WHAT TO LOOK FOR IN DATA

High or low values for the community compared to the county, state, nation, etc.
Values below or above state and national targets
Values that are unexpected in the context of the community
Large increases or decreases from previous years

Questions to consider:
What surprises you about the data? What confirmed what you already thought?
Is this better or worse than you expected?
Are there local (or regional/state/national) policies or practices that contribute to the data looking this way?
What other factors may explain some of the trends we are seeing?
Do these data prompt new questions?

Bonus tips:
Read more closely in your areas of expertise
Pay attention to regional disparities
Watch out for small numbers— they tend to be less stable over time

Provide:
Data sources
Important caveats to the data
Data suppression policies
Clear and concise visuals, not too many per page

Created by the Community Research, Evaluation, & Development (CRED) Team, University of Arizona