* **Jobs.** Job numbers and their growth approximate the size of the economy and the level of labor demand by measuring the number of full- and part-time positions in a regional economy.

*Source: Bureau of Labor Statistics, Quarterly Census of Employment and Wages*

* **GDP.** Real gross domestic product (GDP) measures the total value of the goods and services produced in a region, including wages and profits—a standard of economic output.

*Source: Emsi 2017.4*

* **Jobs at young firms.** Changes in the total number of full- and part-time wage and salaried jobs at young, private-sector firms age five years or less measures the impact of entrepreneurship in a regional economy.

*Source: U.S. Census Bureau, Longitudinal Employer-Household Dynamics Program’s Quarterly Workforce Indicators*

* **Productivity.** Output, as above, divided by the total number of local jobs, as above, yields the output per job, which is a basic measure of a place’s productivity.

*Sources: Bureau of Labor Statistics, Quarterly Census of Employment and Wages; Emsi 2017.4*

* **Average wage.** Aggregate annual wages paid to workers divided by the total number of jobs yields the average annual wage per job in a location.

*Sources: U.S. Bureau of Economic Analysis, “Table SA25N Total Full-Time and Part-Time Employment by NAICS Industry”; U.S. Bureau of Economic Analysis, “Table SA7N Wages and Salaries by NAICS Industry,”*

* **Standard of living.** Output, from above, divided by the total local population yields output per capita, which reflects place’s average standard of living.

*Sources: Emsi 2017.4; U.S. Census Bureau, Population Estimates Program*

* **Employment rate.** The employment-to-population ratio measures the share of individuals age 18 to 64 who are currently employed.

*Sources: U.S. Census Bureau, 2010 and 2016 American Community Survey 1-Year Estimates*

* **Median earnings.** The median wage measures the annual wage earned by a person in the middle of an area’s income distribution (among people at least 16 years old).

*Sources: U.S. Census Bureau, 2010 and 2016 American Community Survey 1-Year Public Use Microdata Sample*

* **Poverty rate**. The poverty rate measures the share of local individuals who received income less than the federal poverty threshold.

*Source: U.S. Census Bureau, Small Area Income and Poverty Estimates (SAIPE) Program*

* **Share of jobs in advanced industries.** R&D- and STEM worker-intensive advanced industries—ranging from automotive manufacturing to renewable energy to digital services—anchor regional economies with their high-productivity, good-paying innovation and export activity.

*Source: Emsi 2017.4 and 2018.2*

* **Export share of output.** Exports generate financial inflows for states and communities and also expand firms’ customer bases, increase firms’ competitiveness, and support good-paying jobs.

*Source: Nick Marchio and Joseph Parilla, “Export Monitor 2018” (Washington: Brookings Institution, 2018)*

* **Population.** Population growth bolsters labor supply and enhances consumer demand. It also serves as a signal of local success, as individuals move to areas with stronger economic opportunity.

*Source: U.S. Census Bureau, Population Estimates Program*

* **Young adult population.** Adults aged 18-to-34 are the largest segment of the U.S. workforce and an important consumer market. As a result, they are a sought-after source of state in-migration.

*Sources: U.S. Census Bureau, 2010 and 2016 American Community Survey 1-Year Estimates*

* **BA attainment share.** A bachelor’s degree leads to higher wages, better health, and greater job security, and regions with higher college graduation rates see stronger productivity, output, and consumption.

*Sources: U.S. Census Bureau, 2010 and 2016 American Community Survey 1-Year Estimates*

* **R&D spending share of gross product.** R&D spending, measured by the percent of gross domestic product spent on R&D, generates new products and processes that boost productivity and support economic growth.

*Sources: National Science Foundation, State Indicators 2018, R&D as a Percentage of Gross Domestic Product; National Science Foundation, State Indicators 2018, Business-Performed R&D as a Percentage of Private-Industry Output*

* **Number of top 100 universities for tech transfer.** These rankings measure which universities are most effective at converting research into commercial and intellectual property, an important source of product and industry innovations.

*Source: Ross DeVol, Joe Lee, and Minoli Ratnatunga, “Concept to Commercialization: The Best Universities for Technology Transfer” (Santa Monica, Calif.: Milken Institute, 2017)*

* **Home values.** The Heartland’s relatively low housing values bolster households’ disposable income, boost consumer spending, and help attract in-migration, but can also make it more difficult for homeowners to build wealth.

*Source: U.S. Census Bureau, 2010 and 2016 American Community Survey 1-Year Public Use Microdata Sample*

* **Share of population without high-speed broadband access.** Broadband is essential to work, study, and remain connected in the 21st-century economy. Gaps in access to affordable, high-speed broadband hurt workers’ well-being as well as undercut regions’ productivity, output, and growth.

*Source: Federal Communications Commission, Fixed Broadband Deployment*