

Match banner image from print publication

HEARTLAND
FACTBOOK

CONCEPTS FOR DATA
PRESENTATION **VER. 1**

DOWNLOADS SOMEWHERE
NEAR THE TOP OF PAGE

CONCEPTS FOR DATA
PRESENTATION **VER. 1**

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NEAR THE TOP OF PAGE

A GUIDE TO THE FACTBOOK

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

Section Title

Link panels might
have a logo and title.

Perhaps additional
descriptive text.

Maybe there are 10 of these:
1) Intro, 2-4) Each outcome category, 5-8) Each driver category, 9) Dashboard, 10) Conclusion

Use green or orange dividers

1. Defining the Heartland

Some introductory text setting the stage. Why study the Heartland? What should
users get out of the factbook? Etc....

This is 125 words: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent
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Map of the Heartland states

Introduce the reader to the Heartland

Use green/orange border/fill

Heartland facts

XX%
Of U.S. ____

XX%
Of U.S. ____

XX%
Of U.S. ____

XX%
Of U.S. ____

2. Economic outcomes: Growth

Some introductory text setting the stage discussing growth. What we measure,
what it tells us, etc.

This is 125 words: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent
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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

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

Consider rendering only the
Heartland states

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.

5. Drivers: Tradeable Industries

Some introductory text setting the stage. Why study the Heartland? What should
users get out of the factbook? What are we measuring? Etc....

This is 125 words: Lorem ipsum dolor sit amet, consectetur adipiscing elit. Praesent
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scelerisque, lacus lorem finibus enim, vel porttitor sapien neque vitae ex. Donec
est nisl, interdum.

Stamp out additional map/bar chart modules for each
outcome and driver category (so ~7 of these modules)

Indicator option 1 Indicator option 2 Indicator option 3 May need to use dropdown
for Human Capital driver category

Map definition title: Indicatory, geographies, 2010 to 2016

Consider different color
scheme when switching from
outcomes to drivers
Please don't worry about the color
choices here as I've not given them
much thought yet

9. Heartland Dashboard

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

Geo selection

Outcomes

In selected geography

Selected geo Heartland Non-Heartland

Average wage, 2010 to 2016

Employment, 2010 to 2017

Emp. to pop., 2010 to 2016

GDP, 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

Stand-in (dummy) data

Final version should group
by category

Drivers

In selected geography

Selected geo Heartland Non-Heartland

Driver indicator 1, 2010 to 2016

Driver indicator 2, 2010 to 2017

Emp. to pop., 2010 to 2016

GDP, 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

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

Perhaps a more concise representation of the data would a shaded table,
with rows like:

Outcomes

In selected geography

Growth indicator	Change	Value
Employment	XX.X%	XX,XXX
Jobs at young firms	XX.X%	XX,XXX
GDP	XX.X%	XX,XXX

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

Prosperity indicator	Change	Value
abcdefg	XX.X%	XX,XXX
abcdefg	XX.X%	XX,XXX
	XX.X%	XX,XXX

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

Growth indicator	Change	Value
Employment	XX.X%	XX,XXX
Jobs at young firms	XX.X%	XX,XXX
GDP	XX.X%	XX,XXX