions on the 2010 Census.