

Demographics

	State	Crawford County	Richland County	Vernon County
Total households 2014-18	2343129	6618	7626	12080
Total persons 2014-18	5778394	16288	17539	30516
Households with children, % 2014-18	28.9	24.3	26.7	28.4
Female-headed households w/kids, % 2014-18	9.4	7.0	8.0	5.9
Children, % 2014-18	22.3	20.8	22.0	26.1
Working age population, % 2014-18	61.7	57.5	56.6	55.3
Seniors, % 2014-18	16.0	21.7	21.4	18.6
Education less than high school, % 2014-18	8.1	9.0	10.0	11.4
Education=high school, % 2014-18	31.0	40.2	40.9	37.7
Education=some college, % 2014-18	20.7	21.5	20.1	17.4
Education=associates degree, % 2014-18	10.7	11.5	10.1	11.7
Education=college or higher, % 2014-18	29.5	17.8	18.9	21.8
English spoken at home, % 2014-18	91.3	97.3	95.3	89.1

Spanish spoken at home, % 2014-18	4.6	0.8	2.0	0.8
Asian language spoken at home, % 2014-18	1.8	0.3	0.4	0.4
Other language spoken at home, % 2014-18	2.4	1.6	2.2	9.7
Limited English household, % 2014-18	1.6	0.2	1.3	0.8
White, % 2014-18	81.5	94.6	94.8	96.3
African American, % 2014-18	6.3	1.9	0.5	0.3
Asian, % 2014-18	2.7	0.4	0.6	0.5
American Indian, % 2014-18	0.8	0.4	0.3	0.2
Other or multiple race, % 2014-18	2.0	1.3	1.6	1.2
Hispanic or Latino, % 2014-18	6.7	1.4	2.2	1.6
Noncitizens, % 2014-18	2.7	0.3	1.5	0.5
Workers driving/ carpooling to work, % 2014-18	89.1	91.2	88.5	85.7
Workers using public transportation, % 2014-18	1.8	0.4	0.7	0.5
Workers walking or other non-vehicle, % 2014-18	4.9	4.0	5.1	6.9
Percent of population living in urban areas 2010	N/A	37.6	27.9	14.3
Crowded housing units, % 2014-18	1.7	1.6	1.7	2.8

Economic security

	State	Crawford County	Richland County	Vernon County
Poverty rate (all persons), % 2018	11.1	12.9	14.3	13.6
Poverty rate (age 5-17), % 2018	12.9	18.3	19.4	19.3
Median household income 2018	60779	49200	53050	51692
Poverty rate (all persons), % 2014-18	11.9	12.9	13.8	16.6
Poverty rate (children), % 2014-18	15.9	19.5	20.2	25.0
Median household income 2014-18	59209	48853	51335	50905
Persons below 185% poverty, % 2014-18	25.7	29.7	28.9	33.4
Ratio of 95th percentile to median income 2014-18	3.2	3.0	2.8	3.0
Gini Index Of Income Inequality 2014-18	0.446	0.4345	0.3964	0.4528
Households renting home, % 2014-18	33.1	23.9	24.5	23.1
Median rent 2014-18	837	605	628	683
Renters paying >30% income, % 2014-18	42.3	35.9	33.5	38.9
Households without vehicle, % 2014-18	6.8	6.3	5.4	9.2
Unemployment rate, % 2019	3.3	4.3	3.2	3.3
Monthly unemployment rate, % April 2020	14.6	19.2	12.9	11.9

Federal food programs

	State	Crawford County	Richland County	Vernon County
Free & reduced price school meal elig rate 2018	47.05	56.78	51.70	47.14
School lunch, ave. daily part., # 2018	437770	1350	935	2369
Free & reduced lunch, ave. daily part., # 2018	257120	871	627	1284
School lunch, ave. daily participation rate 2018	53.52	60.40	53.00	58.38
Free & reduced lunch, ave. daily part rate 2018	66.81	68.64	68.75	67.12
School bkfast, ave. daily part., # 2018	176348	690	309	1508
Free & reduced bkfast, ave. daily part., # 2018	137278	463	251	898
School bkfast, ave. daily part rate 2018	23.88	30.87	17.52	37.16
Free & reduced bkfast, ave. daily part rate 2018	36.91	36.49	27.52	47.11
Free & reduced bkfast part relative to lunch 2018	53.39	53.16	40.03	69.94
Total students certified for free or reduced price meals, in schools serving lunch 2018	384868	1269	912	1913
Total students in public schools serving school breakfast 2018	738501	2235	1764	4058
Total students certified for free or reduced price meals, in schools serving breakfast 2018	371960	1269	912	1906

Schools utilizing Community Eligibility Provision, % 2018	17.00	0.00	0.00	0.00
FoodShare participants, # 2019	874467	2559	3019	3498
FoodShare participants, # adult 2019	524397	1676	1896	2150
FoodShare participants, # kids 2019	359123	901	1150	1380
FoodShare participants, % of population 2019	15.1	15.7	17.2	11.5
FoodShare participants, % of adults 2019	11.7	13.0	13.9	9.5
FoodShare participants, % of kids 2019	27.9	26.6	29.8	17.3
WIC participants, # of women 2018	N/A	81	83	159
WIC participants, # of children 2018	N/A	240	268	470
WIC participants, total # 2018	N/A	321	351	629
FoodShare participants per month, # January 2020	594711	1626	1961	2299
FoodShare participants per month, # April 2020	682972	1832	2194	2597
FoodShare participants per month, % January 2020	10.3	10.0	11.2	7.5
FoodShare participants per month, % April 2020	11.8	11.2	12.5	8.5

FoodShare monthly caseload change since Jan 2020, % April 2020	14.8	12.7	11.9	13.0
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Food environment

	State	Crawford County	Richland County	Vernon County
Stores accepting FoodShare, # 2019	4138	19	10	21
Food costs relative to national average, ratio 2018	N/A	0.92	1.01	1.01
Food costs relative to state average, ratio 2018	N/A	1	1.1	1.1

Food security

	State	Crawford County	Richland County	Vernon County
Estimate of food insecurity rate (all persons) (from Map the Meal Gap) 2018	8.9	10.2	9.3	9.9
Estimate of food insecurity rate (children) (from Map the Meal Gap) 2018	14.1	18.5	16.8	17.9
Projection of food insecurity rate (all persons) (from Map the Meal Gap) 2020	N/A	15.8	14.5	14.7
Projection of food insecurity rate (children) (from Map the Meal Gap) 2020	N/A	28.6	26	26.3

Health

	State	Crawford County	Richland County	Vernon County
Adult obesity rate, % 2016	31.3	38.3	34.2	31.8
Adult diabetes, % 2016	9.3	15.2	6.4	10.7
Percent poor/fair health 2017	16.7	12.9	13.4	13.8
Poor physical health days 2017	3.9	3.4	3.5	3.7
Poor mental health days 2017	4.0	3.6	3.7	3.8
Low birth weight, % 2012-2018	7.4	6.5	5.4	5.3
County Health Rankings, Health Outcomes 2020	N/A	51	32	18
County Health Rankings, Health Factors 2020	N/A	56	45	49
Disability, % 2014-18	11.7	15.1	12.8	11.1
Uninsured, % 2014-18	5.8	6.7	8.0	15.5

Definitions

Demographics

Total households

Definition: the number of households

Source: ACS 2014-18, 2014-18

Female-headed households w/kids, %

Definition: the percentage of households that are headed by single females with children under the age of 18

Source: ACS 2014-18, 2014-18

Seniors, %

Definition: the percentage of the population who are age 65 or older

Source: ACS 2014-18, 2014-18

Education=some college, %

Definition: the percentage of the population age 25 or over that has some college education

Source: ACS 2014-18, 2014-18

English spoken at home, %

Definition: the percentage of the population 5 years and over that reported English as the primary language spoken at home

Source: ACS 2014-18, 2014-18

Other language spoken at home, %

Definition: the percentage of the population 5 years and over that reported a language other than English, Spanish, or an Asian language as the primary language spoken at home

Source: ACS 2014-18, 2014-18

African American, %

Definition: the percentage of the total population that reported being non-Hispanic black/African American alone (i.e. not in combination with any other racial category)

Source: ACS 2014-18, 2014-18

Other or multiple race, %

Definition: the percentage of the total population that checked the `Other` race category and/or reported more than one racial category and that did not indicate a Hispanic or Latino origin

Source: ACS 2014-18, 2014-18

Total persons

Definition: the number of persons

Source: ACS 2014-18, 2014-18

Children, %

Definition: the percentage of the population who are under age 18

Source: ACS 2014-18, 2014-18

Education less than high school, %

Definition: the percentage of the population age 25 or over that has less than a high school education

Source: ACS 2014-18, 2014-18

Education=associates degree, %

Definition: the percentage of the population age 25 or over that has an associates degree

Source: ACS 2014-18, 2014-18

Spanish spoken at home, %

Definition: the percentage of the population 5 years and over that reported Spanish as the primary language spoken at home

Source: ACS 2014-18, 2014-18

Limited English household, %

Definition: the percentage of households that have limited English

Source: ACS 2014-18, 2014-18

Asian, %

Definition: the percentage of the total population that reported being Asian alone (i.e. not in combination with any other racial category)

Source: ACS 2014-18, 2014-18

Hispanic or Latino, %

Definition: the percentage of the total population that reported being of Hispanic or Latino origin (this variable includes all racial categories that checked the Hispanic/Latino category)

Source: ACS 2014-18, 2014-18

Households with children, %

Definition: the percentage of households that include children under the age of 18

Source: ACS 2014-18, 2014-18

Working age population, %

Definition: the percentage of the population who are age 18-64

Source: ACS 2014-18, 2014-18

Education=high school, %

Definition: the percentage of the population age 25 or over that has a high school education

Source: ACS 2014-18, 2014-18

Education=college or higher, %

Definition: the percentage of the population age 25 or over that has a bachelor's degree or higher level of educational attainment

Source: ACS 2014-18, 2014-18

Asian language spoken at home, %

Definition: the percentage of the population 5 years and over that reported an Asian language as the primary language spoken at home

Source: ACS 2014-18, 2014-18

White, %

Definition: the percentage of the total population that reported being non-Hispanic white alone (i.e. not in combination with any other racial category)

Source: ACS 2014-18, 2014-18

American Indian, %

Definition: the percentage of the total population that reported being non-Hispanic American Indian alone (i.e. not in combination with any other racial category)

Source: ACS 2014-18, 2014-18

Noncitizens, %

Definition: the percentage of the population who are not U.S. citizens

Source: ACS 2014-18, 2014-18

Workers driving/carpooling to work, %

Definition: the percentage of the employed population that drives or carools to get to work

Source: ACS 2014-18, 2014-18

Percent of population living in urban areas

Definition: percent of total population considered by the Census Bureau to live in an urban area versus a rural area

Source: Census 2010, 2010

Workers using public transportation, %

Definition: the percentage of the employed population that takes public transportation to work

Source: ACS 2014-18, 2014-18

Crowded housing units, %

Definition: the percentage of occupied housings units with >1 person per room

Source: ACS 2014-18, 2014-18

Workers walking or other non-vehicle, %

Definition: the percentage of the employed population that walks or uses alternative forms of transportation (e.g. bicycle) to get to work

Source: ACS 2014-18, 2014-18

Economic security

Poverty rate (all persons), %

Definition: the estimated percentage of all individuals living in a household with an income below the official poverty threshold

Source: Small Area Income and Poverty Estimates, 2018

Poverty rate (all persons),%

Definition: the percentage of the population living in a household with an income below the poverty threshold

Source: ACS 2014-18, 2014-18

Persons below 185% poverty, %

Definition: the percentage of persons below 185% poverty

Source: ACS 2014-18, 2014-18

Households renting home, %

Definition: the percentage of households that rent a place to live

Source: ACS 2014-18, 2014-18

Households without vehicle, %

Definition: the percentage of households that do not own at least one vehicle

Source: ACS 2014-18, 2014-18

Poverty rate (age 5-17), %

Definition: the estimated percentage of school-age (age 5-17) children living in a household with an income below the official poverty threshold

Source: Small Area Income and Poverty Estimates, 2018

Poverty rate (children),%

Definition: the percentage of children (<18) living in households with an income below the poverty threshold

Source: ACS 2014-18, 2014-18

Ratio of 95th percentile to median income

Definition: ratio of 95th household income percentile to median household income

Source: ACS 2014-18, 2014-18

Median rent

Definition: the median amount of rent paid per month

Source: ACS 2014-18, 2014-18

Unemployment rate, %

Definition: the percentage of the civilian labor force that does not have a job and that has actively looked for work in the past four weeks

Source: Wisconsin Dept of Workforce Development, 2019

Median household income

Definition: the estimated median household income

Source: Small Area Income and Poverty Estimates, 2018

Median household income

Definition: the median household income

Source: ACS 2014-18, 2014-18

Gini Index Of Income Inequality

Definition: Gini Index Of Income Inequality

Source: ACS 2014-18, 2014-18

Renters paying >30% income, %

Definition: the percentage of renters paying more than 30% of their monthly income on rent

Source: ACS 2014-18, 2014-18

Monthly unemployment rate, %

Definition: the percentage of the civilian labor force that does not have a job and that has actively looked for work in the past four weeks

Source: Wisconsin Dept of Workforce Development, April 2020

Federal food programs

Free & reduced price school meal elig rate

Definition: the percentage of students enrolled in public schools that are certified as eligible to receive free or reduced price school meals

Source: Wisconsin Dept of Public Instruction, 2018

School lunch, ave. daily participation rate

Definition: the average daily number of students who eat a lunch provided by the National School Lunch Program, including free, reduced-price, and full-price meals, divided by the number of enrolled students

Source: Wisconsin Dept of Public Instruction, 2018

Free & reduced bkfast, ave. daily part.,

Definition: the average daily number of students who eat a free or reduced-price breakfast provided by the School Breakfast Program

Source: Wisconsin Dept of Public Instruction, 2018

Free & reduced bkfast part relative to lunch

Definition: the ratio of free or reduced-price breakfast participants relative to free or reduced-price lunch participants, i.e. the number of breakfast participants divided by the number of lunch participants

Source: Wisconsin Dept of Public Instruction, 2018

Total students certified for free or reduced price meals, in schools serving breakfast

Definition: the number of students certified as eligible for free or reduced price meals, in schools participating in School Breakfast Program

Source: Wisconsin Dept of Public Instruction, 2018

FoodShare participants, # adult

Definition: the number of adults that receive Food Share (also called the Supplemental Nutrition Assistance Program, or SNAP)

Source: Wisconsin Dept of Health Services, 2019

School lunch, ave. daily part.,

Definition: the average daily number of students who eat a lunch provided by the National School Lunch Program, including free, reduced-price, and full-price meals

Source: Wisconsin Dept of Public Instruction, 2018

Free & reduced lunch, ave. daily part rate

Definition: the average daily number of students who eat a free or reduced-price lunch provided by the National School Lunch Program, divided by the number of students certified to receive free or reduced price meals

Source: Wisconsin Dept of Public Instruction, 2018

School bkfast, ave. daily part rate

Definition: the average daily number of students who eat a breakfast provided by the School Breakfast Program--including free, reduced-price, and full-price meals--divided by the number of enrolled students

Source: Wisconsin Dept of Public Instruction, 2018

Total students certified for free or reduced price meals, in schools serving lunch

Definition: the number of students certified as eligible for free or reduced price meals, in schools participating in National School Lunch Program

Source: Wisconsin Dept of Public Instruction, 2018

Schools utilizing Community Eligibility Provision, %

Definition: the percentage of schools that are offering free meals to all students through the Community Eligibility Provision

Source: Wisconsin Dept of Public Instruction, 2018

FoodShare participants, # kids

Definition: the number of children that receive Food Share (also called the Supplemental Nutrition Assistance Program, or SNAP)

Source: Wisconsin Dept of Health Services, 2019

Free & reduced lunch, ave. daily part.,

Definition: the average daily number of students who eat a free or reduced-price lunch provided by the National School Lunch Program

Source: Wisconsin Dept of Public Instruction, 2018

School bkfast, ave. daily part.,

Definition: the average daily number of students who eat a breakfast provided by the School Breakfast Program--including free, reduced-price, and full-price meals

Source: Wisconsin Dept of Public Instruction, 2018

Free & reduced bkfast, ave. daily part rate

Definition: the average daily number of students who eat a free or reduced-price breakfast provided by the School Breakfast Program, divided by the number of students certified to receive free or reduced price meals

Source: Wisconsin Dept of Public Instruction, 2018

Total students in public schools serving school breakfast

Definition: the number of students enrolled in public schools that participate in the School Breakfast Program

Source: Wisconsin Dept of Public Instruction, 2018

FoodShare participants,

Definition: the total number of individuals that receive Food Share (also called the Supplemental Nutrition Assistance Program, or SNAP)

Source: Wisconsin Dept of Health Services, 2019

FoodShare participants, % of population

Definition: the percentage of the total population that receives FoodShare (also called the Supplemental Nutrition Assistance Program, or SNAP)

Source: Wisconsin Dept of Health Services and U.S. Census population data, 2019

FoodShare participants, % of adults

Definition: the percentage of the adult population (20+) that receives FoodShare (also called the Supplemental Nutrition Assistance Program, or SNAP)

Source: Wisconsin Dept of Health Services and U.S. Census population data, 2019

WIC participants, # of children

Definition: the number of children who participate in the Special Supplemental Nutrition Program for Women, Infants and Children (also known as WIC)

Source: Wisconsin Dept of Health Services, 2018

FoodShare participants per month, #

Definition: the total number of individuals that receive FoodShare in a single month

Source: Wisconsin Dept of Health Services, April 2020

FoodShare monthly caseload change since Jan 2020, %

Definition: the percentage change in monthly FoodShare recipients since January 2020

Source: Wisconsin Dept of Health Services, April 2020

FoodShare participants, % of kids

Definition: the percentage of the child population (0-18) that receives FoodShare (also called the Supplemental Nutrition Assistance Program, or SNAP)

Source: Wisconsin Dept of Health Services and U.S. Census population data, 2019

WIC participants, total #

Definition: the total number of people who participate in the Special Supplemental Nutrition Program for Women, Infants and Children (also known as WIC)

Source: Wisconsin Dept of Health Services, 2018

FoodShare participants per month, %

Definition: the percentage of the total population that receive FoodShare in a single month

Source: Wisconsin Dept of Health Services and U.S. Census population data, January 2020

WIC participants, # of women

Definition: the number of women who participate in the Special Supplemental Nutrition Program for Women, Infants and Children (also known as WIC)

Source: Wisconsin Dept of Health Services, 2018

FoodShare participants per month, #

Definition: the total number of individuals that receive FoodShare in a single month

Source: Wisconsin Dept of Health Services, January 2020

FoodShare participants per month, %

Definition: the percentage of the total population that receive FoodShare in a single month

Source: Wisconsin Dept of Health Services and U.S. Census population data, April 2020

Food environment

Stores accepting FoodShare, #

Definition: the number of stores that accept FoodShare (SNAP)

Source: Calculated from SNAP Retailer Locator~ USDA~ 2019, 2019

Food costs relative to national average, ratio

Definition: the ratio of food costs in the county relative to average food costs nationally (from Map the Meal Gap)

Source: Map the Meal Gap, 2018

Food costs relative to state average, ratio

Definition: the ratio of food costs in the county relative to average food costs statewide (from Map the Meal Gap)

Source: Map the Meal Gap, 2018

Food security

Estimate of food insecurity rate (all persons) (from Map the Meal Gap)

Definition: an estimate of the food insecurity rate for the total population based on local economic and demographic characteristics such as the poverty rate, unemployment rate, and race and ethnicity and disability status of the population

Source: Map the Meal Gap, 2018

Projection of food insecurity rate (children) (from Map the Meal Gap)

Definition: a projection of the food insecurity rate for households with children based on local economic conditions and demographic characteristics

Source: Map the Meal Gap, 2020

Estimate of food insecurity rate (children) (from Map the Meal Gap)

Definition: an estimate of the food insecurity rate for households with children based on local economic and demographic characteristics such as the poverty rate, unemployment rate, and race and ethnicity and disability status of the population

Source: Map the Meal Gap, 2018

Projection of food insecurity rate (all persons) (from Map the Meal Gap)

Definition: a projection of the food insecurity rate for the total population based on local economic conditions and demographic characteristics

Source: Map the Meal Gap, 2020

Health

Adult obesity rate, %

Definition: the percentage of the population 20 years or older with a Body Mass Index (BMI) of 30.0 or higher, where BMI = weight in kilograms divided by height in meters squared

Source: United States Diabetes Surveillance System, 2016

Poor physical health days

Definition: the average reported number of days in the past 30 days that an adult (20+) had a poor physical health day

Source: County Health Rankings~BRFSS, 2017

County Health Rankings, Health Outcomes

Definition: a summary ranking of Wisconsin counties compared only to other Wisconsin counties, where smaller values reflect a more positive health position; the summary ranking is calculated using a weighted average of a county's rank on mortality (50% weight) and morbidity (50% weight)

Source: County Health Rankings, 2020

Uninsured, %

Definition: the percentage of the population who are uninsured

Source: ACS 2014-18, 2014-18

Adult diabetes, %

Definition: the percentage of the population 20 years or older diagnosed with diabetes, adjusted for the age composition of the adult population

Source: United States Diabetes Surveillance System, 2016

Poor mental health days

Definition: the average number of poor mental health days in the past 30 days for population 20 years or older

Source: County Health Rankings~BRFSS, 2017

County Health Rankings, Health Factors

Definition: a summary ranking of Wisconsin counties compared only to other Wisconsin counties, where smaller values reflect a more positive health position; the summary ranking is calculated using a weighted average of a county's rank on health behaviors (30% weight), clinical care (20% weight), social and economic factors (40% weight), and physical environment (10% weight)

Source: County Health Rankings, 2020

Percent poor/fair health

Definition: the percentage of the population 20 years or older that reported their general health status is poor or fair

Source: County Health Rankings~BRFSS, 2017

Low birth weight, %

Definition: the percentage of live births with a weight less than 2,500 grams

Source: County Health Rankings~BRFSS, 2012-2018

Disability, %

Definition: the percentage of the population age 5 and up with a disability

Source: ACS 2014-18, 2014-18