

Match banner image from print publication

HEARTLAND
FACTBOOK

CONCEPTS FOR DATA
PRESENTATION VER. 1

DOWNLOADS SOMEWHERE
NEAR THE TOP OF PAGE

Montserrat Black

Montserrat Light

Open Sans

Open Sans Bold

INTRO SECTION - LAY OUT THE LOGIC OF THIS EXERCISE

What is the Heartland (list/show states)

Describe what we measure and why.

1

DISCUSS GEOGRAPHY

2

CONTENTS:

What we measure

Definitions

Statistics? (Heartland vs non-Heartland)

Icon(s)

DISCUSS OUTCOME MEASURES

3

DISCUSS DRIVERS

The Data

Links to data

Data for your place

Outcomes across the Heartland

Drivers

Heartland Dashboard

Find data for a given metro, micro, state, or rural area

Geo selection ▾

Notes: No msa/micro/rural data for lots/most of drivers - These will show up as N/A

♥ Selected geo ▾ Heartland ▾ Non-Heartland

Outcomes

For [selected geography]

Jobs

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

Output (gross product)

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

Jobs at young firms

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

Productivity

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

Average wage

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

Standard of living

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

Emploment rate

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

Median wage

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

Poverty rate

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

Drivers

For [selected geography]

Jobs in advanced industries

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

Exports

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

Population

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

Young adult pop.

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

BA attainment

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

R&D spending

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

University tech transfer

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

N/A

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

Housing values

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

Broadband access

2010 to 2016 ▾ ♥ +X.X%

2016 ♥ \$XX,XXX ▾ ▾

Economic outcomes

GROWTH BUTTON

PROSPERITY

INCLUSION

Descriptive map title: lorem ipsum dolor sit amet, consectetur adipiscing elit, aenean id suscipit nisi

Indicator option 1 Indicator option 2 Indicator option 3

Select an indicator via buttons

Select geo level via dropdown

Geo level ▾

Map definition title: Indicator, geographies, 2010 to 2016

Maintain one time period

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

States are shaded according to performance

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

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

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

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

For metro/micro area maps, I propose using points (dots) to place the geographies on the map and sizing them by population or other appropriate scale variable (e.g. gross product, employment, etc.) The map will need to be zoomable to facilitate highlighting places on the map. Also note that for micro areas, with around ~300 observations the bars in the chart will be extremely narrow. The chart will still be useful for displaying the distribution, but the 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 geographies are selected.

Repeat module for drivers

Descriptive map title: lorem ipsum dolor sit amet, consectetur adipiscing elit, aenean id suscipit nisi

Indicator option 1 Indicator option 2 Indicator option 3

Geo level ▾

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