

POPULATION BANDS

Narrow

Medium

Wide

GEOGRAPHIC AREA

All Metropolitans

Heartland Metropolitans

Compared against ~101 metropolitans from 104,318 to 173,863 population (75%-125% band).

TOP 10 STRENGTHS			BOTTOM 10 CHALLENGES		
1	Working Age Poverty Rate 2024	#2/101	1	Wage Growth 2024	#95/101
2	Frequent Mental Distress 2023	#5/101	2	OB/GYNs 2023	#83/101
3	Homicide Rate 2022	#5/99	3	Startup Firm Share 2023	#82/101
4	Startup Scale Rate 2022-2024	#5/96	4	Young Firm Share 2023	#80/101
5	GDP Per Capita 2024	#6/100	5	Young Firm Employment Share Q2 2025	#75/100
6	Food Insecurity Rate 2023	#7/101	6	Child Care Cost Burden 2024	#61/101
7	Technical Certification Rate 2024	#7/95	7	Physical Inactivity Rate 2023	#58/101
8	Rent-to-Income Ratio 2024	#8/101	8	Net Migration Rate 2025	#58/101
9	Infant Mortality Rate 2022	#9/101	9	Net Population Change Rate 2025	#56/101
10	Pediatricians 2023	#9/101	10	Domestic Migration Rate 2025	#56/101