



Community Network Analysis Worksheet

Getting to know your demographics

Use this worksheet in conjunction with the Community Network Analysis (CNA) workbook to create a draft network analysis with your Heart & Soul® Team. *This document is designed to print on 11"x17" paper.*

1. List the racial and ethnic groups in your community:

Recommended Data Sources: U.S. Census Bureau American FactFinder, Headwaters Economics Economic Profile System

2. What subgroups of these racial or ethnic groups are in your community, such as refugees, undocumented residents, migrant workers, or people who do not speak English as their first language?

Recommended Data Sources: www.migrationpolicy.org (state and county-level data); local data such as school district data on bilingual students, refugee/immigrant service programs, and English as a Second Language programs; local knowledge

3. List the age groups in your community:

Recommended Data Sources: <http://www.pewresearch.org/>

Consider grouping ages by generation: The Greatest Generation (born 1901-1927); The Silent Generation (born 1928-1945); Baby Boomers (born 1946-1964); Generation X (born 1965-1980); Millennials (born 1981-1998); Generation Z (born 1999-onward)

4. What subgroups of these age groups are in your community? For youth, consider at-risk youth, teen parents, non-college bound. What about single parents, foster parents, and other parents of school-aged children? For senior citizens, consider retirees, those living at home or at retirement communities, and seniors still in the work force.

Recommended Data Sources: Local data, local knowledge

5. What is the distribution of median household income in your community?

Recommended Data Sources: U.S. Census Bureau American FactFinder, Headwaters Economics Economic Profile System

6. What else do you know about the way people in your community live based on income? For example, are there groups of people that have multiple families in one family unit to save costs?

Recommended Data Sources: Local data, local knowledge

7. What industries are employing people in your community, what are people doing for work in your community?

Recommended Data Sources: U.S. Census Bureau American FactFinder, Headwaters Economics Economic Profile System

8. What are the characteristics of housing in your community?

Recommended Data Sources: U.S. Census Bureau American FactFinder, Headwaters Economics Economic Profile System

10. What neighborhoods or areas of town do people live in? Think about formal neighborhoods, and informal housing sites (like mobile home parks).

Recommended Data Sources: local data, local knowledge

11. What religious affiliations do people in your community identify with?

Recommended Data Source: <http://www.thearda.com/> (county level data), local data, local knowledge

12. What groups exist in your community that aren't identified in the previous sections? Consider groups likely to support your project as well as those who may be skeptical or voice opposition.

Recommended Data Source: local knowledge, ESRI Tapestry (<http://www.esri.com/landing-pages/tapestry>), Nielsen market segments (<https://segmentationsolutions.nielsen.com/mybestsegments/>)

13. Additional groups that may fall into a network you can reach:

- People with disabilities
- LGBTQ
- Veterans, active military, and military families

