Build Your Own ACS Data Profile:
Improving the accessibility and customization of the American Community Survey data for Minnesota communities

Ellen Wolter
Wilder Research

What is MN Compass?

Minnesota Compass provides a common foundation of information to effectively address community issues and measure progress in solving them.

Minnesota Compass Key Topics

Aging

Children & Youth

Civic Engagement

Demographics

Disparities

Early Childhood

Economy

Education

Environment

Health

Housing

Immigration

Public Safety

Transportation

Workforce

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Measuring progress. Inspiring action.

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See how Minnesota is doing across a wide variety of topic areas.

- Aging
- Arts & Culture
- Children & Youth
- Civic Engagement
- Demographics
- Disparities
- Early Childhood
- Economy
- Education
- Environment
- Health
- Housing
- Immigration
- Public Safety
- Transportation
- Workforce

Special Projects

- Risk & Reach
- STEM

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NEW

Choose Your Data Adventure: Build Your Own Data Profile!

Get ready to choose your own data adventure, Minnesota! The Build Your Own statewide data tool is here. In this article, Compass

Student proficiency on educational assessments remains flat

About 6 in 10 Minnesota students meet state standards in 3rd grade reading, 5th grade science, and 8th grade math. Trends in student achievement across all three

Select the data **YOU** want!

Create a custom profile for your area of interest anywhere in Minnesota.

CHECK IT OUT >

GEOGRAPHIC PROFILES

Find data organized by geographic area. Get profiles for the state, Minnesota's 7 regions, 87 counties, cities with populations of 1000+, and select neighborhoods.

VIEW NOW >

STAY INFORMED

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Get in-depth data profiles for Minnesota communities.

Browse all profiles

Build your own profile

Search by name

e.g. East Gull Lake

Special Projects

Duluth neighborhoods

Iron Range Resources & Rehabilitation Service Area

Minneapolis-St. Paul neighborhoods

Twin Cities region

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Minnesota Compass Regional Profiles

Regions

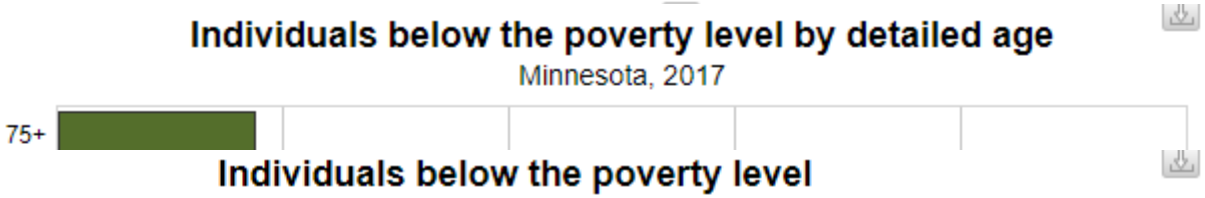
Southwest

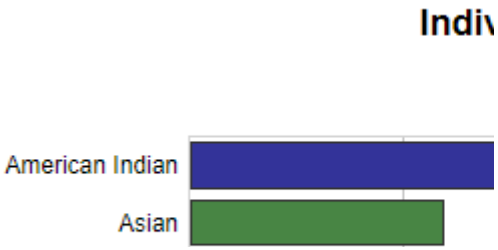
Counties

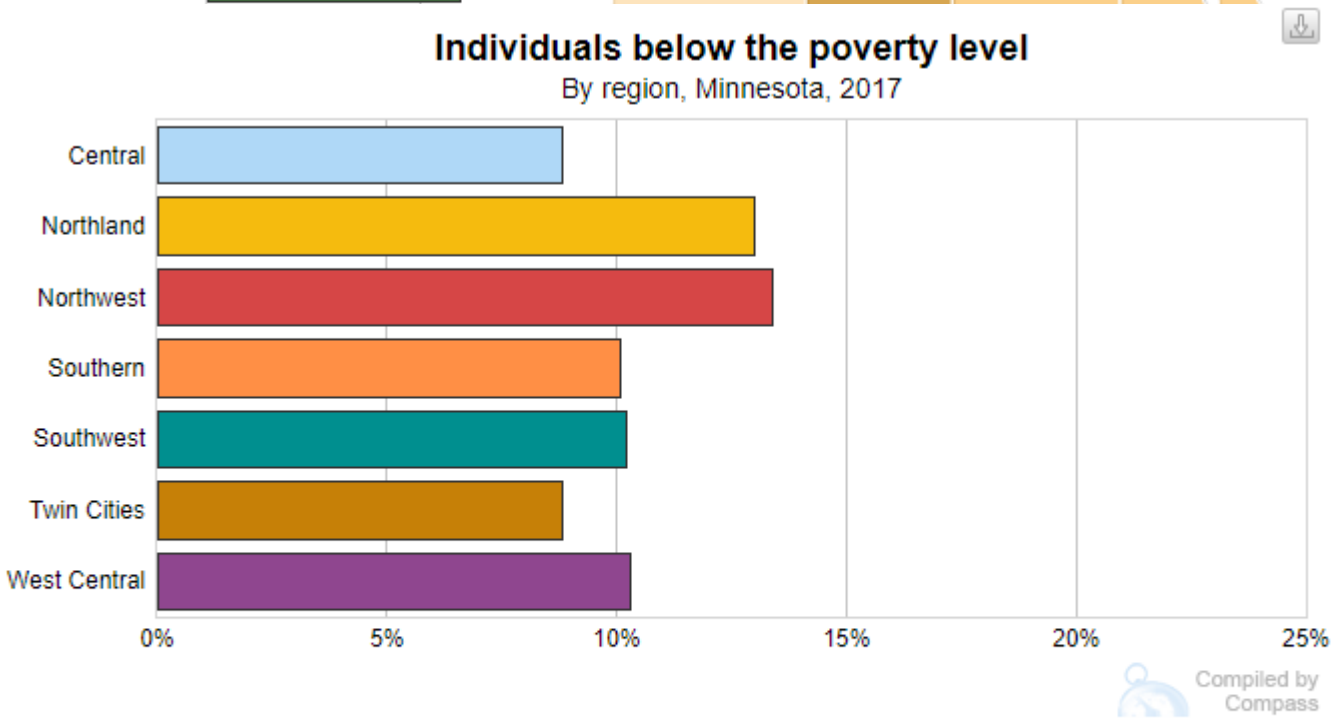
Big Stone	Lac qui Parle	Murray	Rock
Chippewa	Lincoln	Nobles	Swift
Cottonwood	Lyon	Pipestone	Yellow Medicine
Jackson	McLeod	Redwood	
Kandiyohi	Meeker	Renville	

Cities (1,000+)

Adrian	Fulda	Madison	Renville
Appleton	Glencoe	Marshall	Slayton
Atwater	Granite Falls	Minneota	Spicer
Benson	Hector	Montevideo	Tracy
Canby	Hutchinson	Mountain Lake	Tyler
Clara City	Jackson	New London	Willmar
Cottonwood	Lakefield	Olivia	Windom
Dassel	Lester Prairie	Ortonville	Winsted
Dawson	Litchfield	Pipestone	Worthington
Edgerton	Luverne	Redwood Falls	







Sources:

U.S. Census Bureau, Small Area Income and Poverty Estimates.

PROFILES

IRON RANGE RESOURCES & REHABILITATION SERVICE AREA

Search all profiles

e.g. Congdon Neighborh

Find at-a-glance trends
workforce. Profiles are
Resources & Rehabilita

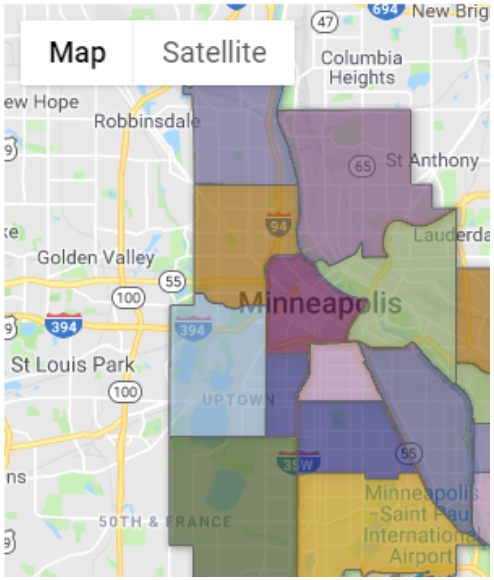
PROFILES

MINNEAPOLIS-SAINT PAUL NEIGHBORHOODS

Find at-a-glance trends and data by neighb
employment.

- Click on a neighborhood area within the map for more
available by community – groupings of several neighb
- Choose from the map views drop-down to see additio
- Scroll down to view the list of neighborhoods by name
- Download the neighborhood data file with margins of

Select n



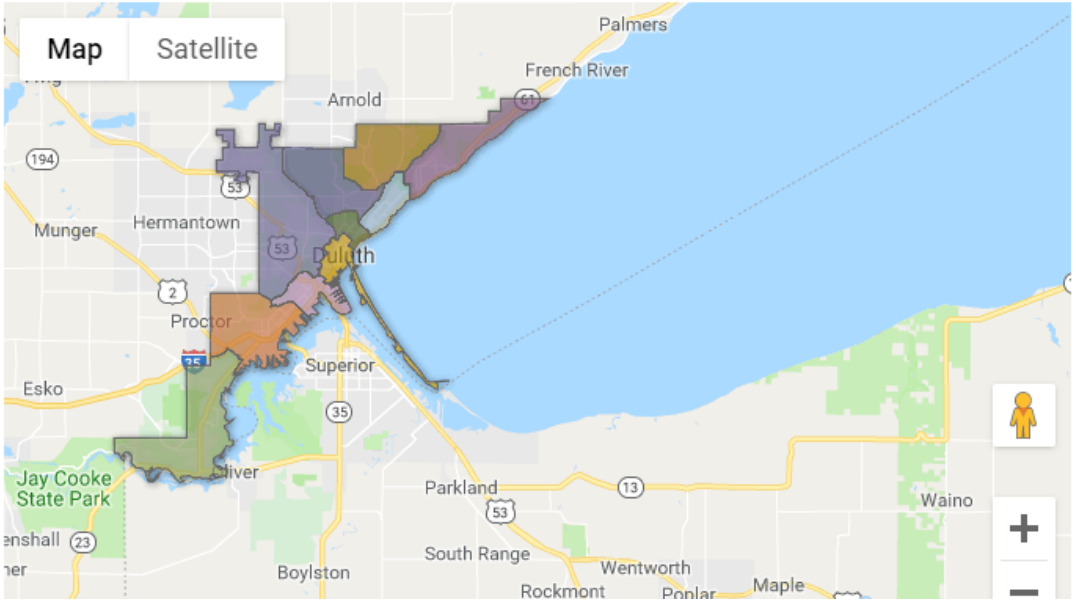
PROFILES

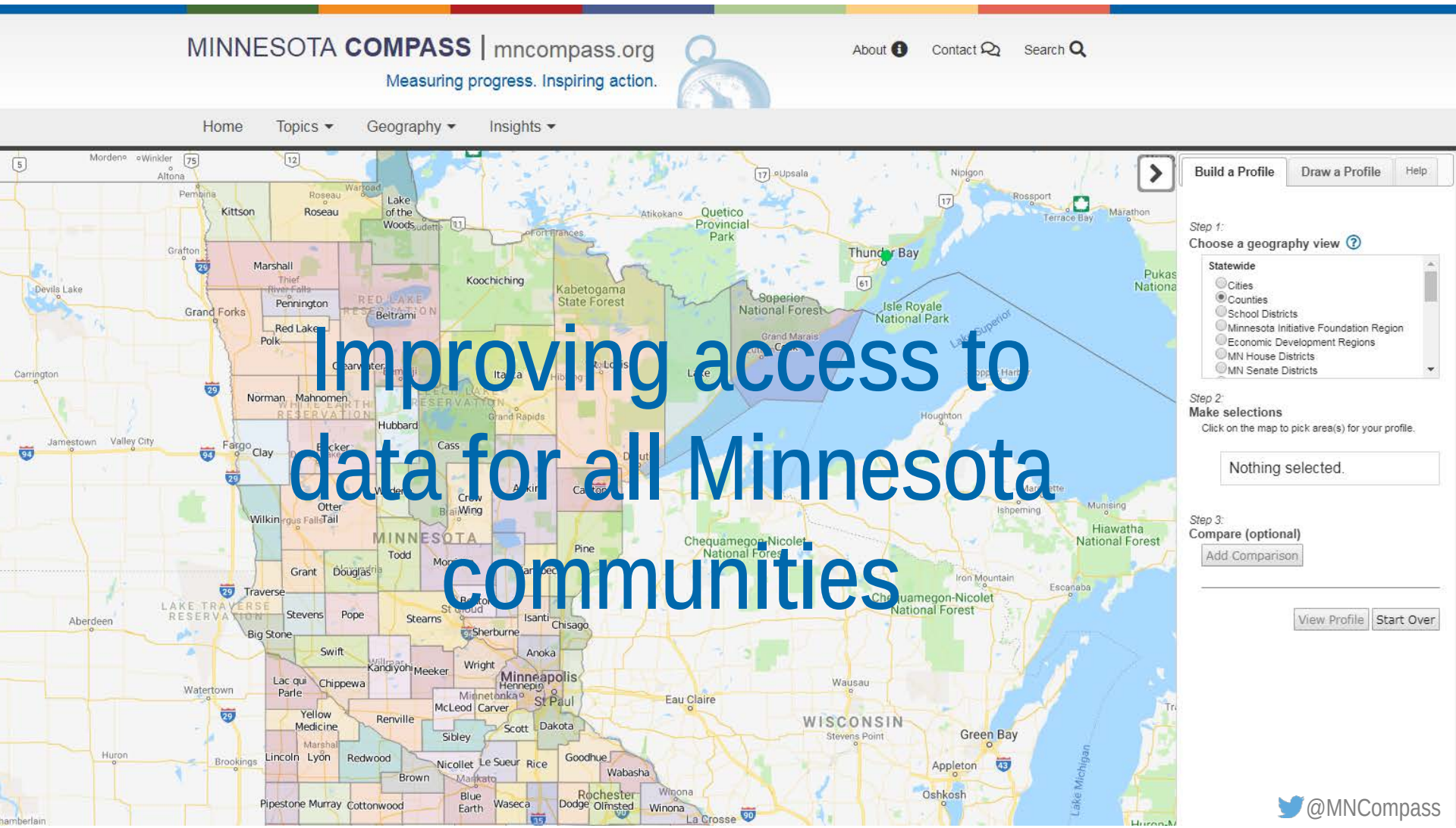
DULUTH NEIGHBORHOODS

Find at-a-glance trends and data for Duluth neighborhoods including population, housing, and employment.

- Click on a neighborhood area within the map for more details and for links to the profiles.
- Choose from the map views drop-down to see additional maps with key data.
- Scroll down to view the list of neighborhoods by name.

Select map views of the data: Neighborhood areas map

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About
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Improving access to data for all Minnesota communities
Build a Profile
Draw a Profile
Help
Step 1:
Choose a geography view
Statewide
Cities
Counties
School Districts
Minnesota Initiative Foundation Region
Economic Development Regions
MN House Districts
MN Senate Districts
Step 2:
Make selections
Click on the map to pick area(s) for your profile.
Nothing selected.
Step 3:
Compare (optional)
Add Comparison
View Profile
Start Over
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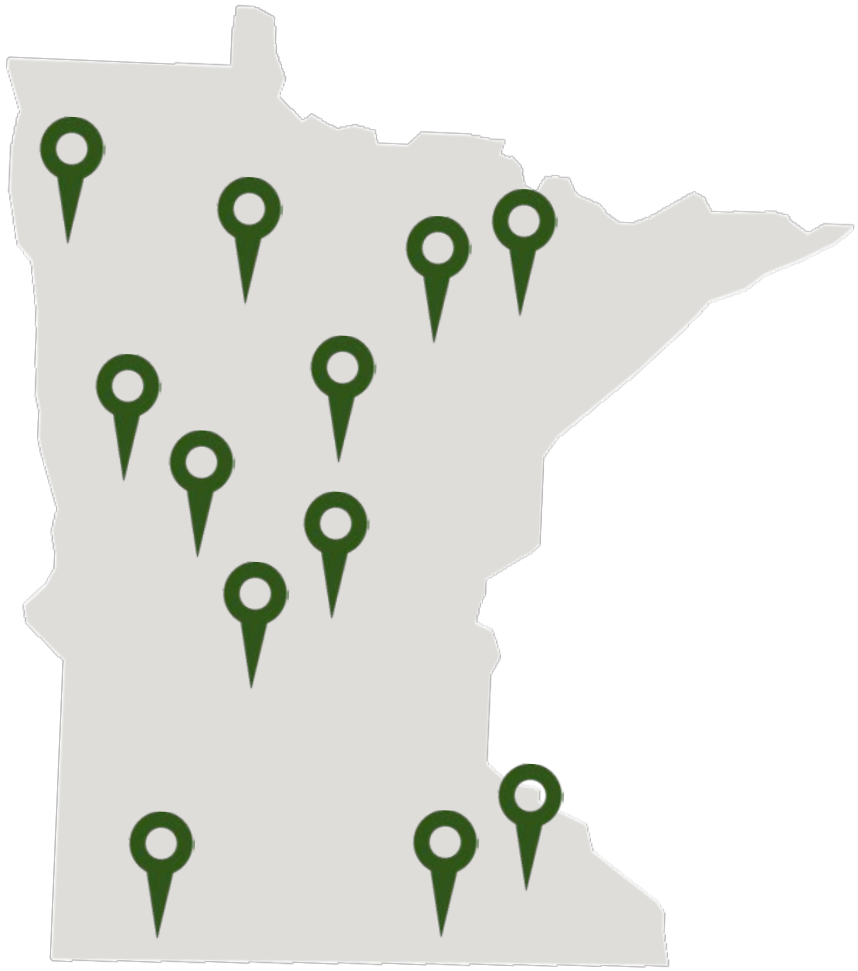
Alexandria
Austin
Bemidji
Brainerd
Crookston
Fergus Falls
Grand Rapids
Hibbing
Rochester
St. Cloud
Willmar
Worthington



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Alexandria
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Worthington

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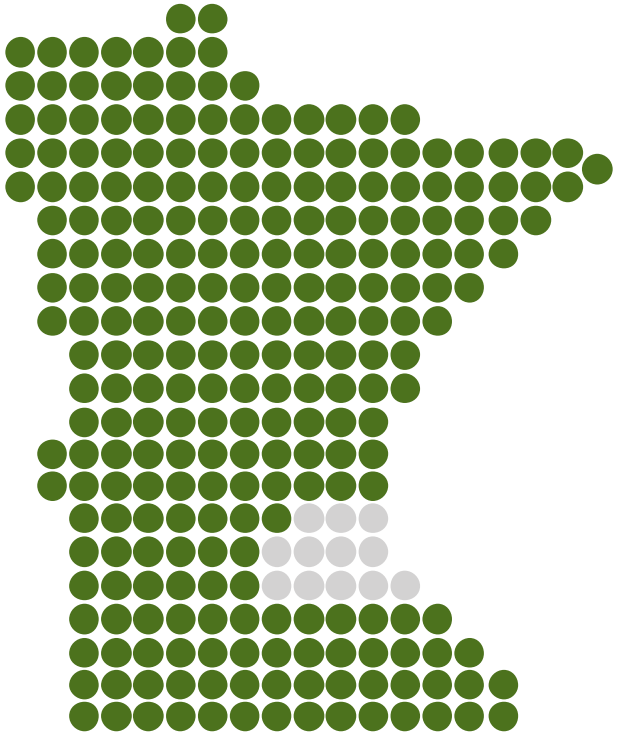
45% of Minnesotans live in greater Minnesota



And infinite other ways that greater Minnesotans define and draw their community boundaries

What we heard…

about data needs in Minnesota

" How many residents living in my Economic Development Region are without a car or are housing cost-burdened?"

" How do educational attainment, unemployment, and poverty rates compare across school districts in my region?"

"How does my community fit into the bigger picture of the region?"

" How many children in my five-county program service area live in poverty and how does it compare to the entire region?"

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BUILD YOUR OWN

Select the data **YOU** want!

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Using the *Build your own data* tool

Customized data profiles

#1 Build a Profile

#2 Compare Profiles

#3 Draw a Profile

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Build your own profile data

Demographics

Housing

Economy

Health

Workforce

Education

Transportation

Immigration

Data Sources:

- American Community Survey (5-year estimates)
- Longitudinal Employment Household Dynamics Data
- Decennial Census

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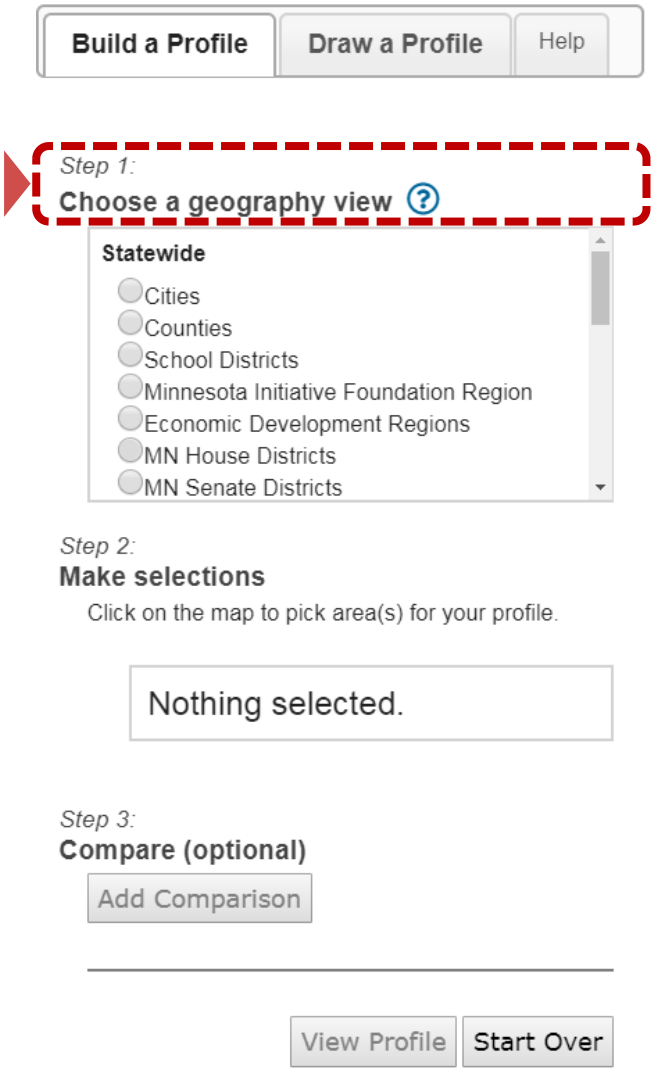
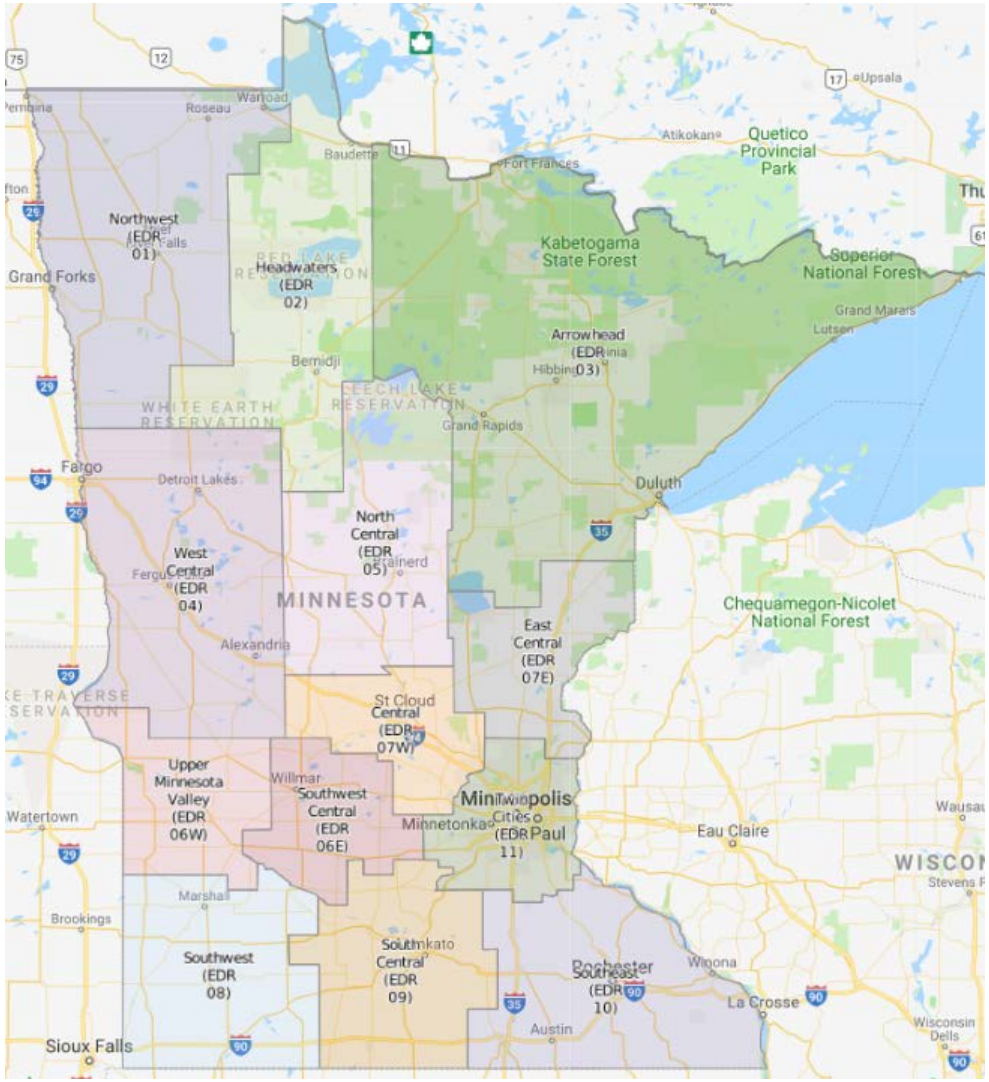
Data available for Minnesota communities

Available geographies:

- Counties
- Cities
- School districts
- Minnesota Initiative Foundation Region
- Economic Development Region
- MN House Districts
- MN Senate Districts
- US Congressional Districts
- Zip codes
- Census tracts





Build a Profile | **Draw a Profile** | Help

Step 1:

Choose a geography view

- Statewide
- Cities
- Counties
- School Districts
- Minnesota Initiative Foundation Region
- Economic Development Regions
- MN House Districts
- MN Senate Districts

Step 2:

Make selections

Click on the map to pick area(s) for your profile.

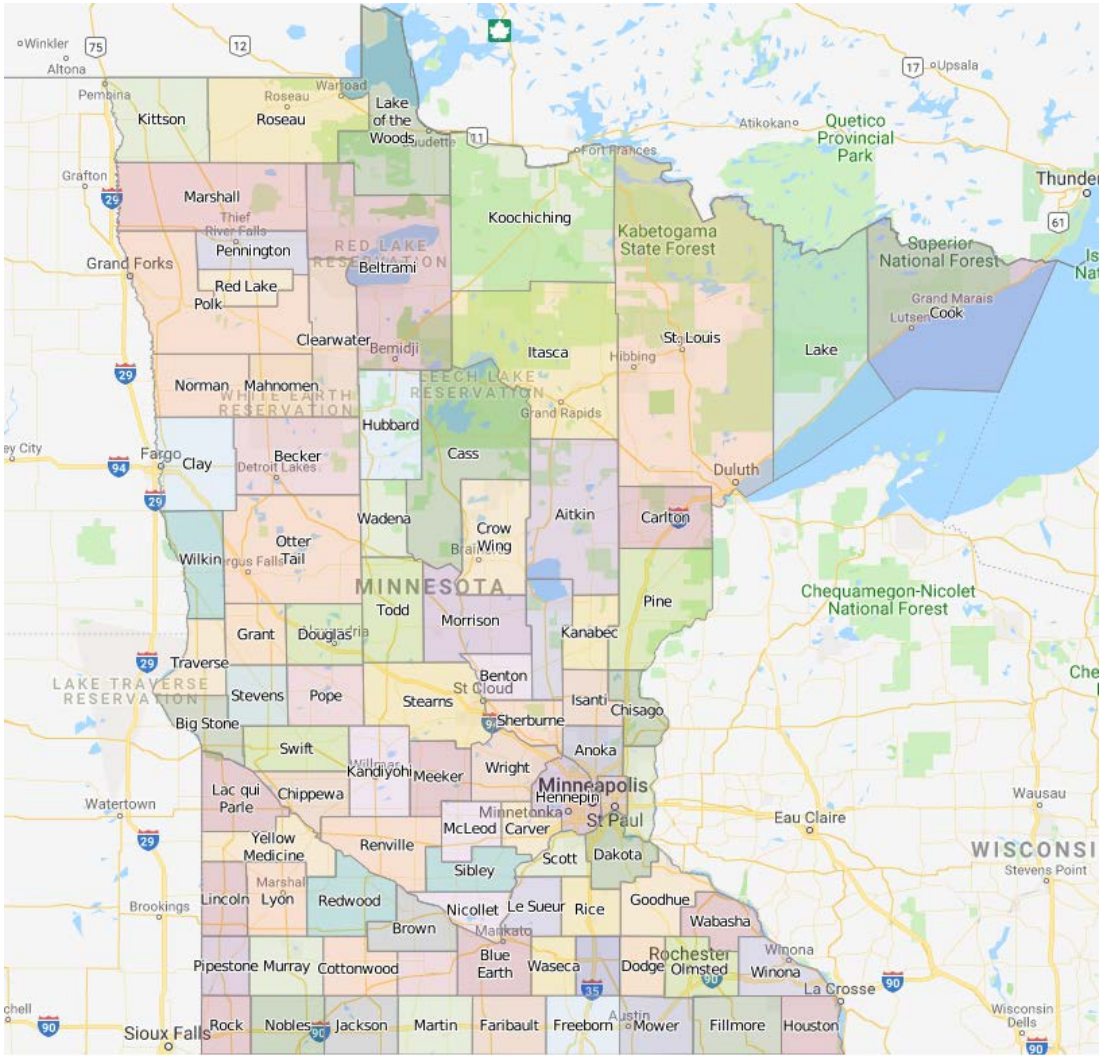
Nothing selected.

Step 3:

Compare (optional)

Add Comparison

View Profile | Start Over



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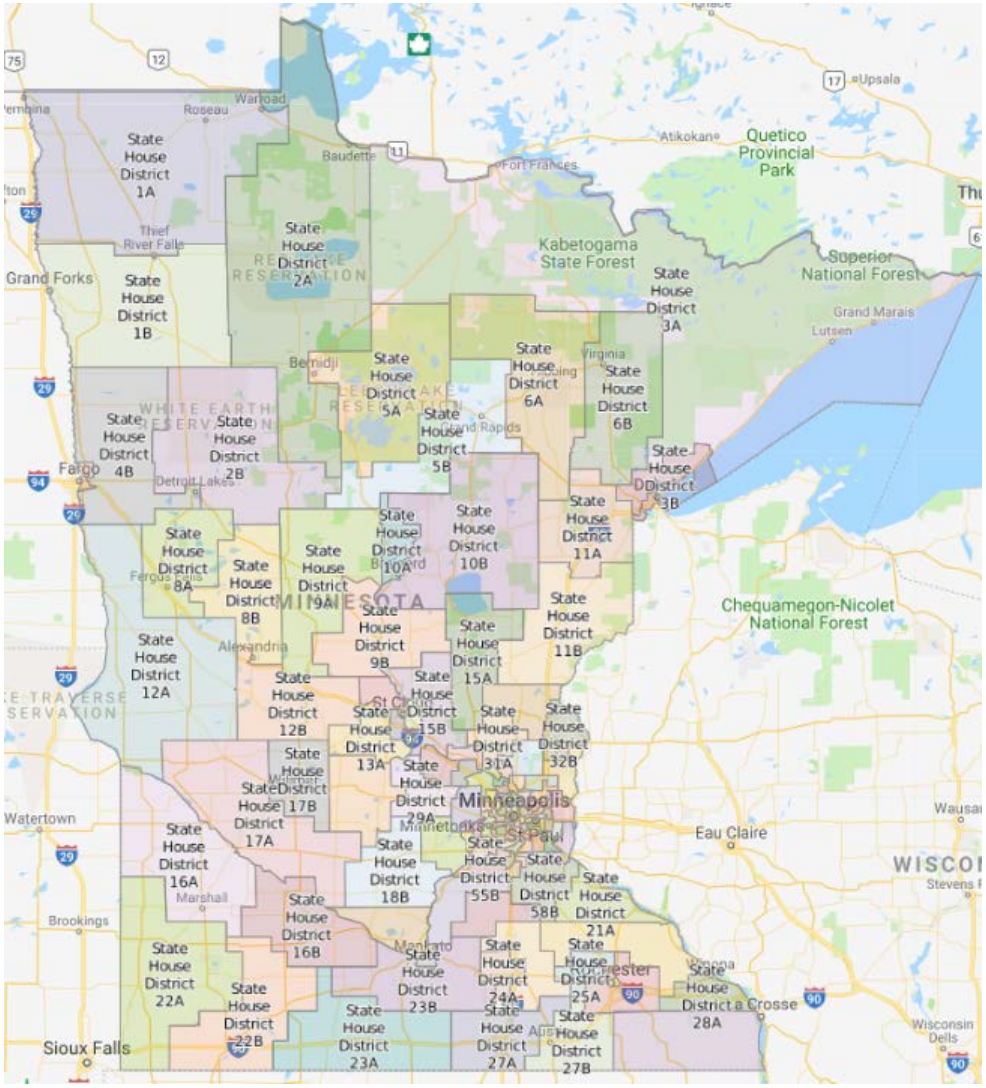

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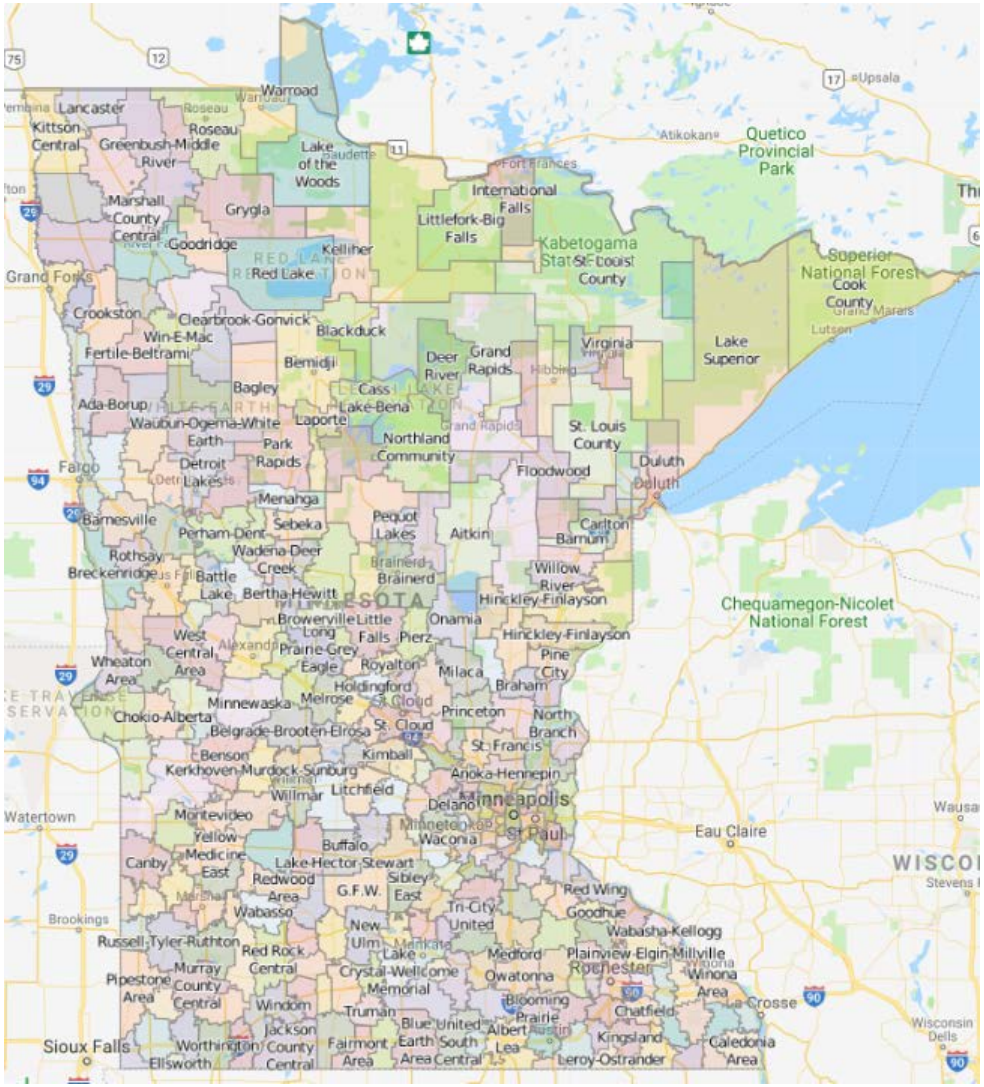

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Make selections

Click on the map to pick area(s) for your profile.

Nothing selected.

Step 3:

Compare (optional)

Add Comparison

View Profile | Start Over

Data profile

Selected County: St. Louis

Bookmark or share this profile | Print | Collapse rows | Show margins

Demographics	St. Louis	
— Total population (2013-2017)		
Total population	200,294	100.0%
— Gender and age (2013-2017)		
Male	100,596	50.2%
Female	99,698	49.8%
Under 5 years	10,336	5.2%
5-9 years	10,168	5.1%
10-14 years	11,470	5.7%
15-17 years	6,498	3.2%
18-24 years	25,582	12.8%
25-34 years	23,369	11.7%
35-44 years	21,610	10.8%
45-54 years	25,123	12.5%
55-64 years	30,597	15.3%
65-74 years	19,738	9.9%
75-84 years	10,632	5.3%
85 years and older	5,171	2.6%
17 years and younger	38,472	19.2%
18-64 years	126,281	63.0%
65 years and older	35,541	17.7%

Using the *Build your own data* tool

#1 Build a Profile

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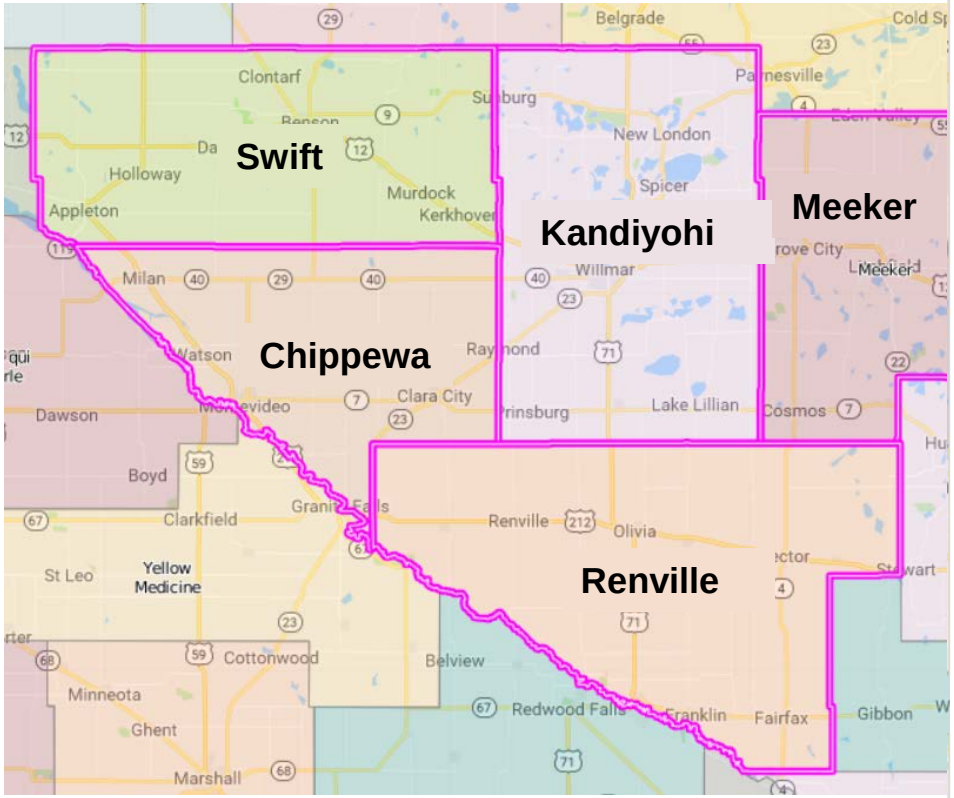
Adventure #1

Build a profile with

More than one geography



Build a Profile | Draw a Profile | Help

Step 1:
Choose a geography view

Statewide
- Cities
- Counties
- School Districts
- Minnesota Initiative Foundation Region
- Economic Development Regions
- MN House Districts
- MN Senate Districts

Step 2:
Make selections

Click on the map to pick area(s) for your profile.
Clear all

(x) Kandiyohi
(x) Swift
(x) Chippewa
(x) Meeker
(x) Renville

Step 3:
Compare (optional)

Add Comparison

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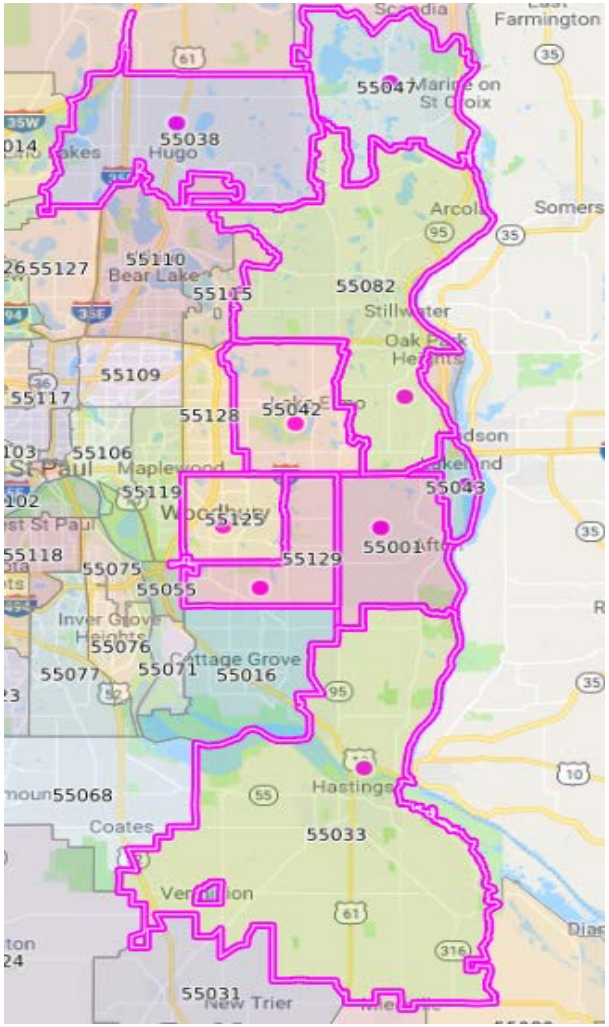
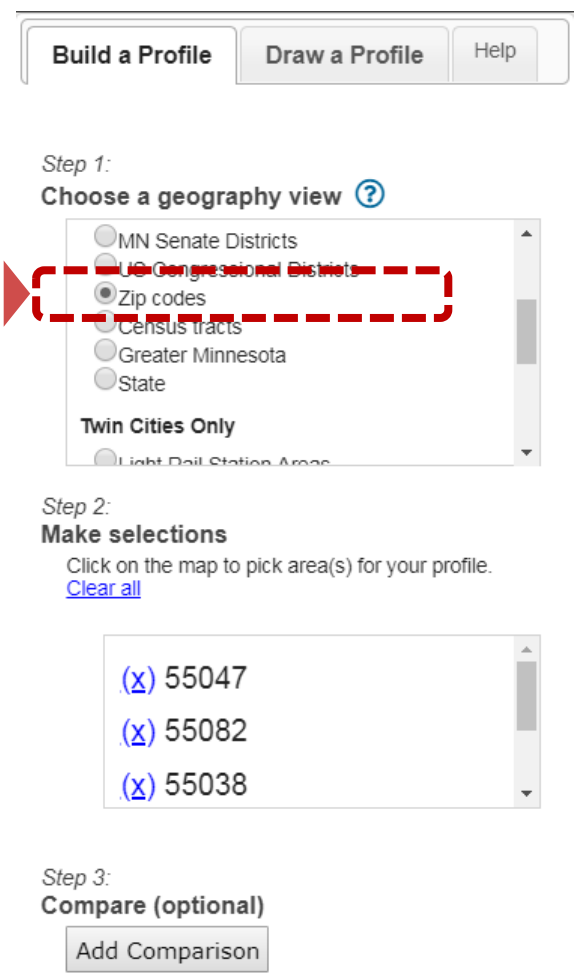
Adventure #1

More examples

Eastern Washington County United Way Service Area





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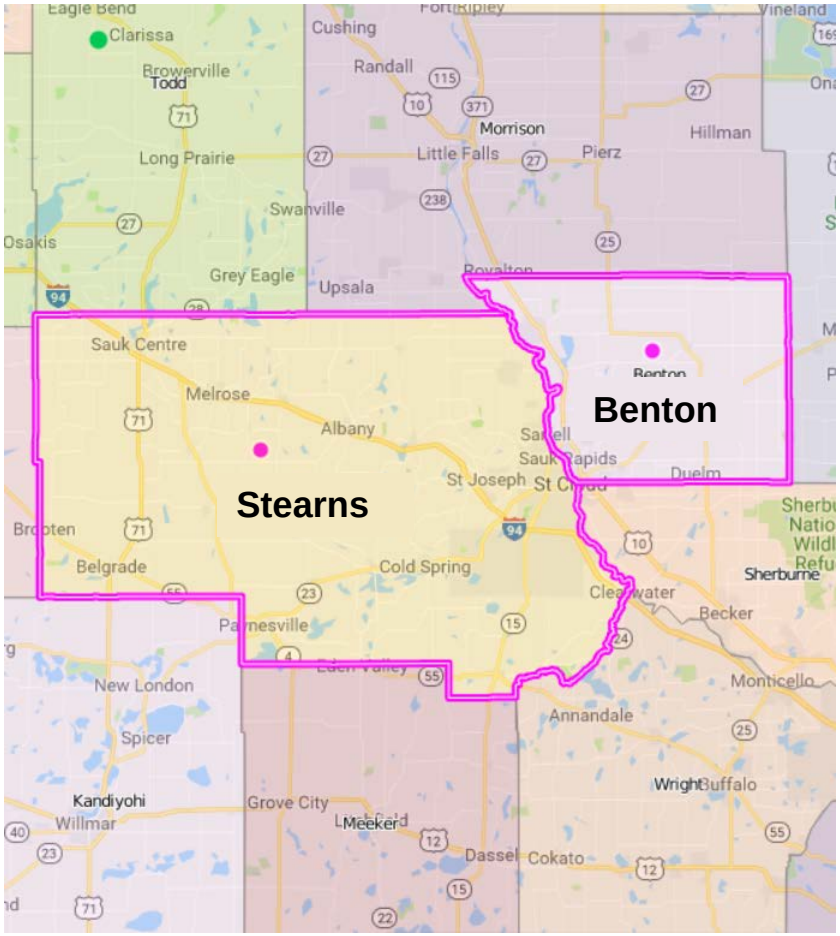
Adventure #1

More examples

St. Cloud Area MSA



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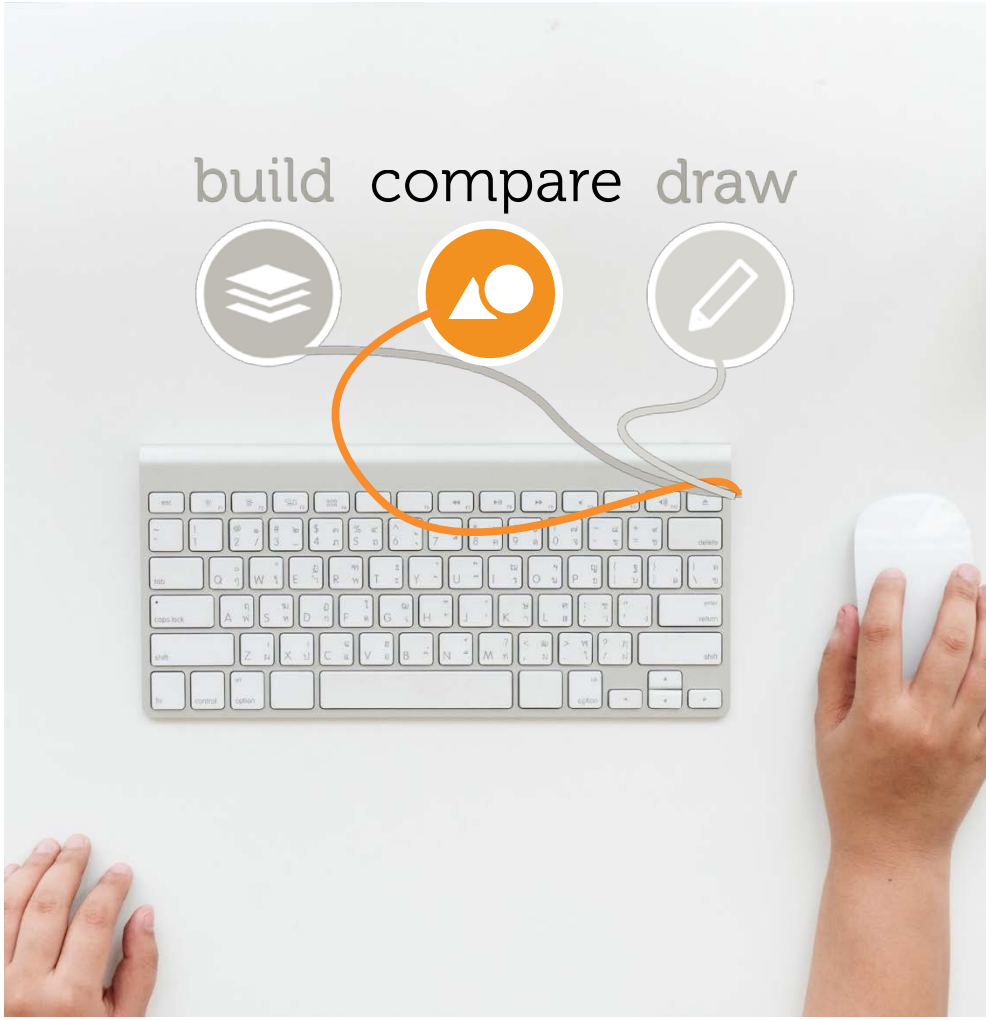
Using the *Build your own data* tool

#2

Compare Profiles



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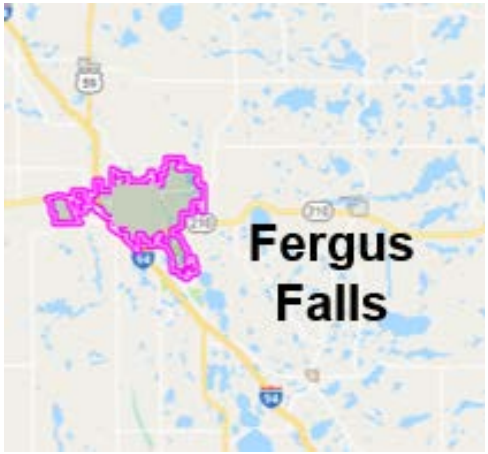
Adventure #2

Compare

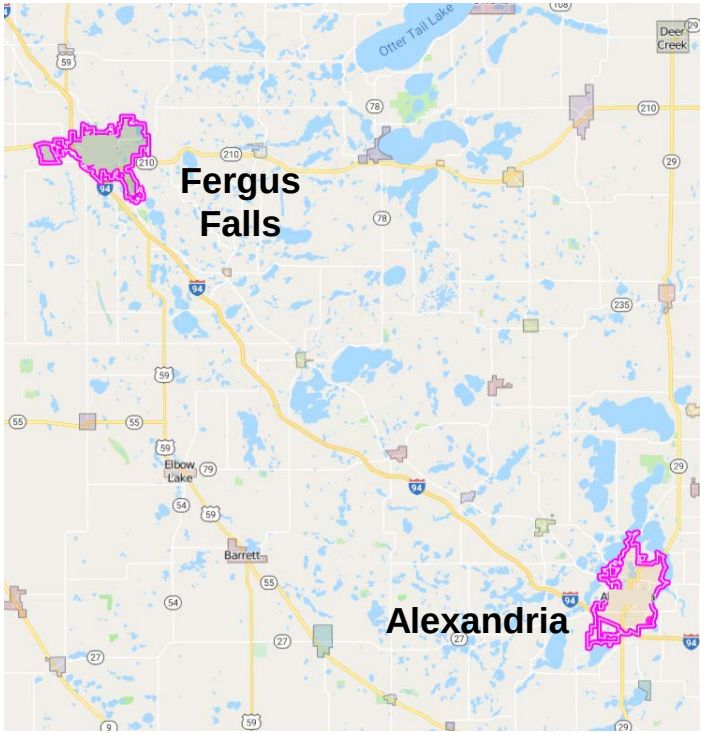
Cities & Cities

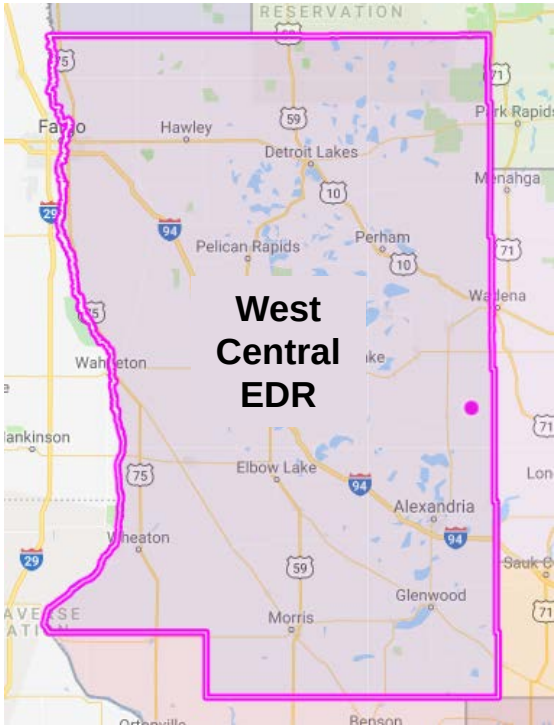


Adventure #2

Compare

Cities & Economic Development Regions

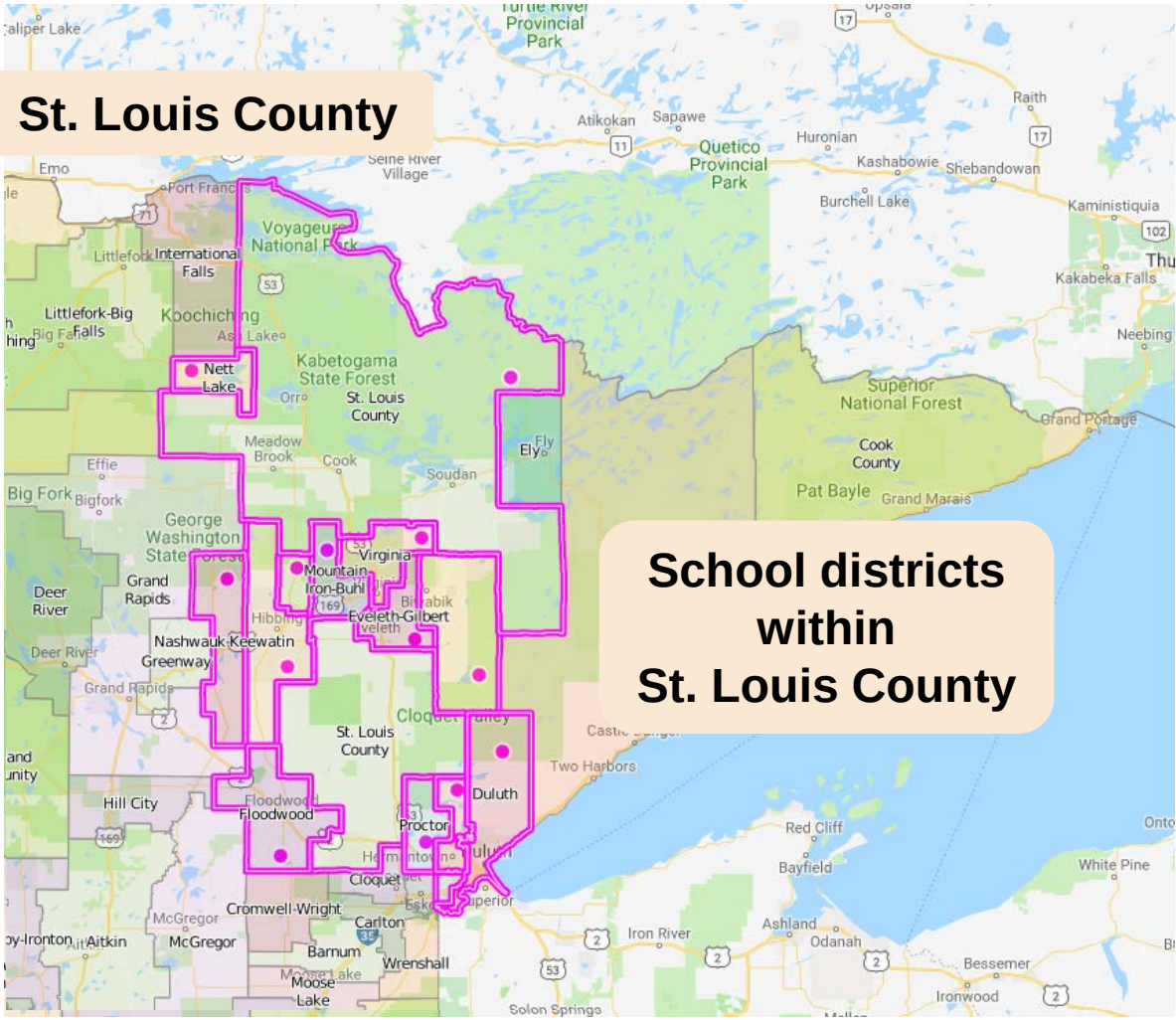




Adventure #2

Compare

Counties & School Districts



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Using the *Build your own data* tool

#3 Draw a Profile

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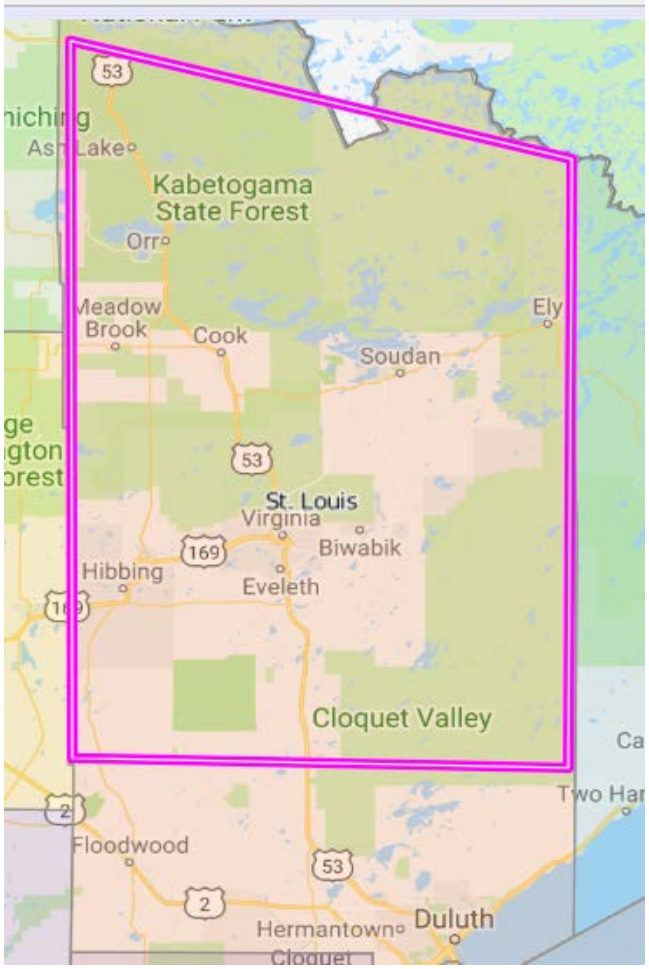
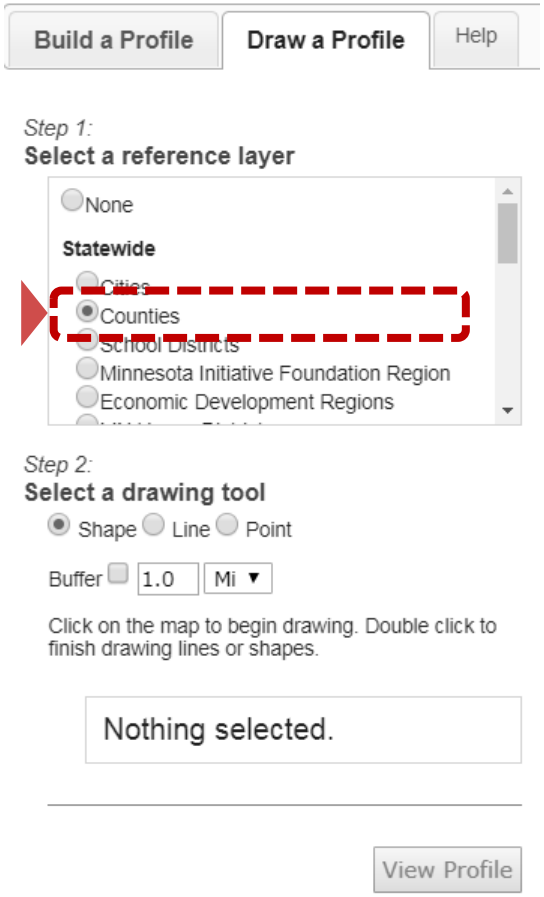
Adventure #3

Draw profiles

Northern & Southern St. Louis County

"Being able to customize the data, with our without the city of Duluth"





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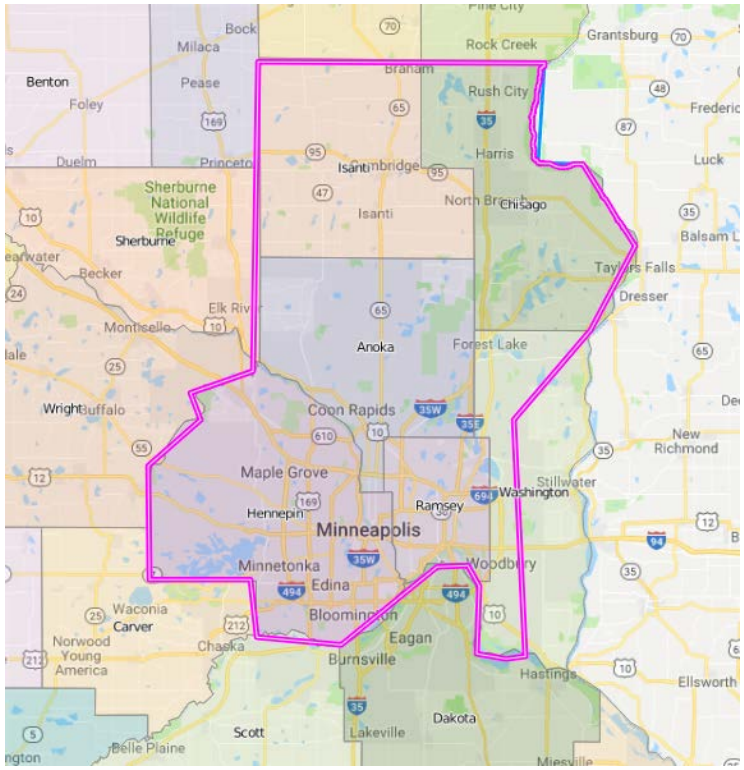
Adventure #3

Draw profiles

Greater Twin Cities United Way service area



Build a Profile | Draw a Profile | Help

Step 1:
Select a reference layer

- None
- **Statewide**
- Cities
- Counties
- School Districts
- Minnesota Initiative Foundation Region
- Economic Development Regions

Step 2:
Select a drawing tool

Shape | Line | Point

Buffer 1.0 Mi

Click on the map to begin drawing. Double click to finish drawing lines or shapes.

Nothing selected.

View Profile

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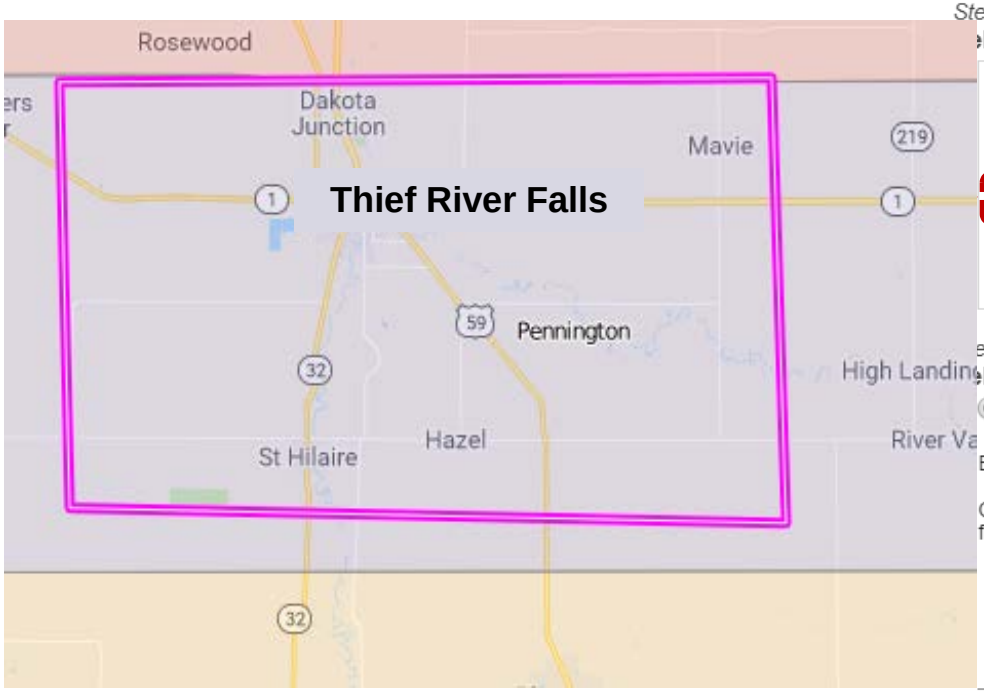
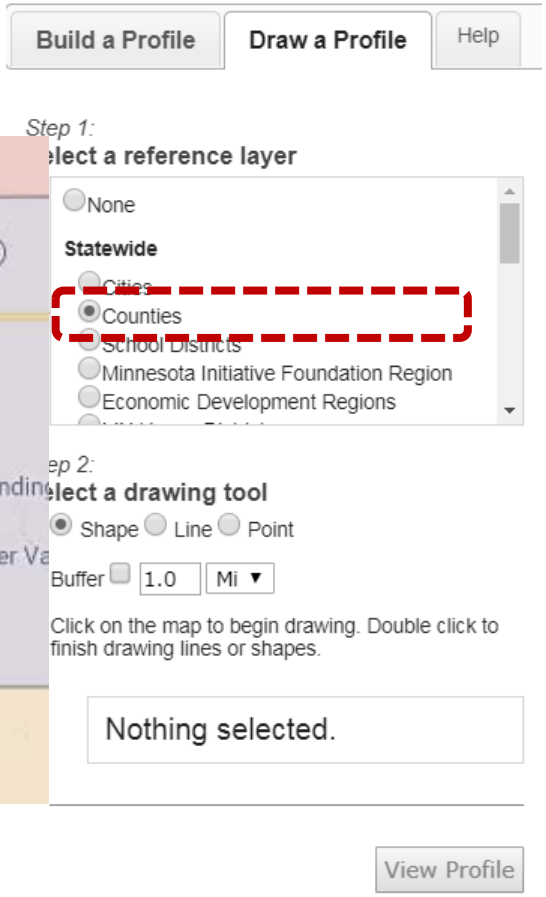
Adventure #3

Draw profiles

Greater Thief River Falls





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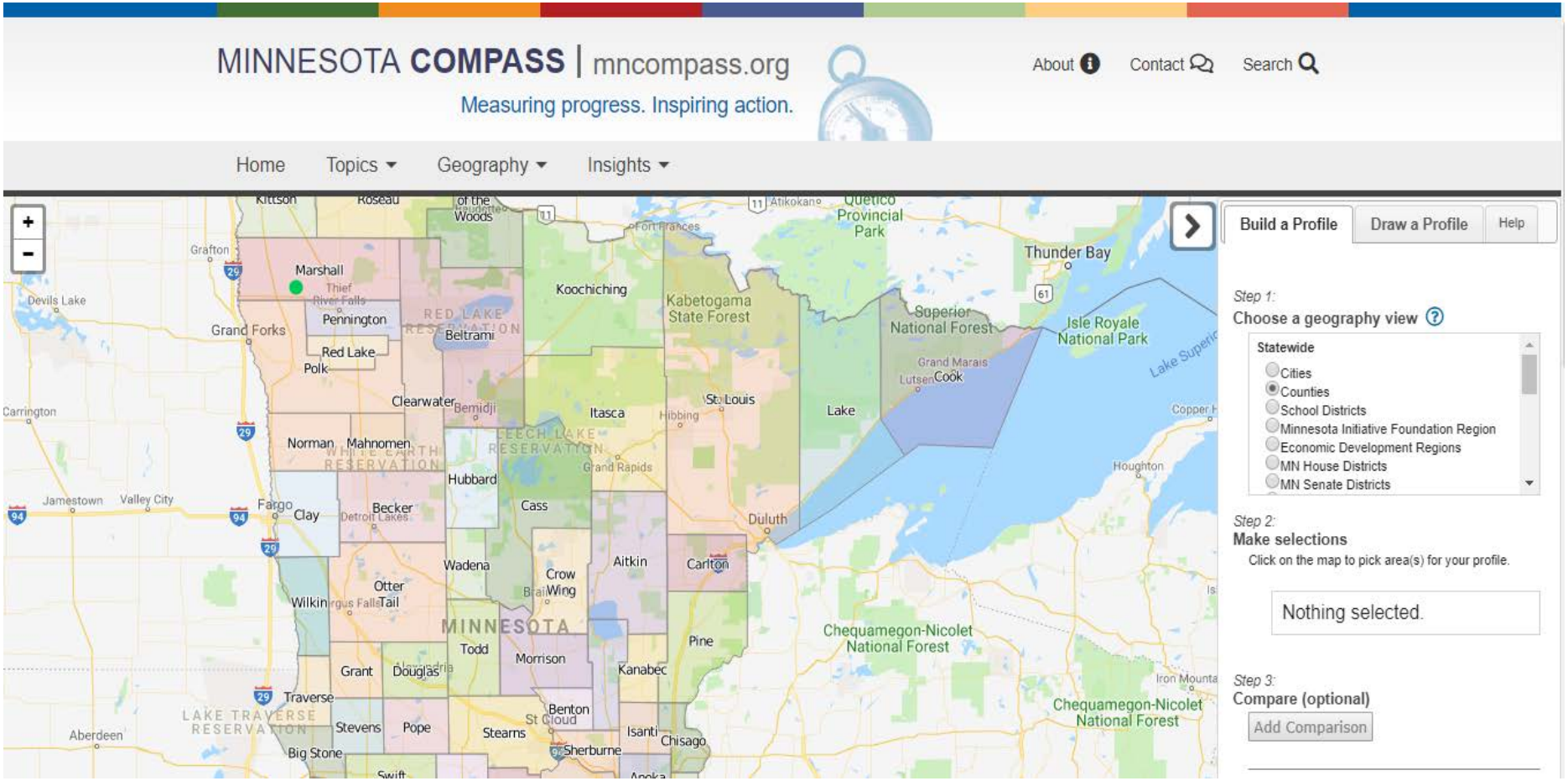
How does it work?

- Contracted with Excensus, LLC to build API & custom selection interface



How does it work?

For “predefined,” “standard” areas:

- Custom built API
- Use recent 5-year ACS & LEHD data

Standard Geographies

- State
- Counties
- Cities
- School districts
- Congressional districts
- Zip codes
- Census tracts

How does it work?

For “custom” areas:

- Derived census tract-level allocation weights from 2010 household counts
- Most recent 5-year ACS & LEHD data
- If fewer than 1,500 households for custom areas: 2010 Decennial Census

Custom Geographies

- Economic Development Regions
- Transit lines
- Minneapolis neighborhoods
- Duluth neighborhoods
- Greater Minnesota
- Custom drawn areas

How does it work?

For “custom” areas:

- Custom areas do not conform to census tracts
- Mapping tool calculates allocation ratio based on the portion of the census tract(s) within a selected area
- Allocation ratio determined by percentage of 2010 housing units within tract(s) that fall within the selected area
- Data within the selected area are then summed to produce aggregate results

Questions?

ellen.wolter@wilder.org

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