

## Economic Development by the Numbers

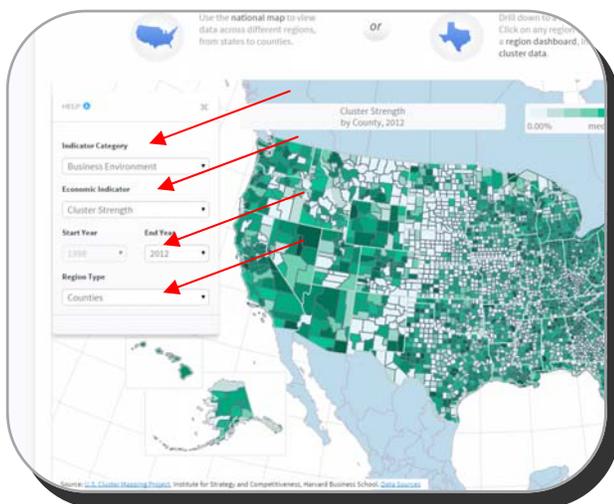
A source for data and statistical information to assist in promoting your community, county and state.

August-September

**Feature: US Cluster Mapping Tool**

This month we'll explore the **US Cluster Mapping Tool**. The tool is currently in beta, but is still (for the most part) functional and useful. The **US Cluster Mapping Tool** allows you to explore national and regional economic data. The mapping tool is used by governments, economic developers, and businesses to understand the industrial landscape.

Featured Web Site: <http://clustermapping.us/region>

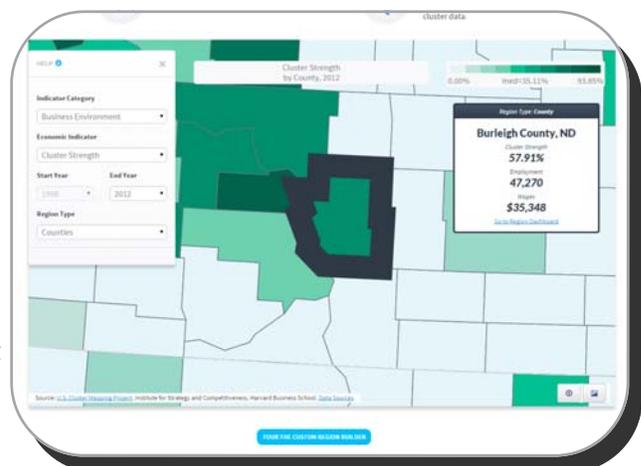


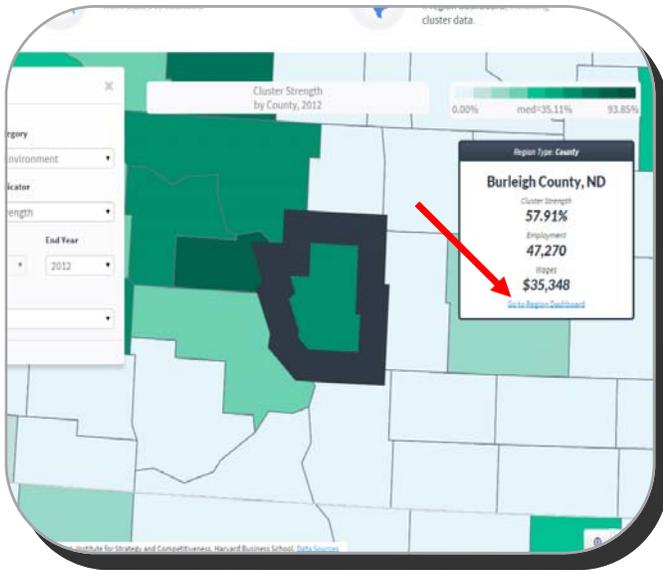
Let's begin with the **US Cluster Mapping Tool** by navigating to the website at: <http://clustermapping.us/region>. From here you will see data for the entire nation broken down by economic areas, the tool's default geography. You can also change the region type to display data for: **state**, **metro/micro statistical areas**, and **counties**. In addition to changing the map's region type, you are also capable of changing **indicator category**, **economic indicator**, and **start/end year**. Let's do a quick example to get an idea of how the mapping tool works!

Let's say we wanted to view the cluster strength of each county in the nation. To do this, we need to change the display criteria on left-hand side of the page. **(See image at left.)** Set the Indicator Category to **Business**

**Environment**. Under Economic Indicator, select **Cluster Strength**. Leave End Year category set to **2012**, and change the Region Type to **Counties**. The map should now display each county's cluster strength.

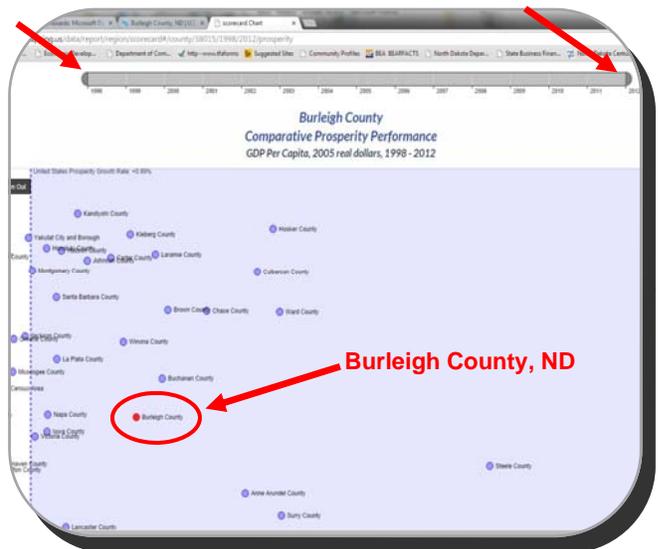
Now we will take a look at the cluster strength of Burleigh County North Dakota. To do this, simply click on Burleigh County, and the map should automatically zoom to the selected county. **(See image at right.)** From here you can see the county's **Cluster Strength**, **Employment**, and **Wages**. To view another county, you will have to change the region type to something other than counties, then back to counties again. This is because the map does not yet have a pan or zoom feature. I would assume that this is an issue that will be resolved when the mapping tool is out of its beta testing period.





You'll notice at the bottom of the Burleigh County text bubble, a link that says [Go to Region Dashboard](#). (See image at left.) Click that link, and your page will load much more detailed information about Burleigh County. You'll now see these tabs across the top of the page [Summary](#), [Performance and Drivers](#), [Cluster Portfolio](#), and [Organizations](#). Click the [Performance and Drivers](#) tab. This page will display a large amount of economic data related to not only Burleigh County, but also the state of North Dakota as a whole. To get a more in-depth view of a piece of data on this page, simply click the thumbnail that you would like to view. Let's click on [Prosperity](#). This brings you to a plot-chart view of Burleigh County's prosperity. This plot-chart shows Burleigh County along with a number of other counties from across the nation that are comparable to Burleigh County in terms of prosperity.

You are able to change the chart to view data from 1998-2012. To change the date range for the displayed data, simply drag and drop the date bar at the top of the page. (See image at right.) You are also able to download the data. To do this, click the download button located at the top left corner of the page. The function to download the data is currently not working. This is also true with the download and snapshot buttons located on the bottom of the map. \* **There may be other functions that are not in working order during the beta.** \*



You'll also notice at the very top of the page a tab titled [About](#). That tab will take you to a page that describes, in detail, the cluster mapping project. You will also find useful information here regarding [Glossary of Terms](#), [Methodology](#), and [FAQs](#). As always, if you have questions or comments, feel free to contact me! You'll find my contact information at the bottom of this page.

Also worth mentioning, previous issues of Economic Development by the Numbers are now available on our website. To find them, start at <http://www.business.nd.gov/>. Next, click the [Data Center](#) tab. (See image below.) From the [Data Center](#) page, you will see a list of links on the right side of the page. Click the link titled: [Economic Development by the Numbers Newsletter](#). All newsletters are in PDF format.



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