

Economic Development by the Numbers

A source for data and statistical information to assist in promoting your community, county and state

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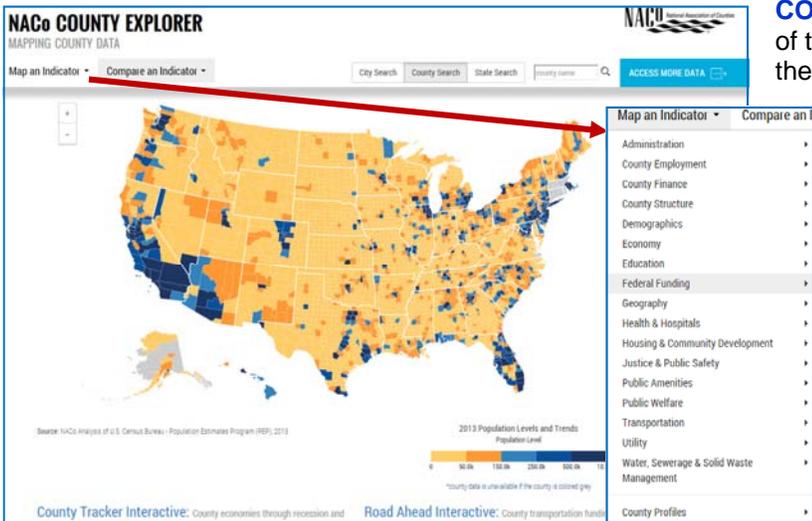
Feature: NACo County Explorer

The National Association of Counties allows users to view and map various indicators through its NACo County Explorer. Topics include employment, finance, demographics, economy, education, federal funding, health & hospitals, housing & community development, justice and safety, public transportation and more. The full report, the basis for this mapping tool, is available at <http://www.naco.org/research/Pages/county-tracker.aspx>. It offers a reminder that “the U.S. economy happens on the ground, in the 3,069 county economies that provide the basis for county governments”. North Dakota’s Mountrail County is featured on page 22.

Featured Web Site: <http://cic.naco.org/>

The first thing you’ll notice upon entering the site is a listing of new indicators added to the site this month. There is also an option to sign up for the monthly update and it’s a very simple process. All they ask is that you provide your email address. Do so if you like. Then click on the **CLOSE** button in the upper right-hand corner.

The next screen (shown below) displays a map of population levels and trends. You can change the map by clicking on **MAP AN INDICATOR**. It’s as simple as selecting from the drop-down list. There is also a general **COUNTY PROFILE** option at the very bottom of the list. Once you’ve made your selection the map will display all counties, but if you click on a specific county a pop-up will also appear with the actual data for that county. To get back to the full map view in order to select a different county, go to the right-hand menu of symbols and click on the second symbol from the top that looks like a square inside a circle.



The next menu item at the top of the screen allows you to compare an indicator. If you are like me, you might assume that this is available so you can do a comparison between counties, but we’d both be wrong. It does just what it says. It compares indicators so no

matter which two indicators you select, the pop-up will provide data for both indicators for the selected county only. So first you have to **MAP AN INDICATOR** and then select the second indicator to compare by selecting an item from the **COMPARE AN INDICATOR** list.

If you no longer want to compare that indicator, go back to the menu of symbols and select the third symbol from the top (in the shape of a house) to reset the indicators. Please note that as you change indicators, the source of the data and data definitions will change on the bottom of the page.

The top menu selections also allow for city, state and county search options. The result of the city search is a link to the correct county so you still get county data rather than city data alone. A search by state will net you a list of all the counties in that state rather than state-wide data.

The last selection on the top menu (shaded in blue) appears to allow users to **ACCESS MORE DATA**. Unfortunately, this data extraction tool requires a paid subscription so we won't go there.

Instead, let's move down to the two menu options located below the US Map. There's **COUNTY TRACKER INTERACTIVE** and **ROAD AHEAD INTERACTIVE**. Within the county tracker there are four options for time periods: 2012-2013, recession, recovery and long-term. Select a time period. Then click on the county once to see the data on screen. Then double-click on the county to get a printable report providing charts and a list of the top five industries.

The Road Ahead Interactive provides individualized PDF profiles for 43 states where counties have authority over roads and/or bridges. Simply select a topic from the top menu and click on the state once to access a

printable state summary of the data. Double-click on the state to see the impact of MAP-21. What's MAP-21? Good question. According to the US Department of Transportation, MAP-21 stands for Moving Ahead for Progress in the 21st Century Act (MAP-21), and was signed into law in 2012. For more detail, see <http://www.dot.gov/map21>.

Well that pretty much covers the web site. As with all data sites, if you come across a section that causes you to wonder if there are more recent numbers available, you can always check the data source and do a Google search to see if there's been a more recent update.

It's the holiday season and you deserve a little fun.

Why not try out the new FREE Census app on your cell phone?



Just download **CENSUS POP QUIZ** from AppStore or Google Play on your phone or go to <http://www.census.gov/mobile/censuspopquiz/> for more information.

The U.S. Census Bureau recently released **CENSUS POP QUIZ**, a new interactive mobile application that challenges users' knowledge of demographic facts for all 50 states and the District of Columbia. The new app draws from the Census Bureau's American Community Survey and aims to raise statistical literacy about the U.S. population.

After each state challenge is completed, users will earn a badge to show their knowledge of various state demographic characteristics. After earning badges from every state, the app will unlock the final U.S. challenge. Players can share their badges on social media sites including Facebook and Twitter. The app is available for both iPhone and Android smartphones and tablets.

Publication prepared by:

North Dakota Department of Commerce
Economic Development & Finance Division

Phone:
(701) 328-5336

Email: luether@nd.gov