

## Infographics at the Applied Population Lab

Over the last few years, the Applied Population Laboratory has put a lot of energy into developing infographics to include in our presentations, posters, news releases, and reports. Creating engaging infographics helps our readers understand and explore the key findings of our research, identify patterns or trends, and easily share the information with others using digital media platforms.

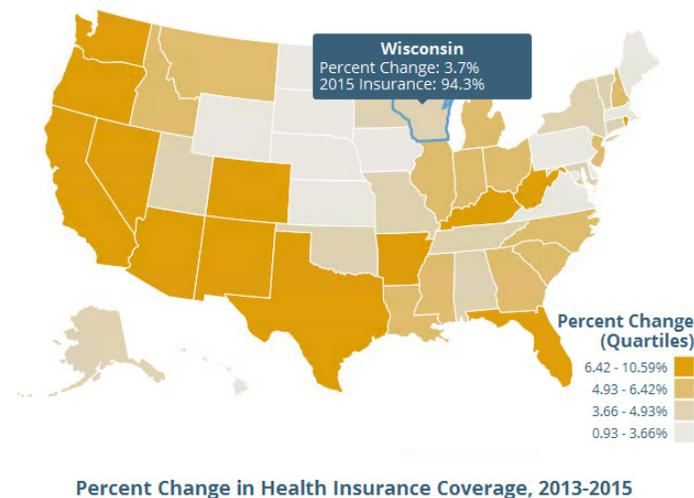
While we design many of our infographics to be static, easily-shareable images, much of our recent work includes interactive graphics. Interactive graphics used in web or mobile platforms can offer the best of both worlds: a clean graphic that clearly shows the “big picture” paired with the ability to examine precise details for a given observation or group.

In this newsletter, we’ve highlighted examples of several types of infographics from our recent work.

### Maps

The APL has a long tradition of including maps with our work. This screenshot (Fig. 1) from [a recent brief on health](#)

Figure 1: screenshot of health insurance coverage map



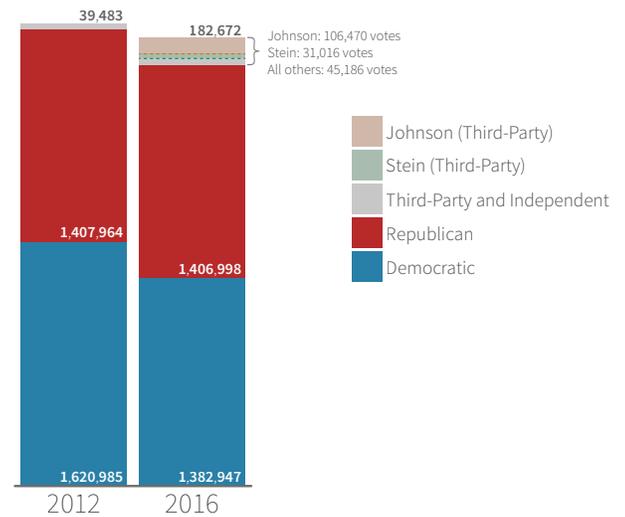
[insurance](#) shows how an interactive map can convey multiple layers of information: in addition to the pattern of change shown on the map, users can interrogate the map further by hovering over individual states to show exact values for both percent change in health insurance and insurance coverage rates.

### Charts

Most of our infographics are some kind of chart, but these take on a diverse array of forms. Below are a few of the varieties of charts that we work with: a stacked bar chart (Fig. 2) from [an](#)

Figure 2: stacked bar chart depicting change in voting patterns

Wisconsin Total Votes by Party  
2012 and 2016 Presidential Elections



Source: Wisconsin Elections Commission, unofficial results as of 11/11/2016 (<http://elections.wi.gov>)

[article on Wisconsin election data published in WisContext](#), a scatter plot (Fig. 3) for [an article on past Wisconsin election trends](#) also published in WisContext, and a screenshot of an interactive ranking chart (Fig. 4) from [our recent health insurance brief](#).

Figure 3: scatter plot showing voting trends by voter density

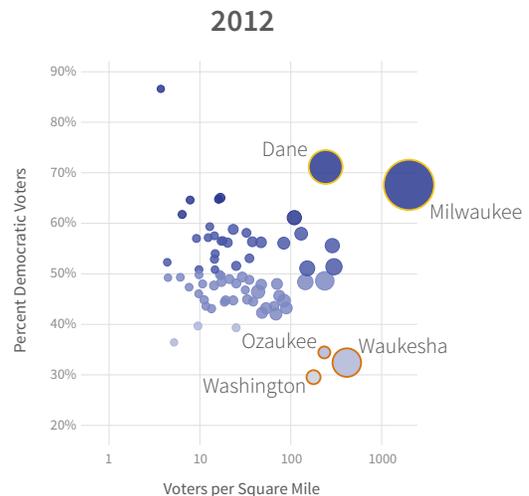
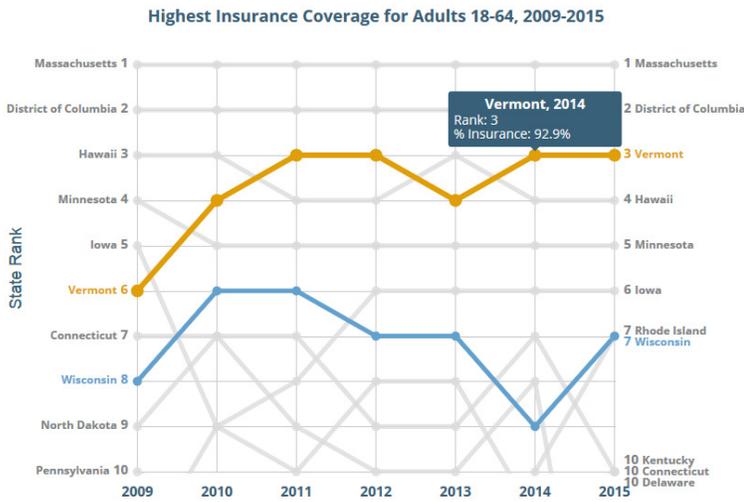


Figure 4: screenshot of an interactive ranking chart



## Other Graphics

More creative infographics may make use of familiar iconography to engage viewers and quickly tell the story using less text than a traditional map or chart. This graphic

Figure 5: graphic depicting 1-in-5 child poverty rate



(Fig. 5) from an [ACS data brief on poverty](#) emphasized the finding that over 2010-2014, nearly one in five Wisconsin children were living in poverty. Other graphics can also add impact to a traditional graphic form, like this map (Fig. 6) from our [Top Dogs of Madison poster](#).

Figure 6: map integrated with descriptive dog graphics

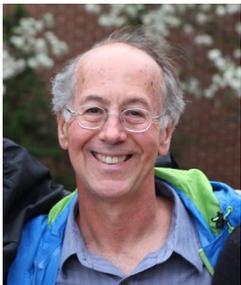
## Hotspot Districts

The highlighted aldermanic districts show where popularity peaks for each breed. Note that the breed may not be in the majority in that district. The districts are labeled by their district number.



If you are interested in learning more about the APL's use of infographics or would like to consult with us on using infographics in your publications or projects, please let us know!

## APL News



In March 2017, Dan Veroff will celebrate his 19th year working at the Applied Population Laboratory. In his role as a Demographic Specialist with UW Cooperative Extension, he facilitates the use of demographic data and analysis for Cooperative Extension's network of county based faculty and state specialists and develops approaches to using information in community development and community-based research with a particular emphasis on weaving in local knowledge. Dan also coordinates all State Data Center activities for the APL and is currently serving on the network's national steering committee. Over the last several years, he has focused on two strands of research: the first exploring how community maps and information systems facilitate the use of local knowledge in community based research; and the second examining immigration and population change in rural Wisconsin communities.

## Ongoing at the APL

- Follow the APL on Twitter by clicking here [@AppliedPopLab](#) or by searching for UW-APL on Twitter.
- For information about recent APL publications and projects, please visit: <http://www.apl.wisc.edu/aplpublications>
- APL recently released the [African American Chartbook](#), using data from the Decennial Censuses and the American Community Survey (ACS) to draw a statistical portrait of African Americans in Wisconsin through a series of charts, maps, and tables.
- Stayed tuned for charts, maps, and data! Our web developer has been working on a major update to our flagship website, GetFacts, which we plan to release this spring.



The Applied Population Laboratory (APL) is a research and outreach unit within the Department of Community and Environmental Sociology at the University of Wisconsin-Madison. Please contact us at:

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