

What is the Heartland (list/show states) Describe what we measure and why.

INTRO SECTION - LAY OUT THE LOGIC OF THIS EXERCISE



DISCUSS GEOGRAPHY

CONTENTS: What we measure Definitions Statistics? (Heartland vs non-Heartland) Icon(s)

DISCUSS OUTCOME MEASURES

The Data

Links to data

Outcomes across

the Heartland

DISCUSS DRIVERS



Data for your place



2016

Drivers

Outcomes For [selected geography]

Jobs 2010 to 2016 2016

♥ Selected geo ▼Heartland ▽ Non-Heartland

Geo selection -

+X.X% \$XX,XXX

+X.X%

+X.X%

+X.X%

+X.X%

Output (gross product) 2010 to 2016 +X.X%

2010 to 2016

Productivity

Average wage

Standard of living

Emploment rate

2010 to 2016

2010 to 2016

2010 to 2016

Median wage

2010 to 2016

Poverty rate

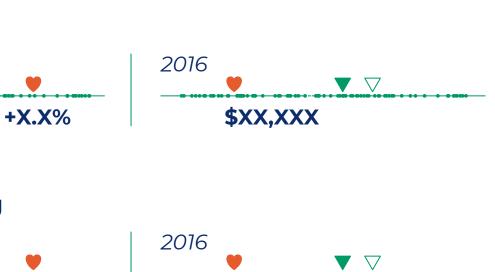
2010 to 2016

2010 to 2016



2016

2016 \$XX,XXX

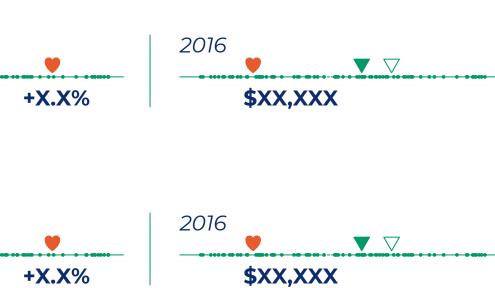


\$XX,XXX

\$XX,XXX

lacksquare

\$XX,XXX



2016

Exports 2010 to 2016 **+X.X**%

BA attainment

2010 to 2016

2010 to 2016

N/A

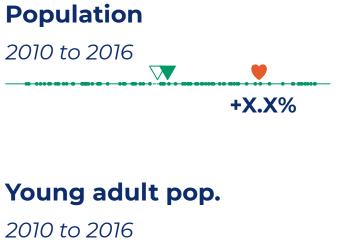
Drivers

2010 to 2016

For [selected geography]

Jobs in advanced industries

+X.X%



+X.X%

+X.X%



University tech transfer



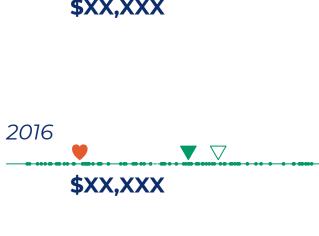
Housing values

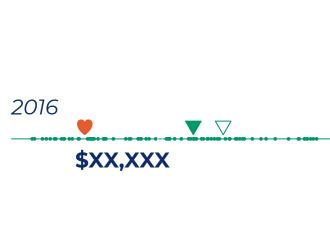


\$XX,XXX

\$XX,XXX

\$XX,XXX





\$XX,XXX

\$XX,XXX

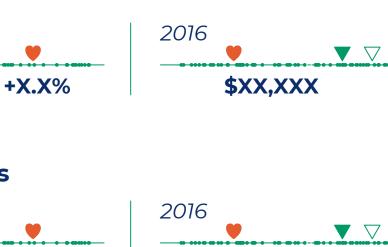
\$XX,XXX

lacktriangledown

lacksquare

Select geo level via

dropdown



2016

If worried about space, toggle between

outcome categories with buttons.

INCLUSION

Geo levely

Select an indicator

via buttons

Indicator option 1 Indicator option 2 Indicator option 3-

Economic outcomes

GROWTH BUTTON

Descriptive map title: lorem ipsum dolor sit amet,

consectetur adipiscing elit, aenean id suscipit nisi

Geo level -Map definition title: Indicatory, geographies, 2010 to 2016 Maintain one time period

PROSPERITY

Bar chart will also function as legend; breaks in colors/groupings would be labeled with values

This is the state-level view of an indicator; it covers state aggregates (total and rural)

States are shaded according to performance

This is not the primary interface for retrieving a place's data

user will have difficulty interacting with it (trying to hover).

For mobile users, my inclination is to knock out the maps and simply display the bar chart. This will give a quick readout of the distribution of values and comparison to non-heartland Other considerations: Some indicators are unavailable at the micro and rural levels. Those will be unavailable to the user when those geograhies are selected.

Bar chart shows distribution, benchmarking against Heartland/Non-Heartland averages and other states

For metro/micro area maps, I propose using points (dots) to place the geographies on the map and sizing them

User can hover over map or bar chart to pull up three things: 1) geo name, 2) change value, 3) point in time level

by population or other appropriate scale variable (e.g. gross product, employment, etc.) The map will need to be

the bars in the chart will be extremely narrow. The chart will still be useful for displaying the distribution, but the

zoomable to facilitate highlighting places on the map. Also note that for micro areas, with around ~300 observations

Repeat module for drivers

consectetur adipiscing elit, aenean id suscipit nisi Indicator option 1 Indicator option 2 Indicator option 3

Descriptive map title: lorem ipsum dolor sit amet,

