

sections of the factbook page

A GUIDE TO THE FACTBOOK

What can you learn on this page? Links to the various



Section Title

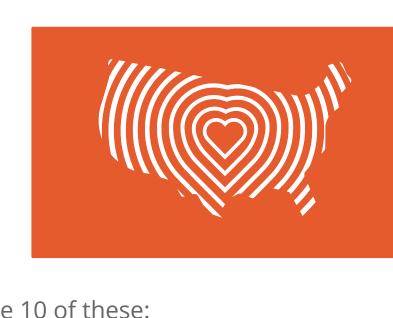


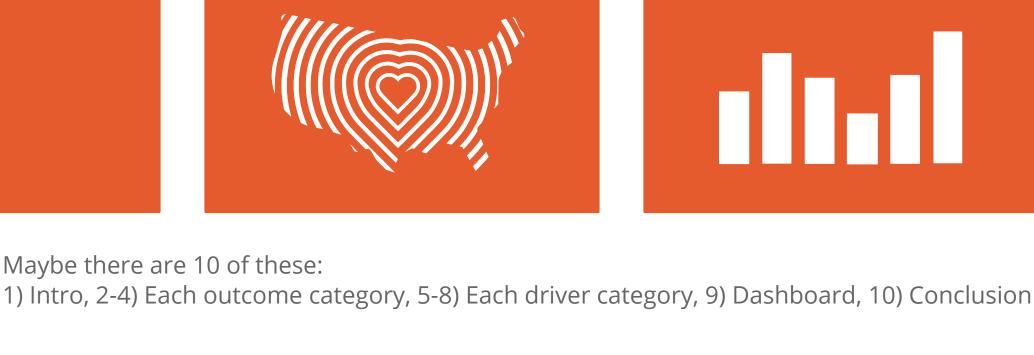


Link panels might

have a logo and title.







Use green or orange dividers 1. Defining the Heartland

users get out of the factbook? Etc....

This is 125 words: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent lacus dui, vehicula quis dolor ut, euismod iaculis erat. Cras at fermentum tortor. Praesent at lectus dui. Phasellus eget vulputate odio. Proin scelerisque, enim at

Some introductory text setting the stage. Why study the Heartland? What should

dapibus vestibulum, velit neque venenatis velit, sed pharetra lacus erat non mauris. Vestibulum euismod pharetra ex, at fringilla massa porta eu. In hac habitasse platea dictumst. Mauris sit amet feugiat turpis, a bibendum quam. Nulla eget diam leo. Nullam ac purus at leo auctor cursus vitae at ligula. Donec et luctus augue, sit amet vehicula sapien. Nunc ac libero ligula. Nullam nec ornare dolor. Cras id massa at massa fermentum posuere. Praesent pretium, lacus at aliquam scelerisque, lacus lorem finibus enim, vel porttitor sapien neque vitae ex. Donec est nisl, interdum. Use green/orange border/fill **Map of the Heartland states** *Introduce the reader to the Heartland*

> **Heartland facts** XX%

North Dakota Minnesota South Dakota Iowa Nebraska Illinois Indiana Kansas Missouri Kentucky Tennessee Oklahoma Arkansas Mississippi Alabam

XX% Of U.S. _____ XX% Of U.S. _____ XX% Of U.S. ____

Of U.S. _____

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what it tells us, etc.

2. Economic outcomes: Growth

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Some introductory text setting the stage discussing growth. What we measure,

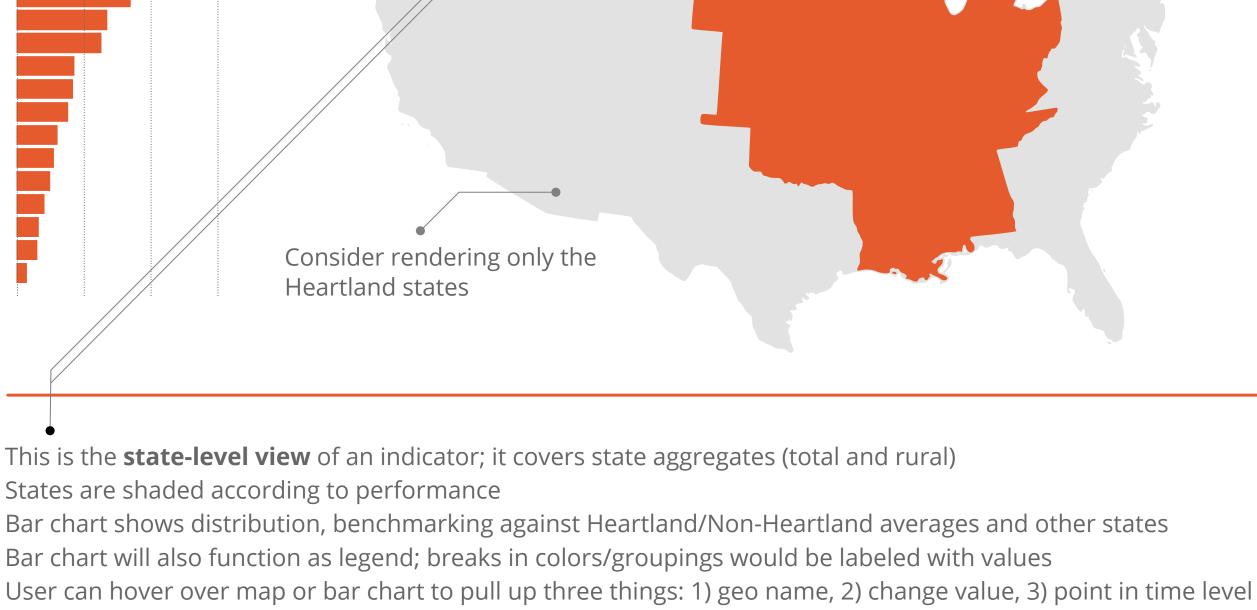
habitasse platea dictumst. Mauris sit amet feugiat turpis, a bibendum quam. Nulla eget diam leo. Nullam ac purus at leo auctor cursus vitae at ligula. Donec et luctus augue, sit amet vehicula sapien. Nunc ac libero ligula. Nullam nec ornare dolor. Cras id massa at massa fermentum posuere. Praesent pretium, lacus at aliquam scelerisque, lacus lorem finibus enim, vel porttitor sapien neque vitae ex. Donec est nisl, interdum. Descriptive map title: lorem ipsum dolor sit amet, Select an indicator consectetur adipiscing elit, aenean id suscipit nisi via buttons Indicator option 3 • Indicator option 1 Indicator option 2

Map definition title: Indicatory, geographies, 2010 to 2016

Maintain one time period

Select geo level via

dropdown



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

Some introductory text setting the stage. Why study the Heartland? What should

Praesent at lectus dui. Phasellus eget vulputate odio. Proin scelerisque, enim at

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mauris. Vestibulum euismod pharetra ex, at fringilla massa porta eu. In hac

users get out of the factbook? What are we measuring? Etc....

est nisl, interdum.

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

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

user when those geograhies are selected. **5. Drivers: Tradeable Industries**

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Stamp out additional map/bar chart modules for each outcome and driver category (so ~7 of these modules) Indicator option 2 Indicator option 1 Indicator option 3 •

Map definition title: Indicatory, geographies, 2010 to 2016

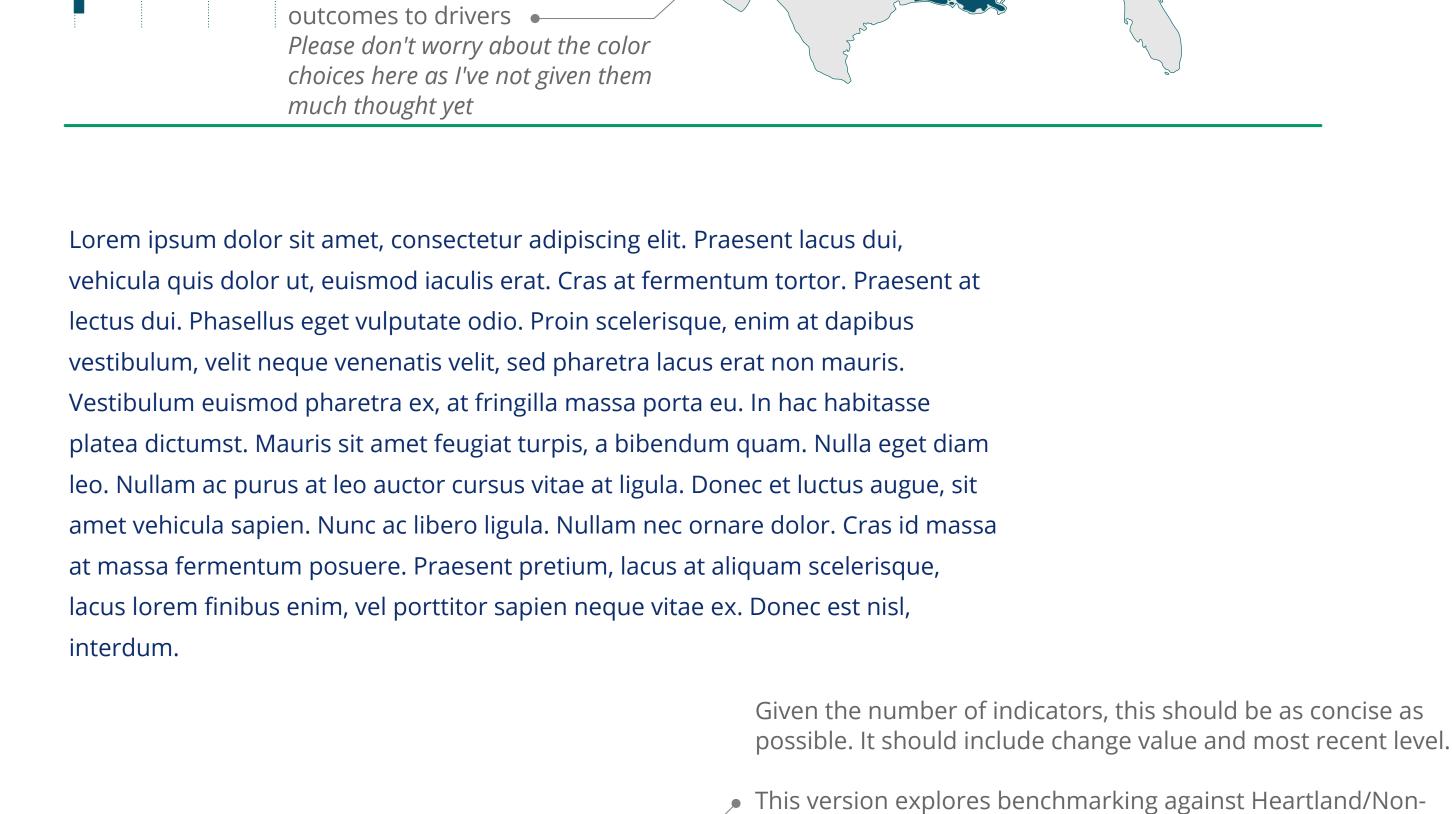
May need to use dropdown

for Human Capital driver category

Geo level ~

Consider different color

scheme when switching from



level.

Geo selection ▼ **Drivers Outcomes** *In selected geography In selected geography* *Selected geo • Heartland *Non-Heartland *Selected geo Driver indicator 1, 2010 to 2016 Average wage, 2010 to 2016 Employment, 2010 to 2017 Driver indicator 2, 2010 to 2017 Emp. to pop., 2010 to 2016 Emp. to pop., 2010 to 2016

9. Heartland Dashboard •

GDP, 2010 to 2016

Prosperity indicator

abcdefg

abcdefg

Growth indicator

Jobs at young firms

Employment

GDP

Change

Change

xx.x%

xx.x%

xx.x%

XX.X%

XX.X%

xx.x%

Jobs at young firms, 2010 to 2016

Median earnings, 2010 to 2016

Poverty rate, 2010 to 2016

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

Median earnings, 2010 to 2016 Poverty rate, 2010 to 2016 Productivity, 2010 to 2016

Jobs at young firms, 2010 to 2016

Standard of living, 2010 to 2016

Jobs at young firms, 2010 to 2016

Median earnings, 2010 to 2016

Poverty rate, 2010 to 2016

Productivity, 2010 to 2016

Standard of living, 2010 to 2016

GDP, 2010 to 2016

Heartland averages while also depicting the full distribution

of places. I would add in labels for change and most recent

Heartland

*Non-Heartland

Productivity, 2010 to 2016 Standard of living, 2010 to 2016 Stand-in (dummy) data Final version should group by category Perhaps a more concise representation of the data would a shaded table, with rows like: **Outcomes** In selected geography **Growth indicator** Change Value xx.x% **Employment** XX,XXX **XX.X**% Jobs at young firms XX,XXX **xx.x**% XX,XXX **GDP**

Shading: Quintiles within geography type? Will match map schemes above

Value

XX,XXX

XX,XXX

XX,XXX

XX,XXX

XX,XXX

XX,XXX

Value