



# Civic Health in Wisconsin

## Connectedness in Context

June 2020

Civic participation in the U.S. has been on the decline. This withdrawal from public life has been linked to many of the pressing social problems facing individuals, families, and communities. This inaugural report on Wisconsin's civic health summarizes data from the 2019 Civic Health Index™ on Wisconsin residents' civic engagement and community connectedness. These data are presented alongside Wisconsin demographic information, civics education standards, trends in local politics and news, and current civic health efforts.

With the publication of this report, Wisconsin joins 30 other U.S. states in measuring civic health, laying the groundwork for tracking changes and improvements. This publication also marks the beginning of a civic health of Wisconsin initiative, which will mobilize these data to strengthen and catalyze civic engagement efforts in Wisconsin communities.



**Center for Community  
and Nonprofit Studies**  
UNIVERSITY OF WISCONSIN-MADISON

## About the Coalition

Wisconsin's Inaugural Civic Health Report is a result of a collaboration with the National Conference on Citizenship (NCoC) and a Wisconsin civic health coalition (the Coalition) comprised of nonpartisan Wisconsin organizations and led by the Center for Community and Nonprofit Studies (the CommNS) at the University of Wisconsin-Madison. Coalition members include:

- Campus Compact for Wisconsin
- The Helen Bader Institute for Nonprofit Management at the University of Wisconsin-Milwaukee
- League of Wisconsin Municipalities
- Morgridge Center for Public Service at the University of Wisconsin-Madison
- The UniverCity Alliance at the University of Wisconsin-Madison
- University of Wisconsin-Madison Division of Extension
- Wisconsin Institute for Public Policy and Service

A special thanks to those coalition members which sponsored this report.

## About the National Conference on Citizenship

The National Conference on Citizenship (NCoC) is a congressionally chartered organization dedicated to strengthening civic life in America. NCoC pursues its mission through a nationwide network of partners involved in cutting-edge civic health initiatives, innovative national service projects, and cross-sector conferences. At the core of NCoC's efforts is the belief that every person has the ability to help his or her community and country thrive. For more information, visit: [www.ncoc.org](http://www.ncoc.org)

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# Executive Summary

The importance of robust civic engagement has never been more notable, but to date, there has been no comprehensive assessment of the civic engagement of the people of Wisconsin. This inaugural report speaks to Wisconsin's strengths and areas for growth related to civic health metrics of social connections, community engagement (including volunteering, group participation, and donations), and political participation. Civic Health Index™ (CHI™) data demonstrate how Wisconsin compares to the national average on these metrics. This report is an invitation to better understand and take action for Wisconsin's civic health.

From the CHI™ data, we see that Wisconsin ranks high nationally in voter registration and voter turnout, although the dramatic drop in voting rates in recent years should be investigated further. Wisconsinites report strong connectedness with neighbors and families and have a tradition of volunteering. However, residents self-report that they do not "do favors for neighbors" nor "volunteer" frequently. Wisconsinites with higher education levels report more participation in civic activities compared to Wisconsinites with lower education levels. Those over the age of 29 generally report more participation across civic health metrics than their younger peers. Wisconsinites in rural communities with low population density report a lower level of civic participation than their counterparts in more densely populated areas.

Supplemental data from various sources help complement the CHI™, but much more information and input is needed to illustrate the full picture. Wisconsin has experienced a decline in the competitiveness of local elections and the availability of local media sources. These trends have been particularly notable in smaller communities. Community-level civic engagement and the civic engagement experiences of racial and ethnic minority groups need to be investigated further. Further, collective action methods of civic engagement are not captured in the Civic Health Index™. These practices are an important means of participation and have been a key feature of Wisconsin's civic engagement landscape; they should be included in future information-gathering and reporting associated with our ongoing efforts.



## Building Civic Health in Wisconsin

Our Coalition's aim in issuing this report is not only to deepen our understanding of Wisconsin's civic health but also to inspire action. More information is needed about how and why Wisconsinites do or do not civically engage, and what barriers to participation they face. The many stakeholders involved in this effort will help gather more information from a variety of perspectives as we move forward with a civic health of Wisconsin initiative. Our collective goal is make Wisconsin a national exemplar of civic health. Reaching this goal will depend upon the collective efforts of participating organizations which are closest to the needs and considerations of Wisconsin's communities. These groups have the opportunity to advance innovative programs and supports to inspire civic participation, that resonate with Wisconsin individuals, families, and communities.

The ongoing civic health of Wisconsin initiative will also draw upon the wisdom of the national network of states and municipalities conducting civic health reporting in collaboration with NCoC. By bringing together a variety of perspectives on the universal theme of civic health, we can build not only exemplary civic health in Wisconsin, but a better Wisconsin.

## A Note about COVID-19 and Wisconsin Civic Health

At the time of the issuing of this report, Wisconsinites and Wisconsin institutions are experiencing significant changes to everyday life and operations due to the COVID-19 pandemic. Civic engagement has also changed dramatically during this time. Municipal and state government activities are being conducted virtually. Wisconsin voters participated via remote absentee and early voting processes in record numbers in the Wisconsin primary election held in April 2020, while the state was under executive order to socially distance due to the pandemic. However, an analysis of Wisconsin's May 2020 voter data by the Leadership Conference on Civil and Human Rights suggests there were disparities in voter participation across groups, with voting rates in Black and Hispanic wards lower than those in white wards (Banerjee & Gall, 2020). Wisconsin community and civil society organizations report broad efforts to promote civic engagement virtually, as well as challenges.

At the same time, the core elements of civic health have become even more important during this crisis. Social connections, neighbors helping one another, charitable giving, and philanthropy are needed as Wisconsinites face physical, emotional, and economic challenges during this time. While the data in the report does not reflect these recent developments, we found it necessary to acknowledge these realities.

# Introduction

## Definitions of Civic Health

*Civic health* reflects the degree to which citizens participate in their communities, from local and state governance to interactions with friends or family. Civic health also relates to the overall well-being of neighborhoods, communities, states, and the nation.

*Civic engagement* is the act of working with local institutions and fellow residents to promote meaningful actions, movements, and relationships within a community or population. This can take many forms, from voter registration rates to talking politics with friends or family, and from trusting local businesses to participating in community groups. Some measures of civic engagement are political, some are social and some are individual, but each reflects something important about a community's civic health.

*Social connectedness* is defined as a series of interactions between friends, families, and neighbors, such as eating dinner with friends or family and trusting your neighbors.

*Community involvement* refers to the ways people interact with fellow residents beyond their friends, family, and immediate neighbors. These actions include group membership, charitable giving, volunteer rate, and attending public meetings.

*Political action and participation* refer to the ways people influence local government and public institutions, including voting in state and local elections, contacting public officials, discussing politics, and buying or boycotting goods to reflect political opinions.

## Civic Health Index™ Across the U.S.

Many states and municipalities across the U.S. have already produced a civic health report with the support of the NCoC, using their Civic Health Index™ (CHI™). Other states' reports have typically focused on key metrics related to volunteering and giving, political engagement, social connectedness and trust-in-institutions. States and municipalities which have conducted civic health reports with NCoC often engage in ongoing initiatives, including multi-year reporting for comparison of civic health over time, participation in a national community of practice coalesced by NCoC around subjects of civic health and engagement, and the implementation of various interventions to inspire increased civic health.

Through longitudinal civic health reporting in collaboration with NCoC, participating states and municipalities have been able to (a) better understand civic participation in their jurisdiction; (b) track changes in civic participation over time; and (c) inform action and programming to promote civic health. State and municipal reporting has been hosted by a variety of institutions including government agencies, university centers, and nonprofit organizations. Action and initiatives inspired by civic health reports include youth and school-based civic education efforts, legislative efforts to update civics educational requirements, community conversations and programs to connect people across varying perspectives, and more.

Visit NCoC's website (<https://ncoc.org/category/research/state-reports/>) for additional information on how states have used their Civic Health Index™ data to create change.

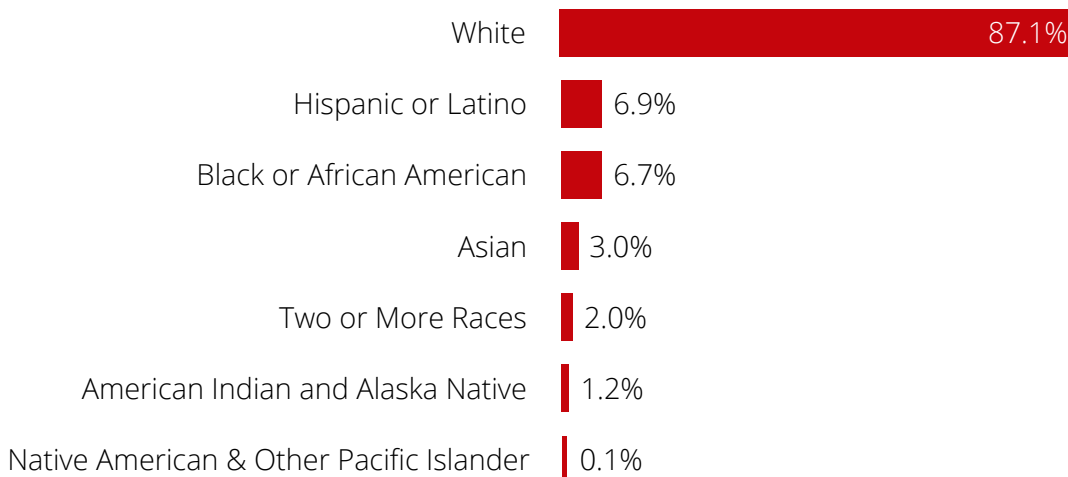


## Wisconsin at a Glance

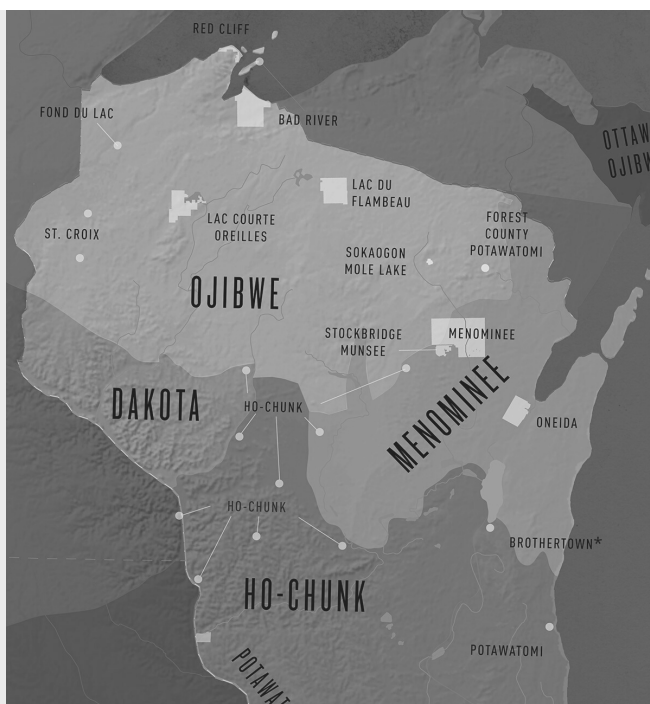
To situate the findings of this report in context, we include some of Wisconsin's current demographics and population-level data.

### Race and Ethnicity

NCoC's survey sample size was too small to reliably produce Civic Health Index™ data about racial and ethnic minority groups. As such, this report does not break out findings from the CHI™ by race or ethnicity, although such data should help shape civic health efforts. However, a general sense of the demographics in Wisconsin can put into perspective the general characteristics of the respondents represented.



Source: <https://www.census.gov/quickfacts/WI>



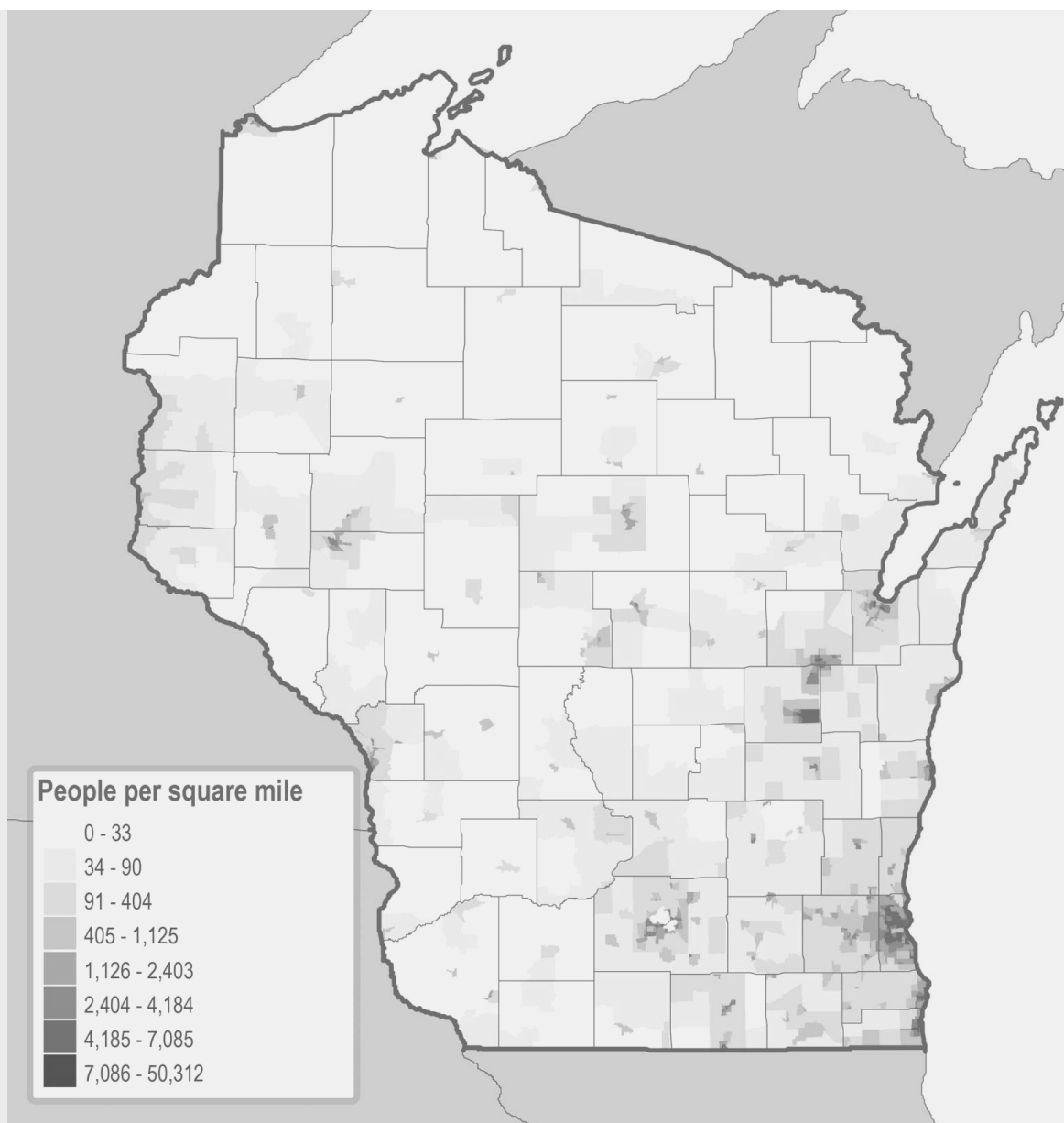
Additionally, we are unable to report specific findings for the First Nations people of Wisconsin and reservation communities. Wisconsin is home to 12 Tribal Nations, 11 of which are Federally Recognized. The map to the left displays current reservation lands as well as historic treaty lands. First Nations people of Wisconsin reside both on reservation lands and in urban areas, as well as out-of-state due in part to federal policies of removal and assimilation.

Source: <https://wisconsinfirstnations.org/map/>

## Population Density

Wisconsin has a highly dispersed population, with more than 30 principal cities and a significant rural population. Population density affects how far Wisconsinites have to travel to visit family and neighbors, access resources, and participate in voluntary organizations and civic activities. Although 97% of Wisconsin by area is rural, the urban and suburban areas of the state are home to 70% of Wisconsin's residents (Jones & Ewald, 2017). The map below displays population density across Wisconsin, with darker areas representing more densely populated communities. For Civic Health Index™ data broken out by urbanicity, refer to Appendix B.

U.S. Census Bureau American Community Survey 5-year estimates, 2015

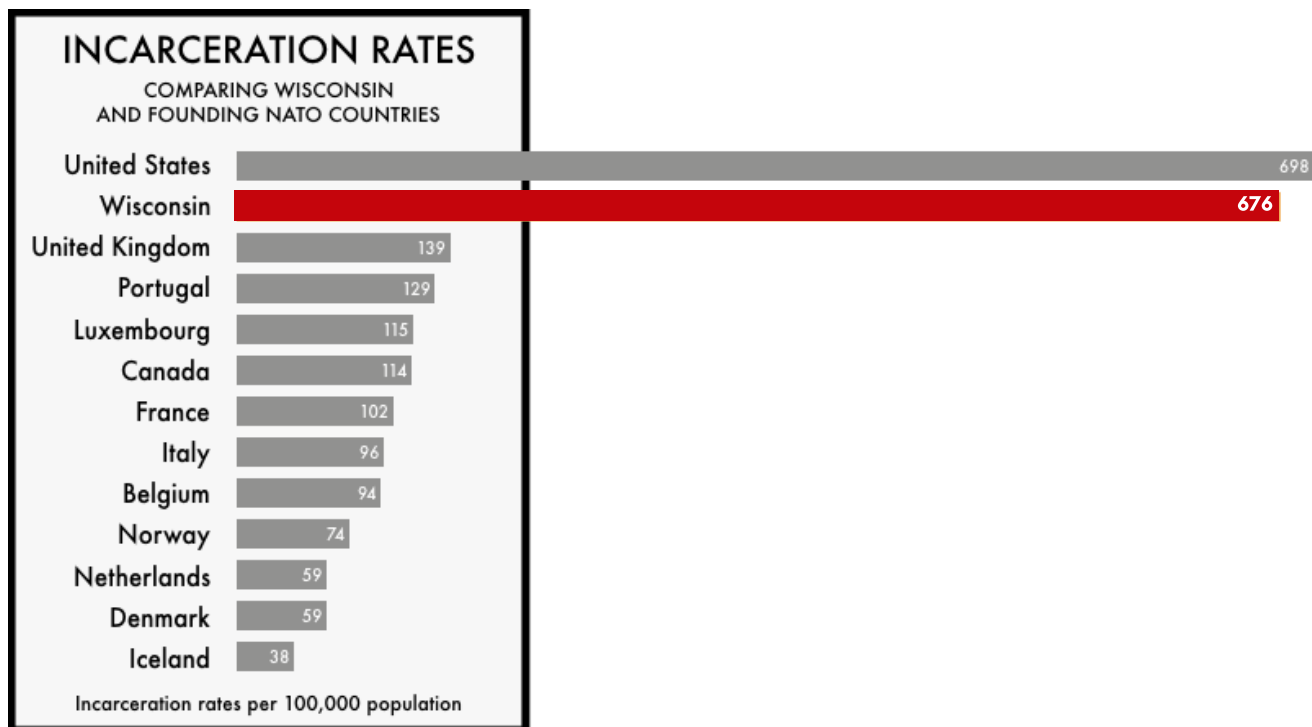


Source: Caitlin McKown/UW Applied Population Laboratory;  
<https://www.wiscontext.org/putting-rural-wisconsin-map>



## Incarceration

Wisconsin is home to over 170 state correctional facilities, county jails, municipal lockups, and juvenile detention facilities. These buildings are home to more than 23,000 Wisconsin residents, as of 2019 (Wisconsin Department of Corrections, 2019). The voices of individuals experiencing incarceration are not represented in the Civic Health Index™. This group is also excluded from many forms of civic life as a result of incarceration.

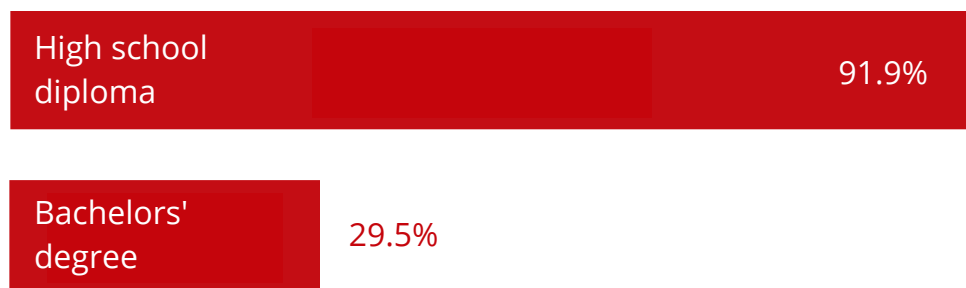


Sources: <https://www.prisonpolicy.org/global/2018.html>

## Educational Attainment

Existing data on civic engagement in Wisconsin indicates that higher levels of education are related to higher levels of civic participation across a range of measures. For information on civic participation and educational attainment, refer to Appendix D.

Percent of Wisconsin residents ages 25+ who have earned at least a...



Source: <https://www.census.gov/quickfacts/WI>

## Civic Education in the Public School System

States across the country and nations around the world have sought to create effective standards for civic education. In Wisconsin, the following mandates are included in state law and policy:



Wisconsin requires that each student must pass a civics test to graduate from a Wisconsin High School (Wisconsin Department of Public Instruction [WI DPI], n.d.a).



Wisconsin State High School Graduation requirements include 3 social studies credits, including state and local government (WI DPI, n.d.b).



Act 31 requires that social studies curriculum include instruction on Tribal Sovereignty, among other elements of American Indian Studies (WI DPI, n.d.c).

Political Science is another key component of the Wisconsin Department of Education Standards for Social Science, and is related to civic participation. This standard includes:

*"...Knowledge about the structures of power, authority, and governance and their evolving functions in contemporary society is essential if young citizens are to develop civic responsibility. Young people become more effective citizens and problem solvers when they know how local, state, and national governments and international organizations function and interact." (WI DPI, n.d.b.).*

Wisconsin statute requires that any student graduating from a Wisconsin public or charter high school (starting with the class of 2017) "takes a civics test comprised of 100 questions that are identical to the 100 questions that may be asked of an individual during the process of applying for U.S. citizenship by the United State Citizenship and Immigration Services and the pupil correctly answers at least 65 of those questions" (Wis. Stat. sec. 118.33(1m)(a)1, Section 3266R).



The statutory requirement, known as the State Civics Assessment, is administered at the district level. Local school districts are responsible for the procurement, grading, and gathering of test scores.

# Wisconsin Civic Health Data

Unless otherwise noted, findings presented in this report are based on the National Conference on Citizenship's (NCoC) analysis of the U.S. Census Current Population Survey (CPS) data. Community engagement estimates are from the CPS September Volunteering/Civic Engagement Supplement from 2017 and voting estimates from the 2018 November Voting and Registration Supplement. See Appendix A for more information on the sampling and research methodology.

## Social Connectedness

One important feature of civic health is social connectedness. This refers in part to activities that Wisconsinites engage in on an everyday basis, from talking with neighbors to doing favors for one another and working together. Measures of social connectedness among residents tell us about the bonds Wisconsinites have to one another, including their support for their neighbors and their concern for their local community. This is important, as trust and cooperation with neighbors and fellow residents are essential for a strong civil society. In the CHI™ data, Wisconsinites report:

	WI %	US %	WI Rank
Frequently talk with or spend time with neighbors	38.3	33.0	7
Frequently discuss political, societal or local issues with neighbors	9.2	8.7	23
Frequently do favors for neighbors	7.4	9.6	46
Work with neighbors to do something positive for neighborhood or community	19.7	20.9	33
Frequently talk or spend time with people of different racial, ethnic or cultural backgrounds	49.5	56.0	37
Participate in at least one group	35.8	27.1	9



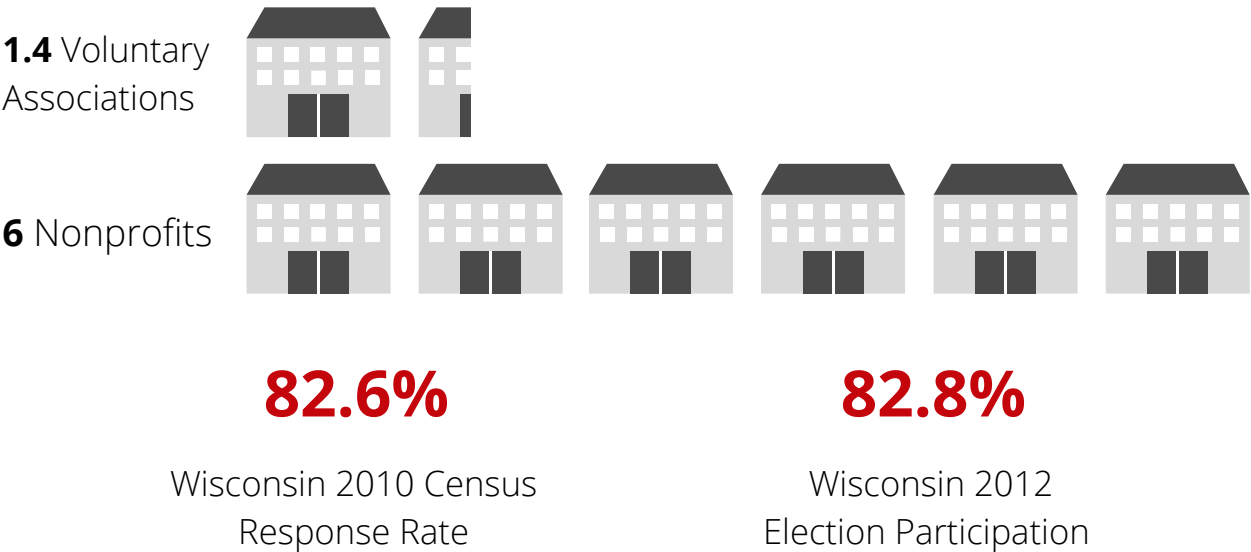
**We're wondering...** why are Wisconsinites less likely to report doing favors for their neighbors, compared to the average American?

Another part of social connectedness is connection to family and friends. Similar to activities related to community connectedness, these activities with family and friends support the quality of life for all Wisconsinites. We see that Wisconsinites are particularly strong in staying connected with their family and friends, compared to the US average. In CHI™ findings, Wisconsinites report that they:

	WI %	US %	WI Rank
Frequently hear from or spend time with family/friends	88.3	85.4	9
Frequently discuss political, societal or local issues with family or friends	37.0	39.0	37
Frequently provide food, housing, money or help for friends or extended family	6.5	7.7	43

Together, these community connections and connections to family and friends compose “social capital.” Some additional measures for social capital, compiled by UW-Madison's Division of Extension (Christenson & Deller, 2019), are featured below. They include the average number of voluntary associations and nonprofits per 1000 Wisconsin residents, 2010 Census participation, and 2012 election participation in Wisconsin.

For every **1000 residents**, Wisconsin is home to...



Source: <https://cced.ces.uwex.edu/files/2019/11/WIndicator0207-Social-Capital.pdf>.

## Community Engagement

Wisconsinites pride themselves in the giving of their time, talent, and treasures to organizations and groups in their towns, across the state, and around the globe. One data point from the CHI™ to note is the frequency with which Wisconsinites volunteer, and why it might be that Wisconsinites do not report volunteering as frequently as other Americans. Results from the CHI™ tells us that Wisconsinites report:

	WI %	US %	WI Rank
Volunteering	37.4	30.3	12
Frequently volunteering	18.9	23.1	45
Donations to political organizations (\$25 or more)	8.6	8.7	25
Donations to charitable or religious organizations (\$25 or more)	57.1	52.2	14

Wisconsin is home to over 7500 nonprofit organizations. Residents spend almost 200 million hours volunteering their time, representing \$4.4 billion worth of service. Wisconsinites also contribute \$2.7 billion each year directly to charities in the state (Helen Bader Institute for Nonprofit Management, 2019). AmeriCorps members served over 934,000 hours of service in communities around the state during the 2017-2018 program year (Serve Wisconsin, 2018).

Wisconsin is also home to almost 1800 foundations. As of 2018, the Wisconsin Philanthropy Network reports that Wisconsin's foundations hold \$11.5 billion in assets and give almost \$800 million every year through grants.

## Connecting Volunteers with Opportunities Statewide

United Way of Wisconsin, Serve Wisconsin, and the Wisconsin Volunteer Coordinators Association have developed a database to capture volunteering opportunities statewide in collaboration with local United Ways and volunteer centers.

In 2019, the database helped **750 agencies** post over

**3000 volunteering opportunities** attracting **16,824 responses**

from Wisconsin volunteers.

Source: Volunteer Wisconsin 2019 Needs and Opportunity Responses, provided by United Way of Wisconsin



## National Voting and Voter Registration

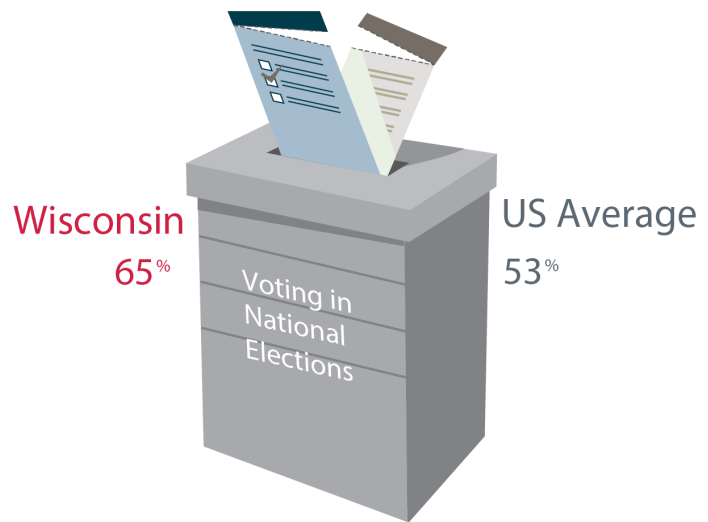
Wisconsin stands out as a leader in national voter registration and voting in the Civic Health Index™ data, which are drawn from the 2016 national elections. This reflects a strong statewide culture of participation in electoral politics.

However, voter turnout in the 2016 election dropped by over 40,000 votes, the lowest turnout since 2000. The drop was not evenly distributed among all Wisconsinites. In the 2016 national elections, 10% of Wisconsin's voters were non-white, 5% were Black, 3% were Latino, and 3% were Asian or some other race. Black voters dropped a little more than a point in vote share while Latino voters increased by 0.2

points, as did Asian voters and those of other races (Griffin, Teixeira & Halpin, 2017).

From 2012 to 2016, Wisconsin saw a general pattern of decline in voter turnout. Black voting fell 19 points from 74 percent in 2012 to 59 percent in 2016. White turnout also dropped—about 2 points among both white college-educated and non-college-educated populations. Latino voters and Asians or other races dropped about 6 points each (Griffin, Teixeira & Halpin, 2017). A study by the Public Religion Research Institute indicates that nationally, Black and Hispanic voters are more likely than white voters to have faced barriers the last time they tried to vote (Vandermaas-Peeler, Cox, Fisch-Friedman, Griffin & Jones, 2018).

	WI %	US %	WI Rank
Voting	64.6	53.4	2
Registration	72.8	66.9	10



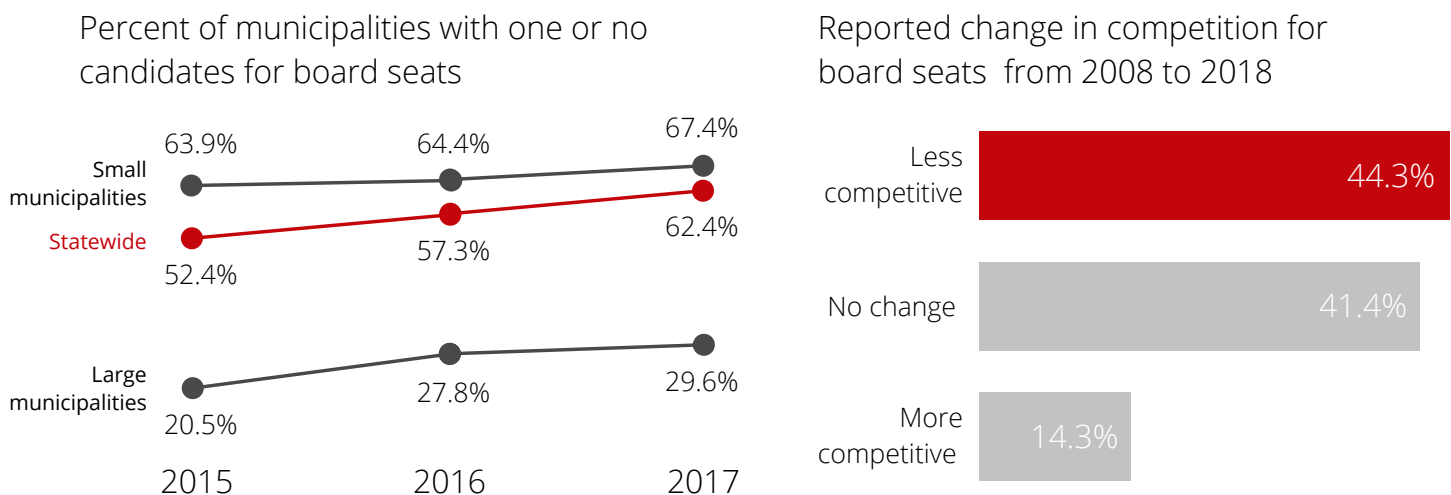
## Political Engagement

While Wisconsinites' participation in national elections is strong compared to the national average, the CHI™ data shows shows room for improvement in some forms of local political engagement. Other data show that competitiveness in local elections and the availability of local news sources have declined.

	WI %	US %	WI Rank
Frequently post your views about political, societal or local issues on the internet or social media	6.5	7.1	30
Frequently read, watch or listen to new or information about political, societal or local issues	78.7	75.0	12
Voted in last local election (Spring 2017)	55.8	48.3	18
Attended a public meeting	11.4	10.7	28
Contacted or visited public official	13.0	11.4	23
Bought or boycotted a product or service	19.1	13.9	10

### Local Village Board and City Council Seat Competition

*The State of Wisconsin's Cities and Villages* (2017), a report prepared annually for the League of Wisconsin Municipalities, indicates that there are an increasing number of municipalities in Wisconsin with one or fewer candidates for village board or city council seats. Further, annual reporting demonstrates a decline over time in contested seats, with more acute declines in smaller communities than in large ones. This may raise concerns as competitive elections tend to signal strong civic engagement and civic health.



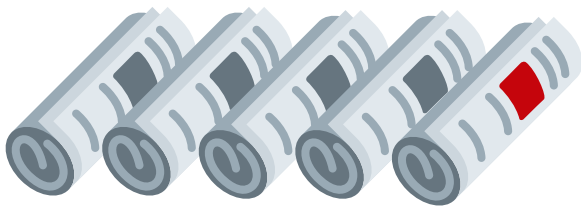
Source: <https://www.lwm-info.org/DocumentCenter/View/1605/2017-State-of-WI-Cities-and-Villages-report?bidId=>

## The Changing Landscape of Local News and Information

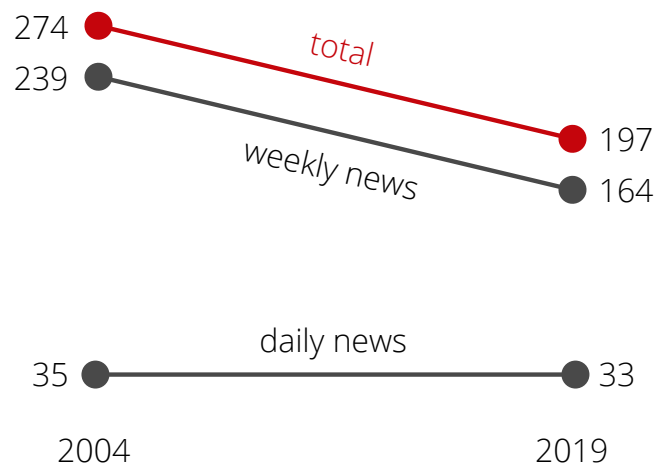
Numerous studies have linked the importance of local news sources to stronger democratic participation, more accountable local and state governments, and a feeling of belonging in communities. Local news consumption is also viewed as a metric of political engagement. Reflecting national trends, Wisconsin is facing decreased newspaper circulation across the state, local newspapers shuttering, and buy-outs by large media companies who cut local reporting (Stearns, 2018).

Over a third of all newspapers in Wisconsin are owned by one of the 25 largest media corporations in the US.

In 2019, only one of the five top newspaper owners in Wisconsin were located in-state. (UNC Hussman, n.d.)



Number of newspapers in Wisconsin from 2004 to 2019

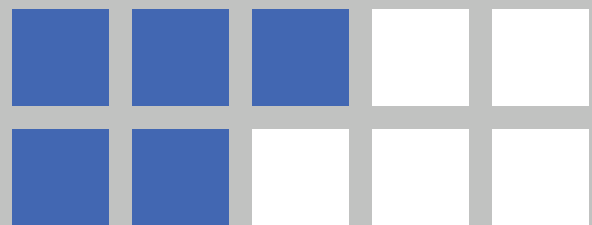


Source:

<https://www.usnewsdeserts.com/states/wisconsin/>

This decline in print news is occurring alongside a boom in digital media. While Wisconsin-specific information is not available, Americans are increasingly relying on social media as a source of information. In 2018, social media surpassed print news as a news source (Schaeffer, 2019).

**52%** of Americans get news from Facebook



Source: <https://www.pewresearch.org/fact-tank/2019/12/20/key-ways-us-changed-in-past-decade/>

# Taking Action for Wisconsin's Civic Health

## Initial Recommendations

Based on the process and findings of this inaugural report, we offer the following recommendations to guide the work of an ongoing civic health of Wisconsin initiative.

### Foster support for an ongoing, robust, collaborative, and inclusive civic health of Wisconsin initiative

- Conduct *regular assessment* of Wisconsin's civic health over time, incorporating new data.
- Ensure that Wisconsin participates in the *national network and conversation about civic health*, learning from other states' reports and initiatives.

### Create a more comprehensive picture of Wisconsin's civic health

- Inventory existing *community-led civic health innovations and efforts*; share information about successes, challenges, and lessons learned.
- Gather more information about *civic engagement and barriers faced by racial and ethnic groups* in Wisconsin.
- Assess the impact of Wisconsin's *civics graduation requirement* and use findings to inform school and extra-curricular programming.
- Incorporate *collective action* into our understanding of civic health in Wisconsin.

### Prioritize and support community-driven civic health efforts

- Collaborate with a *broad range of organizations and change agents* working on or invested in Wisconsin's civic health.
- Encourage *individual communities* to gain a better understanding of their local civic health status; encourage development of local goals and custom interventions to reach such goals.
- Explore best practices for promoting *local civic engagement* such as volunteering, attending public meetings, and participating in local elections.
- Support *civil society affinity groups* including but not limited to: faith-based organizations; youth-serving organizations; institutions of higher education; philanthropic funders; community centers; and voting rights groups to set collaborative goals and agendas related to civic health across Wisconsin.

## Build upon and grow Wisconsin's strong tradition of political activity and volunteerism

- Deepen understandings of Wisconsin's volunteerism and the ways that Wisconsinites participate on a voluntary basis in their neighborhoods, communities, and with organizations; as appropriate, encourage opportunities for *sustained volunteer engagement* with community efforts and nonprofits.
- Expand upon Wisconsin's track record of *high voter participation*, setting goals for and working toward greater voter registration and turnout for every election, across every part of Wisconsin.
- Develop and deliver programs to support Wisconsinites in *discerning news sources and information* in a rapidly changing media environment.
- Consider the many ways in which *young people in Wisconsin* engage civically that are not captured in CHI™ data; promote diverse opportunities for civic engagement across the lifespan.
- Promote *virtual modes of engagement and other interventions* necessary to support civic health in the COVID-19 era.

## Acknowledge and remove barriers to civic participation, especially for groups facing the greatest challenges.

- Explore barriers to civic participation in *rural, low population density areas* of Wisconsin and engage with local partners to address them.
- Incorporate *racial justice* considerations in civic health efforts going forward, recognizing the effects of racial disparity and systemic inequality in Wisconsin.
- Investigate barriers to civic participation related to *educational attainment*.

## Current Civic Health Initiatives and Activities

Across Wisconsin communities and organizations, civic health efforts are already underway. Through an ongoing civic health of Wisconsin initiative, we hope to build a platform for information sharing and collaboration to strengthen this work. Current efforts include, but are not limited to:

- Faith-based, issue-based, and identity-based organizations to promote civic engagement
- Higher education and other anchor institution civic engagement efforts
- Youth and adult programming to encourage civic education, engagement, participation, and leadership development



- Initiatives that support get-out-the-vote, voting rights, census participation and other wide-scale political and electoral engagement efforts
- Efforts and organizations that promote political candidacy across various groups historically-underrepresented in electoral politics
- Media literacy education, local digital community-news efforts and research to understand information-consumption and media usage related to civic engagement
- Cross-sector organizing around shared community concerns; community emergency preparedness efforts
- Hosted convenings and sustained dialogues across divergent perspectives and experiences, to discourage polarization and encourage understanding
- Public protests, boycotts, grassroots lobbying efforts, virtual mobilization, community organizing etc.

## Commitments for Action

The publication of this inaugural report is a first step in an ongoing civic health of Wisconsin initiative. To date, we have commitments for ongoing activities to promote civic health from the following organizations:

Campus Compact for Wisconsin  
 League of Wisconsin Municipalities  
 League of Women Voters of Wisconsin  
 Serve Wisconsin  
 United Way of Wisconsin  
 UW-Milwaukee Helen Bader Institute for Nonprofit Management  
 UW-Madison Center for Community and Nonprofit Studies  
 UW-Madison Division of Extension  
 UW-Madison Morgridge Center for Public Service  
 UW-Madison UniverCity Alliance  
 Wisconsin Institute for Public Policy and Service  
 Wisconsin Partners  
 Wisconsin Philanthropy Network  
 Women's Fund of Greater Milwaukee

Details on these and future commitments will be shared and updated on an ongoing basis as we develop a digital platform for our civic health of Wisconsin initiative. We invite nonpartisan organizations, groups, and change agents promoting civic health in Wisconsin to contribute their own organizational commitments, and to join in this collective effort.

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## Appendix A: Technical Note on NCoC

Unless otherwise noted, findings presented in this report are based on the National Conference on Citizenship's (NCoC) analysis of the U.S. Census Current Population Survey (CPS) data. Any and all errors are NCoC's own. Volunteering and Civic Engagement estimates are from CPS September Volunteering/Civic Engagement Supplement from 2017 and voting estimates from 2018 November Voting and Registration Supplement.

Using a probability selected sample of about 150,000 occupied households, the CPS collects monthly data on employment and demographic characteristics of the nation. Depending on the CPS supplement, the single-year Wisconsin CPS sample size used for this report ranges from 390-1,036 (volunteering/civic engagement supplement) and to 1,297 (voting supplement) residents from across Wisconsin. This sample is then weighted to representative population demographics for the district. Estimates for the volunteering and civic engagement indicators (e.g., volunteering, working with neighbors, making donations) are based on U.S. residents ages 16 and older. Voting and registration statistics are based on U.S. citizens who are 18 and older (eligible voters).

Because multiple sources of data with varying sample sizes are used, the report is not able to compute one margin of error for Wisconsin across all indicators. Any analysis that breaks down the sample into smaller groups (e.g., gender, education) will have smaller samples and therefore the margin of error will increase. Furthermore, national rankings, while useful in benchmarking, may be small in range, with one to two percentage points separating the state/district ranked first from the state/district ranked last.

It is also important that our margin of error estimates are approximate, as CPS sampling is highly complex and accurate estimation of error rates involves many parameters that are not publicly available.

## Appendix B: WI Civic Health Index™ by Urbanicity

CHI™ data was able to be disaggregated by community type across three major communities: Principal Cities (Urban), Balance (Suburban) and non-metro (Rural). Principal Cities are defined by the United States Census Bureau as "The largest city in each metropolitan or micropolitan statistical area is designated a "principal city." The statistical area is frequently referred to as the Core-Based Statistical Area (CBSA). Both Micropolitan and Metropolitan areas are CBSAs with populations of more than 10,000 in an "urban area." Micropolitan areas have an urban area with a population between 10,000-50,000 residents. Metropolitan areas have an urban area with a population of more than 50,000 residents. Please visit the US Census Bureau for more information about determining central and outlying counties that composed CBSAs. The following towns and cities are considered "Principal Cities" in Wisconsin with the CBSA type designated and are represented in the "Urban" category in the data presented below.

Appleton Metro  
Baraboo Micro  
Beaver Dam Micro  
Eau Claire Metro  
Fond du Lac Metro  
Green Bay Metro  
Beloit Metro  
Janesville Metro  
La Crosse Metro  
Onalaska Metro

Madison Metro  
Manitowoc Micro  
Marinette Micro  
Menomonie Micro  
Milwaukee Metro  
Waukesha Metro  
Neenah Metro  
Oshkosh Metro  
Platteville Micro  
Racine Metro

Shawano Micro  
Sheboygan Metro  
Stevens Point Micro  
Fort Atkinson Micro  
Watertown Micro  
Wausau Metro  
Weston Metro  
Whitewater Micro  
Marshfield Micro  
Wisconsin Rapids Micro

## Civic Health Data Disaggregated by Urbanicity

Source: National Conference on Citizenship

	Urban	Suburban or Mixed	Non- Urban	Unknown	Average Across Groups
Did you give money or possessions with a combined value of more than \$25 to a non-political organization?	58.7%	64.0%	51.4%	51.9%	57.1%
Did you give money or possessions with a combined value of more than \$25 to a political organization, party, or campaign?	16.9%	8.8%	5.4%	9.2%	8.6%
Volunteer?	35.8%	44.5%	31.4%	34.2%	37.4%
Talk politics, societal or local issues with family or friends? (Frequently)	33.7%	45.5%	30.4%	32.8%	37.0%
Provide food, housing, money or help for friends or extended family? (Frequently)	5.4%	4.2%	7.0%	11.0%	6.5%
Discuss political, societal, or local issues with neighbors? (Frequently)	13.1%	8.6%	7.6%	10.8%	9.2%
Do something positive for neighborhood or the community?	27.1%	19.6%	20.7%	13.9%	19.7%
Talk to or spend time with people from a racial, ethnic or cultural background that is different than yours? (Frequently)	62.4%	60.3%	29.8%	55.1%	49.5%
Read, watch or listen to news or information about political, societal, or local issues? (Frequently)	83.0%	78.6%	81.6%	71.5%	78.7%



	Urban	Suburban or Mixed	Non- Urban	Unknown	Average Across Groups
Did you vote in the local elections, such as for mayor or school board?	74.4%	56.9%	51.2%	52.4%	55.8%
Did you attend a public meeting, such as a zoning or school board meeting to discuss a local issue?	13.4%	11.3%	10.4%	12.4%	11.4%
Did you call or visit a public official at any level of government?	17.6%	12.9%	11.7%	13.1%	13.0%
Did you buy or boycott products or services based on political values or business practices of that company?	23.4%	25.2%	15.4%	10.6%	19.1%
Did you belong to any groups, organizations, or associations?	35.7%	43.0%	30.6%	30.2%	35.8%

## Appendix C: WI Civic Health Index™ by Gender

Civic Health Data Disaggregated by Gender

Source: National Conference on Citizenship

	Male	Female	Average Across Groups
Did you give money or possessions with a combined value of more than \$25 to a non-political organization?	54.4%	59.6%	57.1%
Did you give money or possessions with a combined value of more than \$25 to a political organization, party, or campaign?	8.8%	8.3%	8.6%
Volunteer?	34.5%	40.2%	37.4%
Talk politics, societal or local issues with family or friends? (Frequently)	36.3%	37.6%	37.0%
Provide food, housing, money or help for friends or extended family? (Frequently)	6.3%	6.8%	6.5%
Discuss political, societal, or local issues with neighbors? (Frequently)	9.9%	8.5%	9.2%
Do something positive for neighborhood or the community?	18.4%	20.9%	19.7%
Talk to or spend time with people from a racial, ethnic or cultural background that is different than yours? (Frequently)	48.9%	50.1%	49.5%
Post your views about political, societal, or local issues on the internet or social media? (Frequently)	5.2%	7.8%	6.5%
Read, watch or listen to news or information about political, societal, or local issues? (Frequently)	78.6%	78.8%	78.7%
Did you vote in the local elections, such as for mayor or school board?	55.7%	55.9%	55.8%
Did you attend a public meeting, such as a zoning or school board meeting to discuss a local issue?	12.5%	10.3%	11.4%

	Male	Female	Average Across Groups
Did you call or visit a public official at any level of government?	14.2%	11.9%	13.0%
Did you buy or boycott products or services based on political values or business practices of that company?	18.0%	20.1%	19.1%
Did you belong to any groups, organizations, or associations?	37.0%	34.7%	35.8%

## Appendix D: WI Civic Health Index™ by Age Group

Civic Health Data Disaggregated by Age Group

Source: National Conference on Citizenship

	16-29	30+	Average Across Groups
Did you give money or possessions with a combined value of more than \$25 to a non-political organization?	28.3%	65.5%	57.1%
Did you give money or possessions with a combined value of more than \$25 to a political organization, party, or campaign?	2.3%	10.4%	8.6%
Volunteer?	28.7%	40.0%	37.4%
Talk politics, societal or local issues with family or friends? (Frequently)	33.1%	38.1%	37.0%
Provide food, housing, money or help for friends or extended family? (Frequently)	7.0%	6.4%	6.5%
Discuss political, societal, or local issues with neighbors? (Frequently)	6.1%	10.0%	9.2%
Do something positive for neighborhood or the community?	14.7%	21.1%	19.7%
Talk to or spend time with people from a racial, ethnic or cultural background that is different than yours? (Frequently)	64.6%	45.1%	49.5%
Post your views about political, societal, or local issues on the internet or social media? (Frequently)	11.0%	5.2%	6.5%
Read, watch or listen to news or information about political, societal, or local issues? (Frequently)	66.3%	82.3%	78.7%
Did you vote in the local elections, such as for mayor or school board?	31.1%	62.1%	55.8%
Did you attend a public meeting, such as a zoning or school board meeting to discuss a local issue?	4.1%	13.5%	11.4%

	16-29	30+	Average Across Groups
Did you call or visit a public official at any level of government?	4.3%	15.5%	13.0%
Did you buy or boycott products or services based on political values or business practices of that company?	10.9%	21.5%	19.1%
Did you belong to any groups, organizations, or associations?	27.1%	38.4%	35.8%

## Appendix D: Wisconsin Civic Health Index™ by Education

Civic Health Data Disaggregated by Educational Attainment

Source: National Conference on Citizenship

	Less than HS diploma	HS grads, no college	Some college, no BA/BS	College graduates	Average Across Groups
Did you give money or possessions with a combined value of more than \$25 to a non-political organization?	21.2%	53.2%	64.4%	79.7%	64.1%
Did you give money or possessions with a combined value of more than \$25 to a political organization, party, or campaign?	2.8%	4.7%	8.6%	17.3%	10.0%
Volunteer?	14.8%	26.9%	34.7%	55.4%	38.2%
Talk politics, societal or local issues with family or friends? (Frequently)	24.4%	25.7%	38.4%	47.8%	37.1%
Provide food, housing, money or help for friends or extended family? (Frequently)	10.3%	4.3%	9.8%	5.0%	6.7%
Discuss political, societal, or local issues with neighbors? (Frequently)	22.4%	7.8%	8.3%	11.2%	9.7%
Do something positive for neighborhood or the community?	11.3%	16.2%	19.4%	27.0%	20.6%
Talk to or spend time with people from a racial, ethnic or cultural background that is different than yours? (Frequently)	39.8%	35.6%	47.4%	54.5%	45.9%
Post your views about political, societal, or local issues on the internet or social media? (Frequently)	0.0%	4.8%	6.6%	4.9%	5.2%

	Less than HS diploma	HS grads, no college	Some college, no BA/BS	College graduates	Average Across Groups
Read, watch or listen to news or information about political, societal, or local issues? (Frequently)	70.3%	81.2%	80.2%	82.9%	80.9%
Did you vote in the local elections, such as for mayor or school board?	45.7%	52.2%	61.7%	66.3%	59.7%
Did you attend a public meeting, such as a zoning or school board meeting to discuss a local issue?	3.8%	4.9%	13.2%	19.3%	12.3%
Did you call or visit a public official at any level of government?	1.7%	6.1%	16.9%	21.8%	14.6%
Did you buy or boycott products or services based on political values or business practices of that company?	4.6%	10.0%	18.1%	36.5%	21.1%
Did you belong to any groups, organizations, or associations?	9.8%	26.1%	33.6%	54.8%	37.2%





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