Data Profile

Economic Data and Analysis to Inform Decision-Making

Coconino County, Arizona

Small metro counties
counties that belong to an urban cluster with a population between 50,000 and 250,000

Outcomes

Growth | Prosperity | Inclusion | Racial Inclusion | Neighborhood Inclusion

Drivers

Job Creation and Quality Business Growth | Job Preparation and Wage Gains

Vibrant, Connected Communities

Enablers

Public Health and Safety

COVID trends

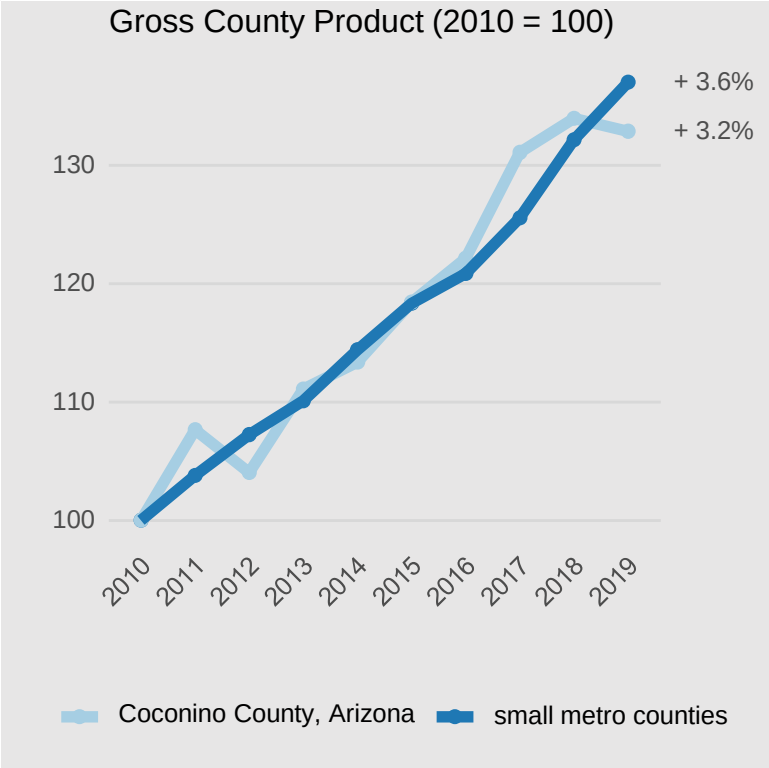


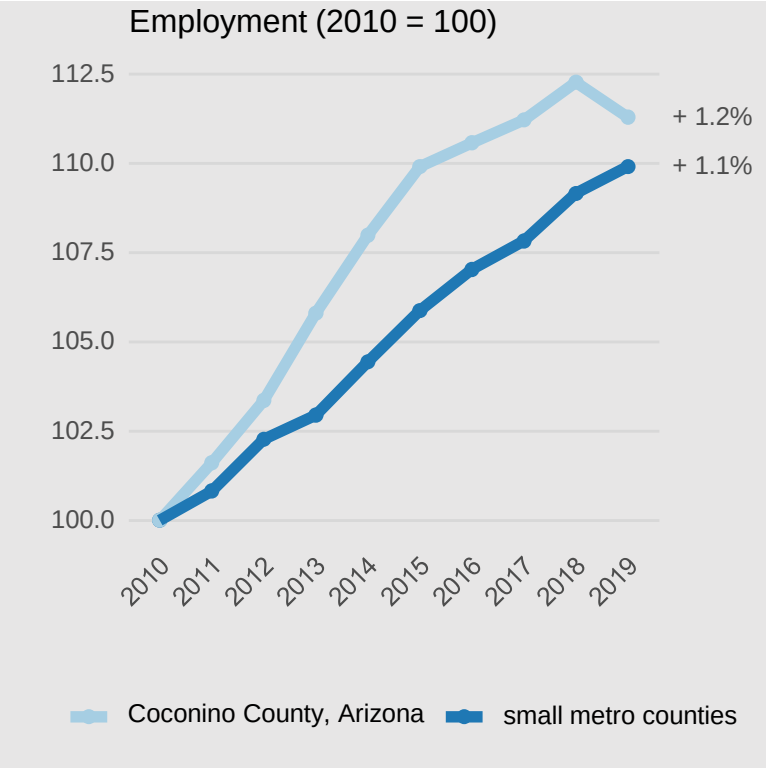
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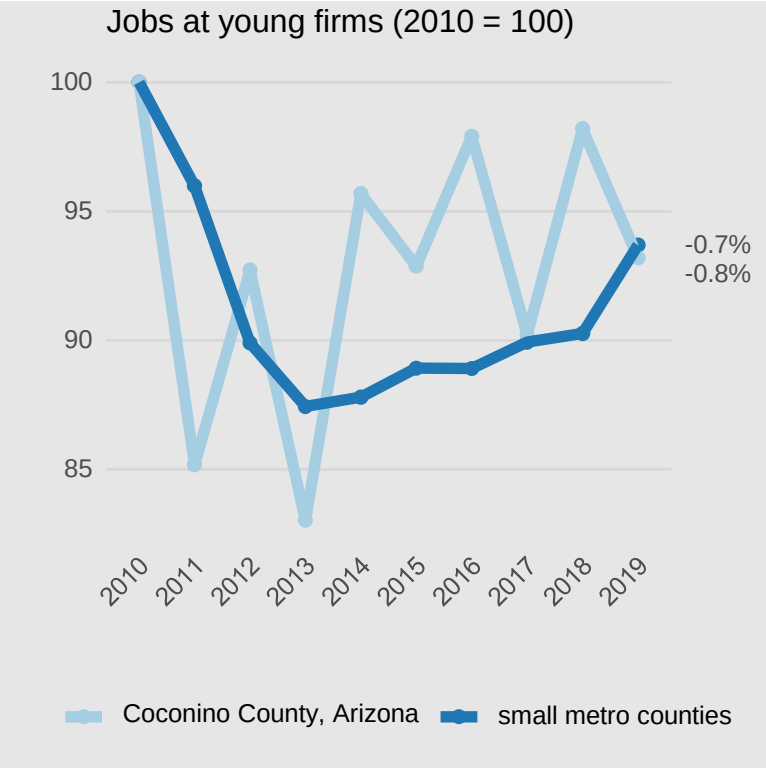
Growth

Growth creates new opportunities for individuals. Entrepreneurship plays a critical role in growth, creating new jobs and new output; entrepreneurial activity can also indicate investors' confidence in future growth and prosperity.

Coconino County, Arizona made slight progress on economic growth from 2009 to 2019. Over the decade, the region lagged small metro counties' average on output, but experienced stronger employment growth. Local entrepreneurship experienced a sharp decline during the beginning of the decade but has slowly rebounded since 2013.





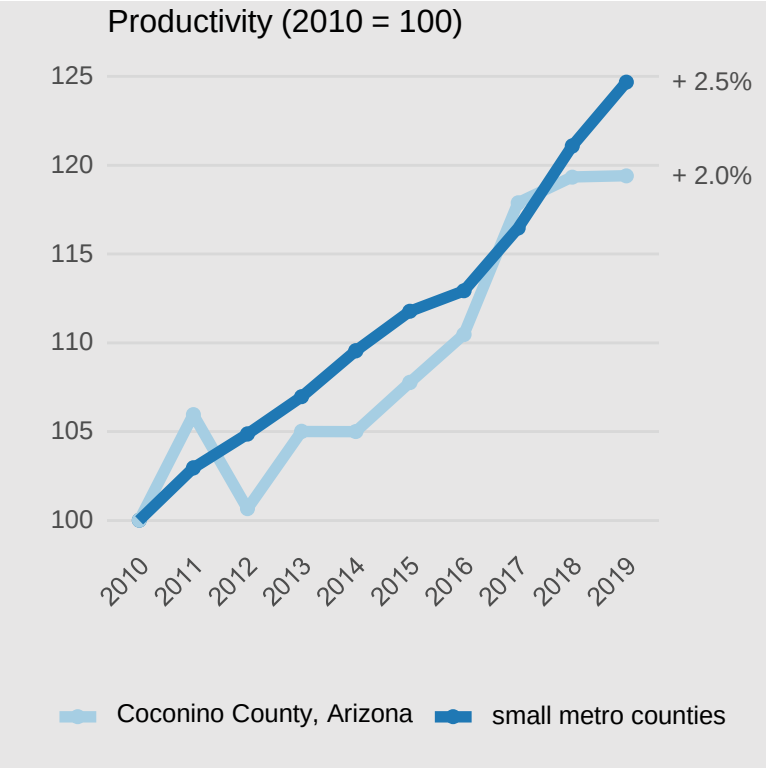


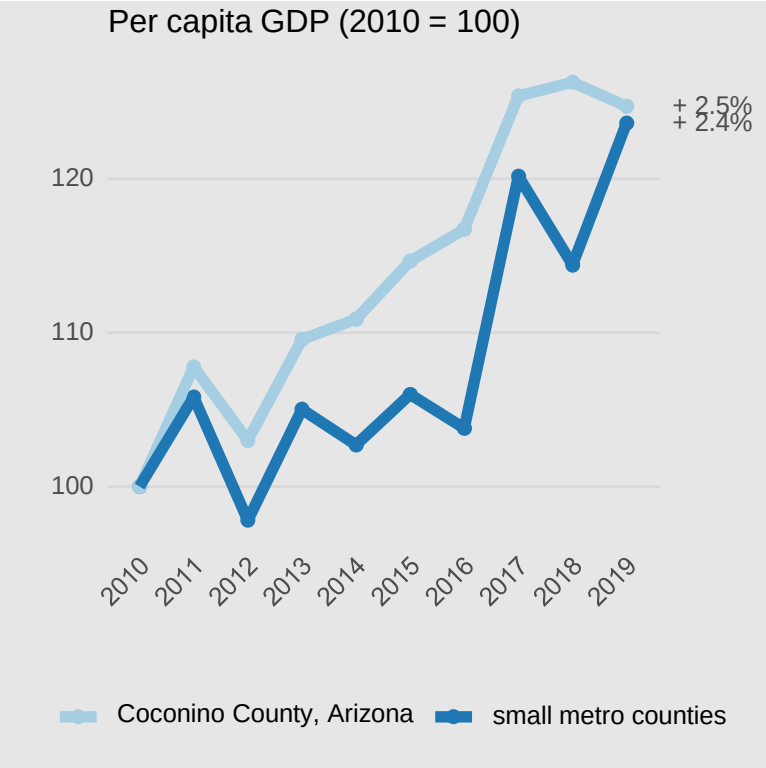
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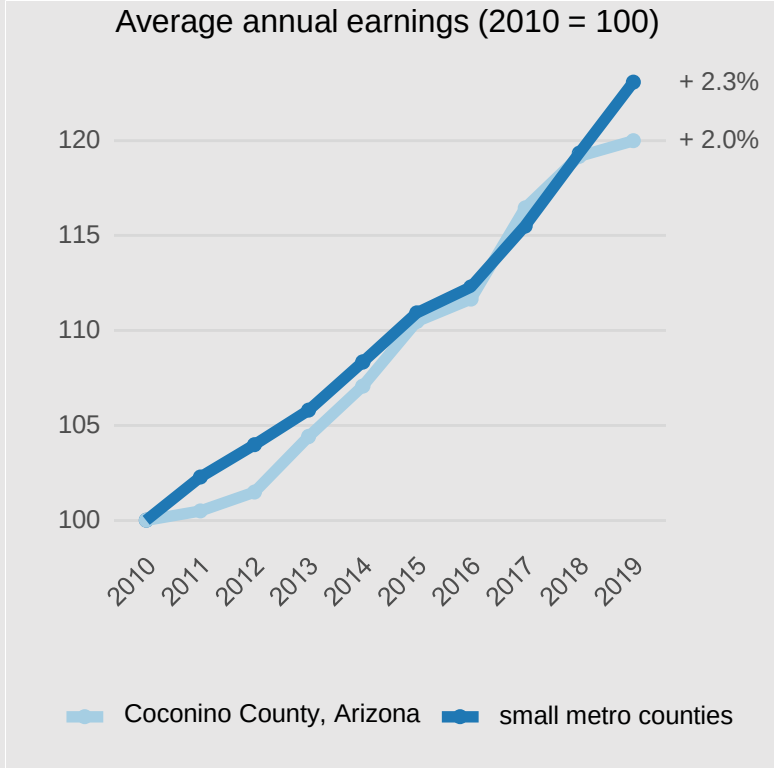
Prosperity

When a county grows by increasing the productivity of its workers, through innovation or by upgrading workers' skills, for example, the value of those workers' labor rises. As the value of labor rises, so can wages. Increases in productivity and wages are what ultimately improve living standards for workers and families.

Coconino County, Arizona experienced rising prosperity from 2010 - 2019. Its GDP per capita growth is on par with the average growth of small metro counties, while its productivity growth and average annual earnings growth slowed down in recent years compared to other small metro counties.







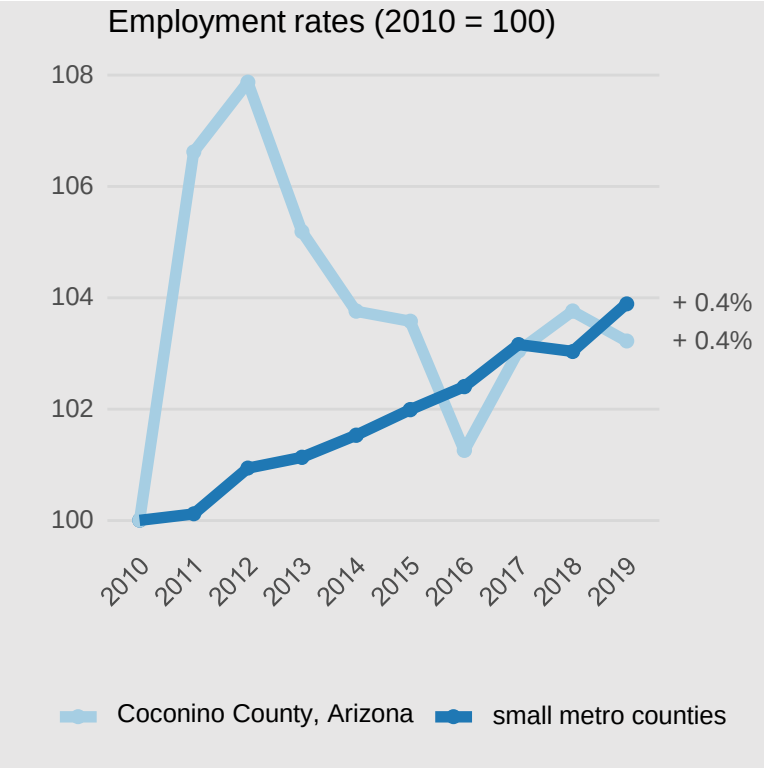
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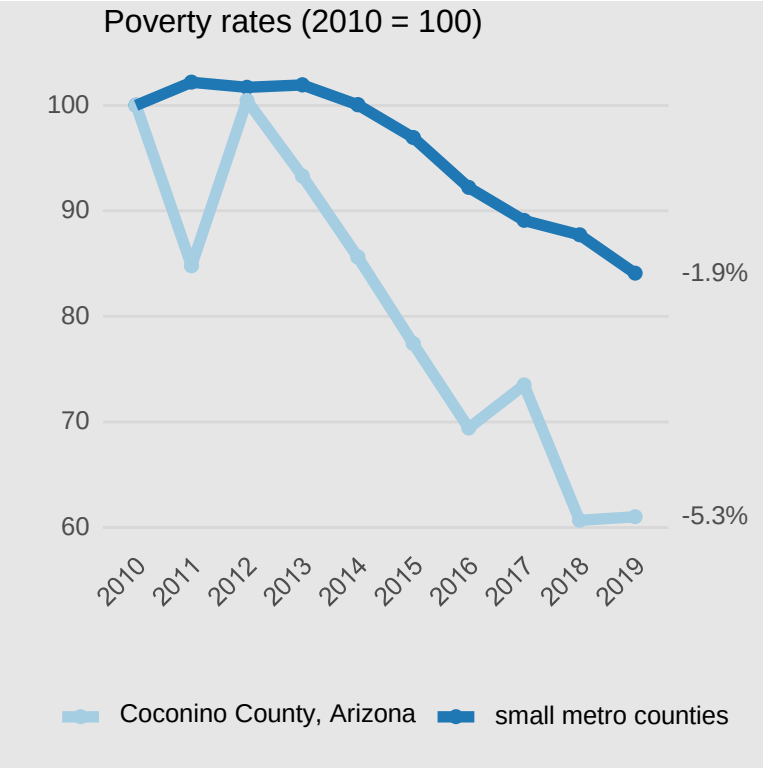
Inclusion

Inclusive growth enables more people to invest in their skills and to purchase more goods and services. Thus, inclusive growth can increase human capital and raise aggregate demand, boosting prosperity and growth.

Coconino County, Arizona experienced rising median earnings, employment rates, and declining poverty rates from 2010 to 2019. Poverty rates experienced a fast and steady decline since 2010.





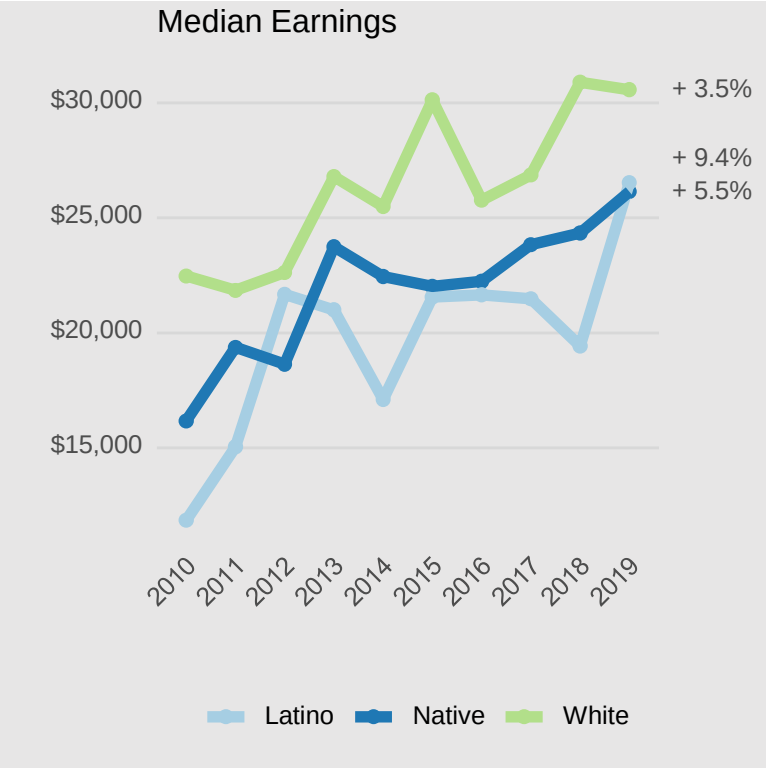


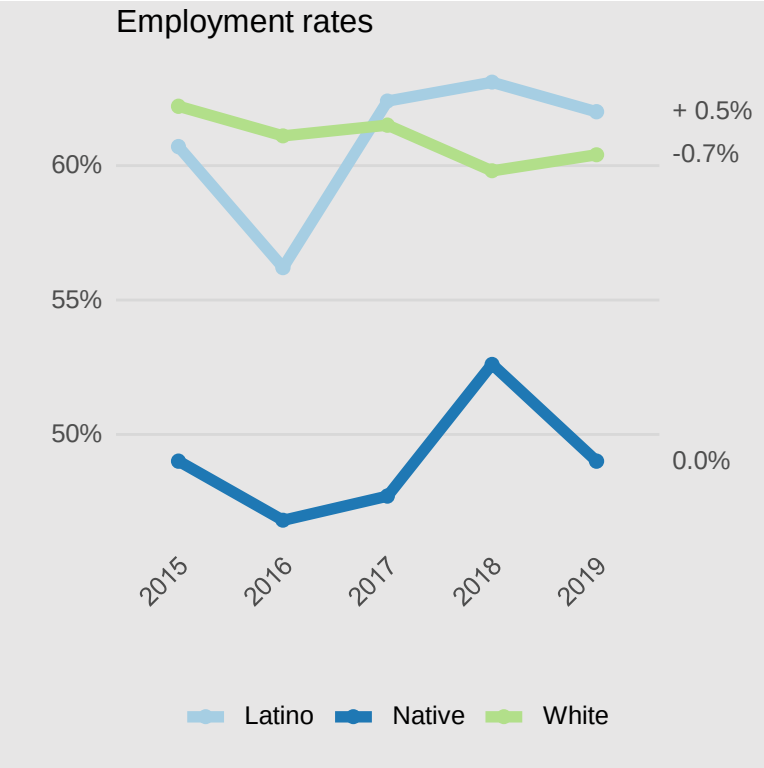
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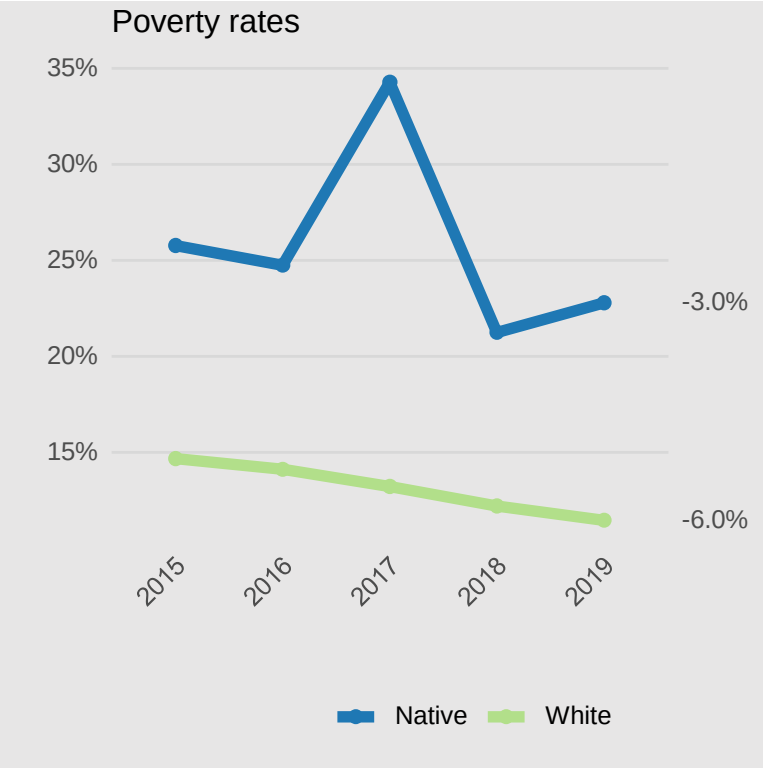
Racial inclusion measures if changes in inclusion expands or narrows the disparities among different racial and ethnic groups

Racial Inclusion

Despite some progress on narrowing racial disparity gaps in Coconino County, Arizona from 2010 - 2019, significant disparities in median earnings, employment rates, and poverty rates persist among its white residents, Latinos, and Native Americans.





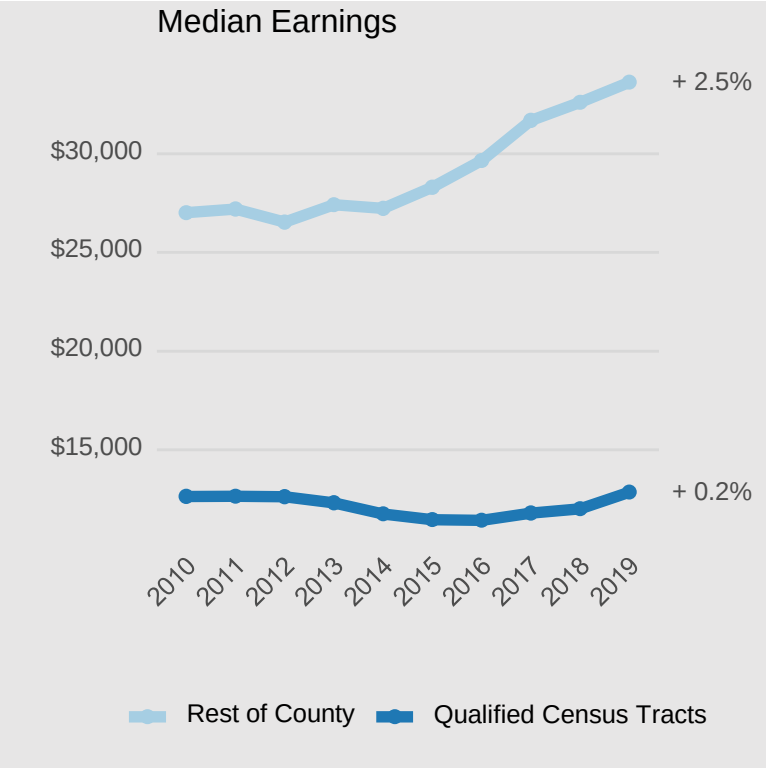


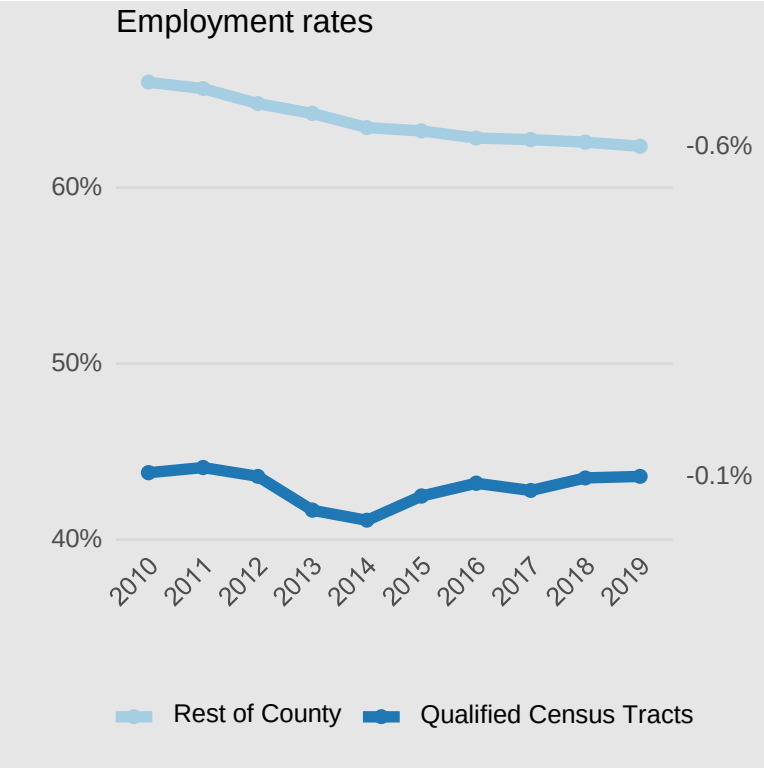
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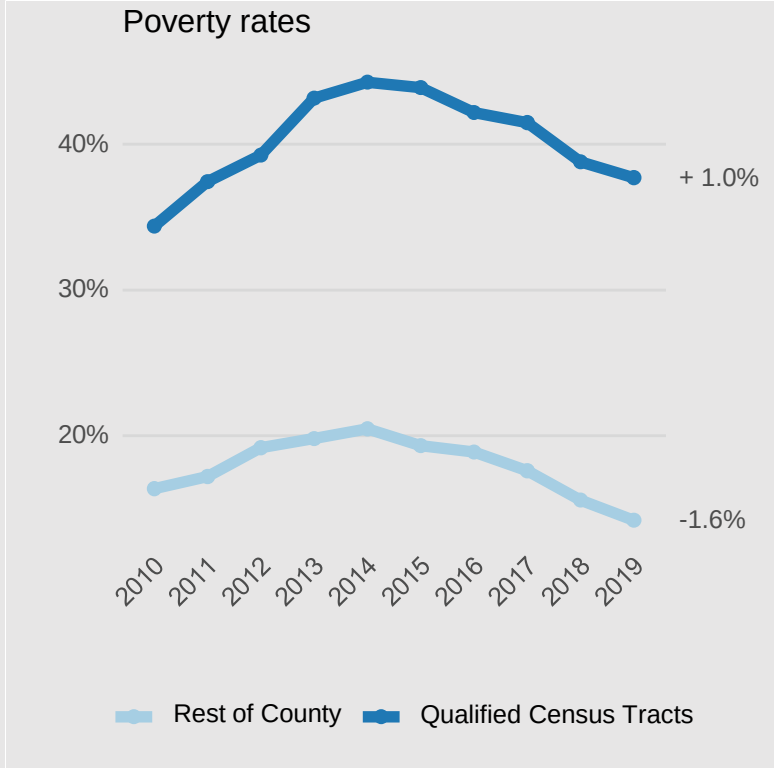
Neighborhood inclusion measures if changes in inclusion expands or narrows the disparities between qualified census tracts and the rest of the county

Neighborhood Inclusion

Economic disparities between qualified census tracts and the rest of Coconino County, Arizona remain large. The gap expanded in median earnings and poverty rates, and narrowed slightly in employment rates.





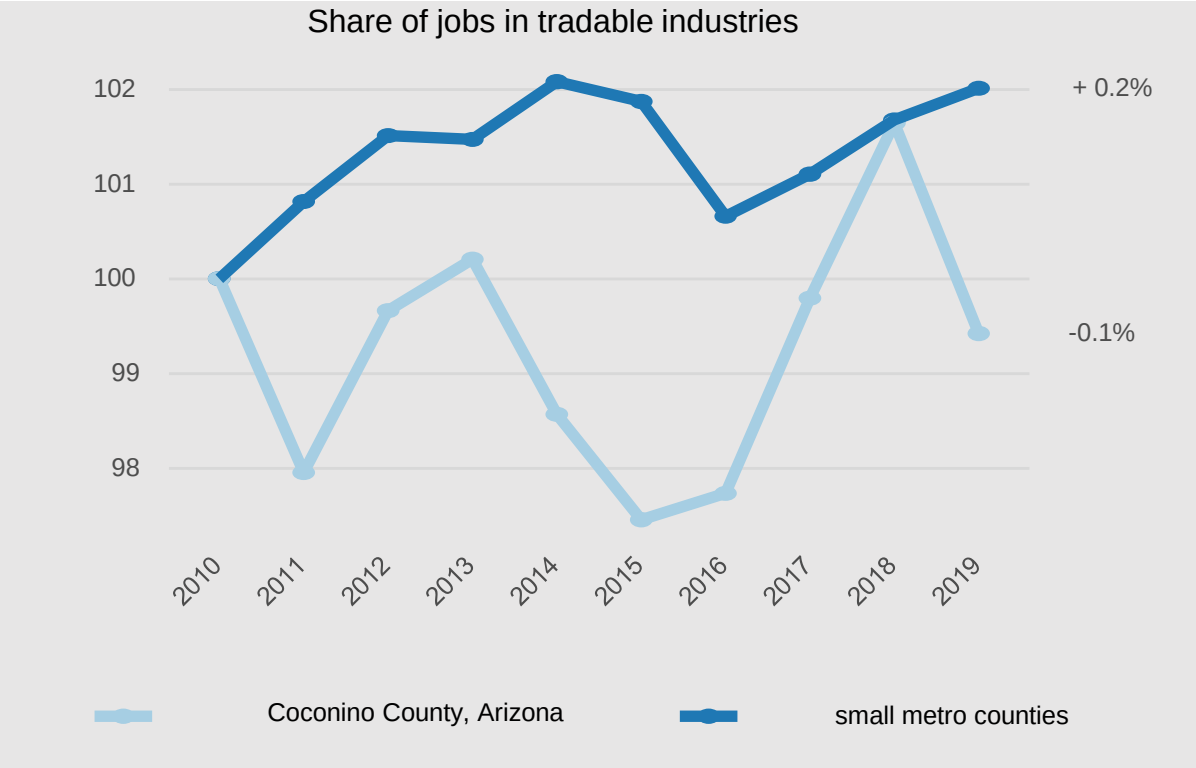


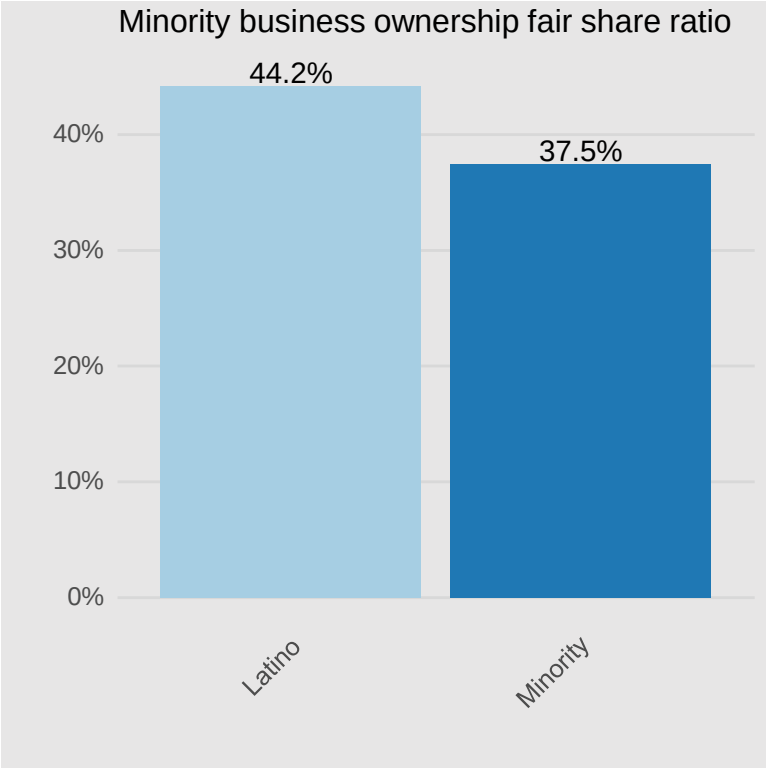
Drivers

Job Creation and Quality Business Growth

Coconino County, Arizona saw a decline in its share of jobs in tradable sectors - those that pay higher wages and drive productivity growth.

The ratio of business ownership share to population share is only 37% for minorities.

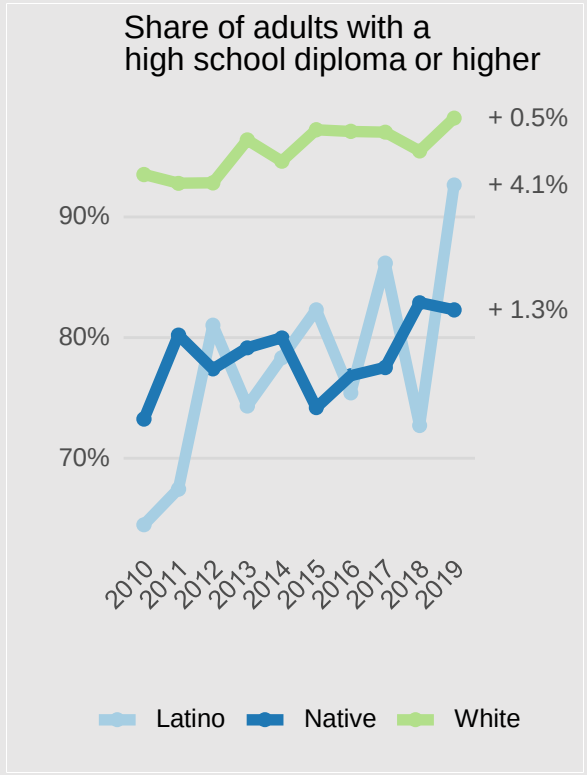


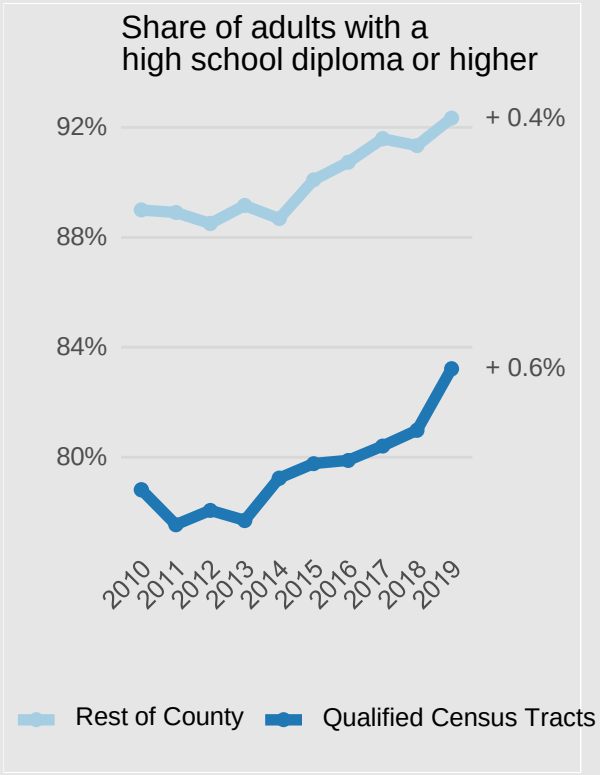


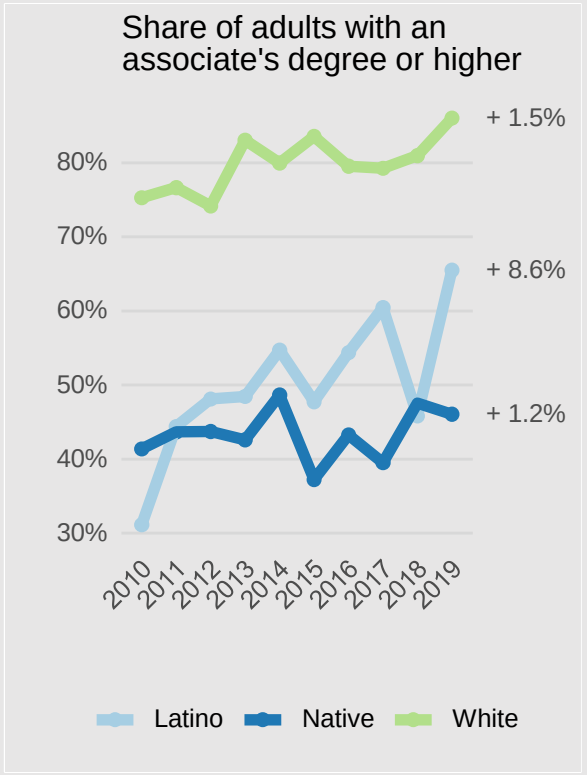
Drivers

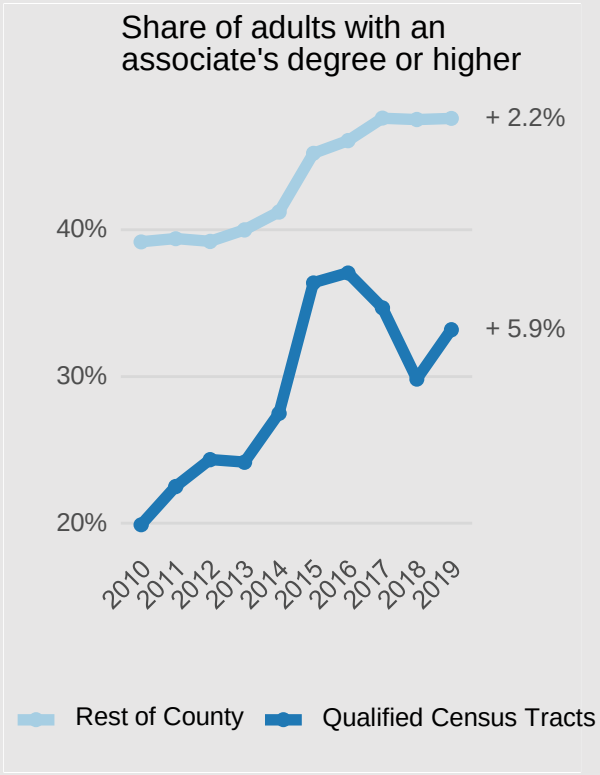
Job Preparation and Wage Gains

Secondary and post-secondary educational attainment is rising across the board in the county. But large gaps persist in education attainment among different racial and ethnic groups, and between neighborhoods.





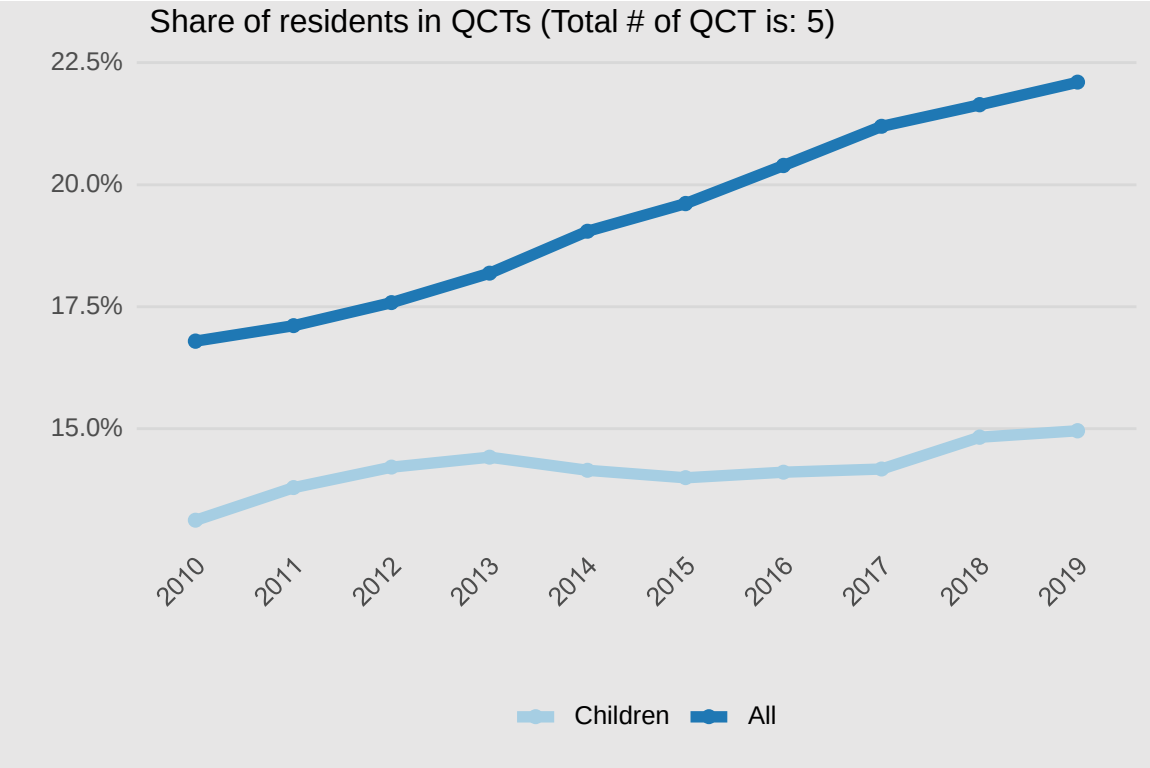


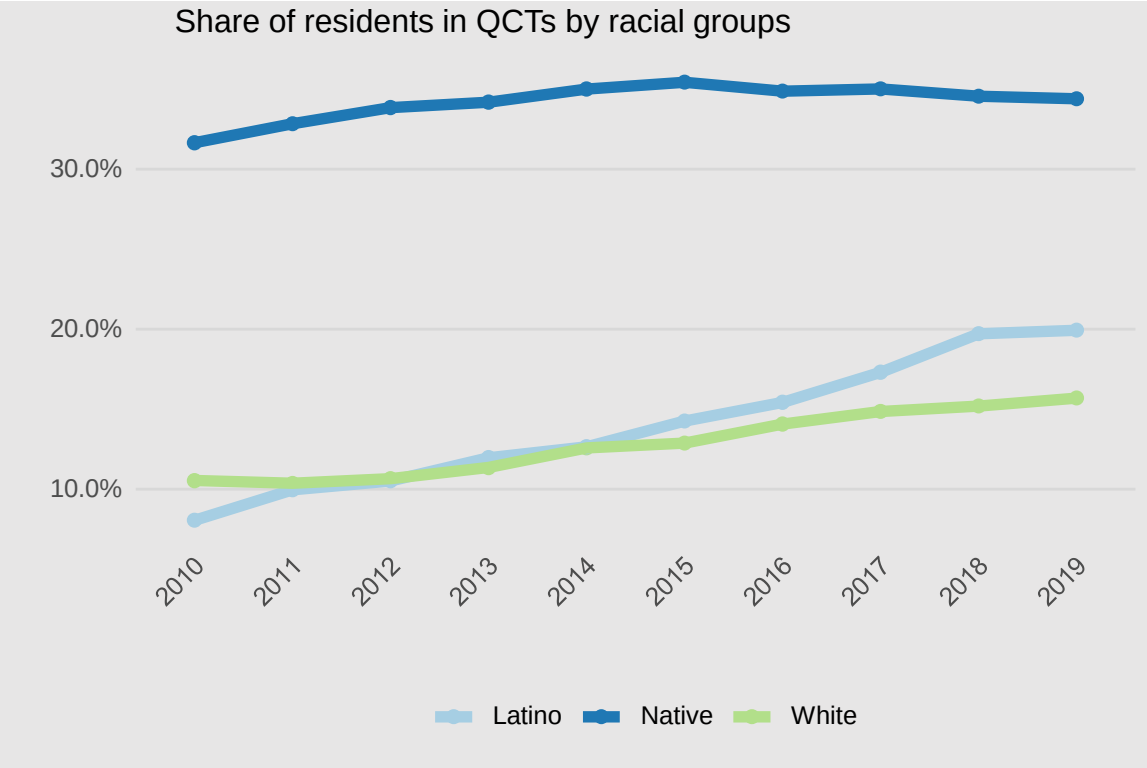


Drivers

Vibrant, Connected Communities

Share of Coconino County residents living in a qualified census tract has been on the rise in the past decade, reaching about 22% in 2019. In particular, more than 30% of Native American live in a qualified census tract, compared to about 20% of Latino residents and 15% of white residents do.

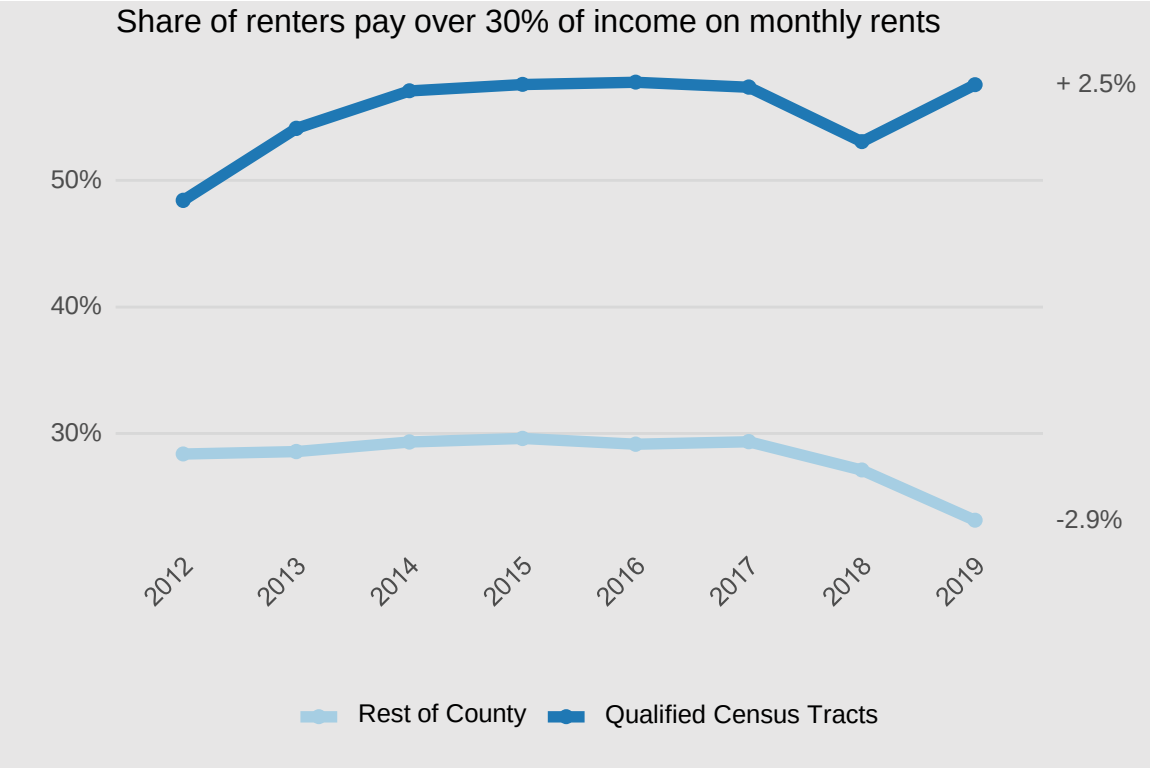


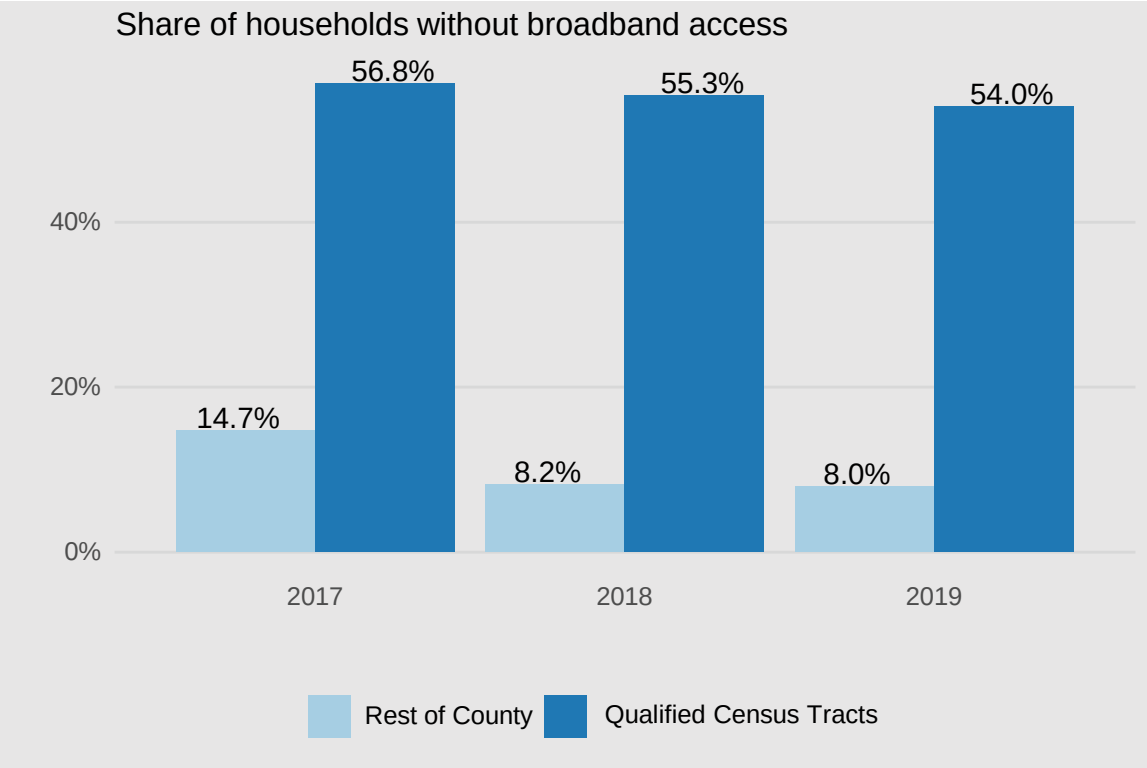


Drivers

Vibrant, Connected Communities

Rent-burdened households increased in the past decade. More than 50% of renters living in qualified census tracts are rent-burdened, meaning they pay over 30% of their monthly income on rent. There are 54% of households in qualified census tracts without broadband access, with little improvements in the past three years.

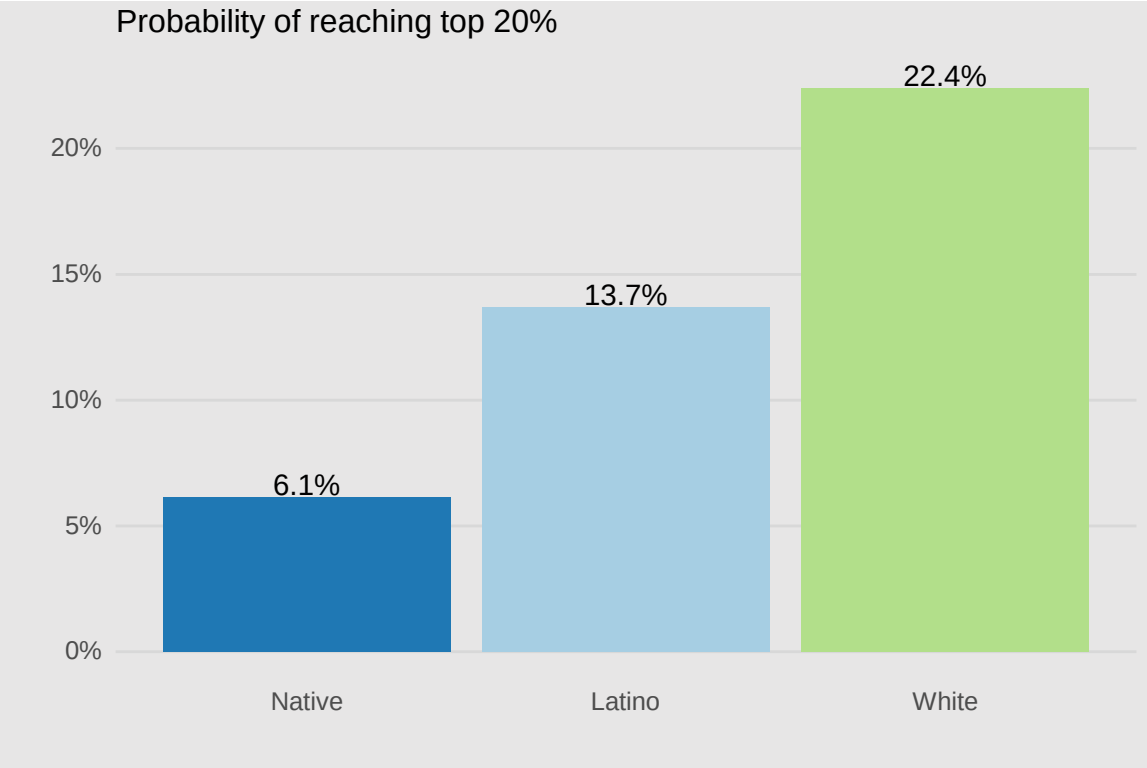


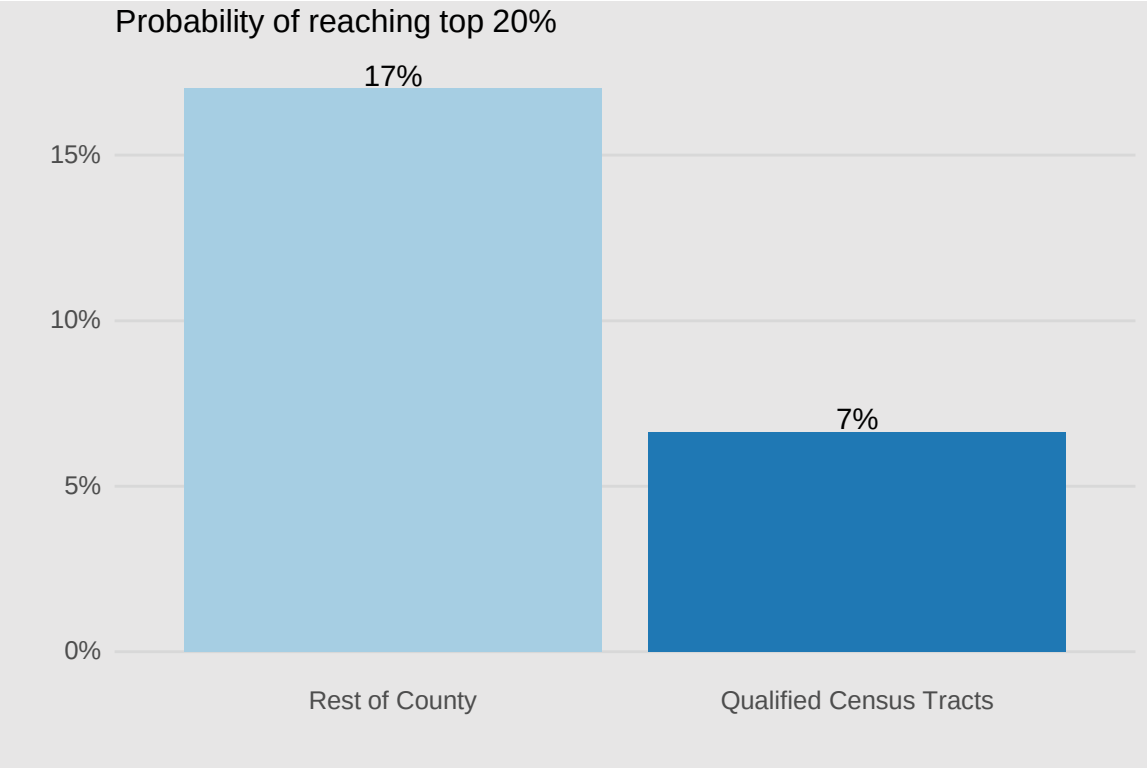


Drivers

Vibrant, Connected Communities

In Coconino County, Arizona, children's chances of reaching the top 20% of income distribution varies significantly by their racial and ethnic backgrounds, and the neighborhood they grew up in. Children in white families are three times more likely to reach the top 20% than children who grew up in a Native American family.

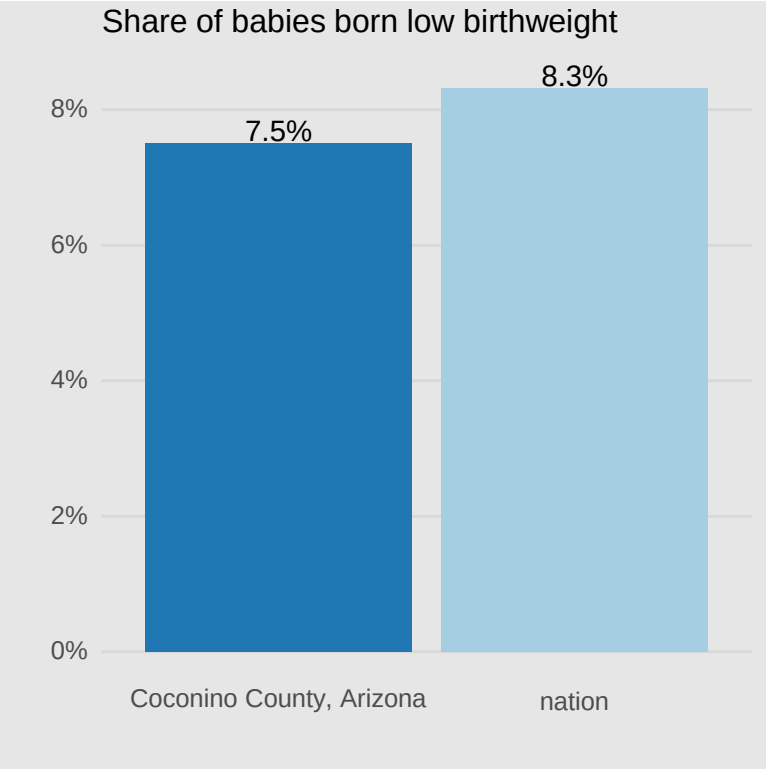


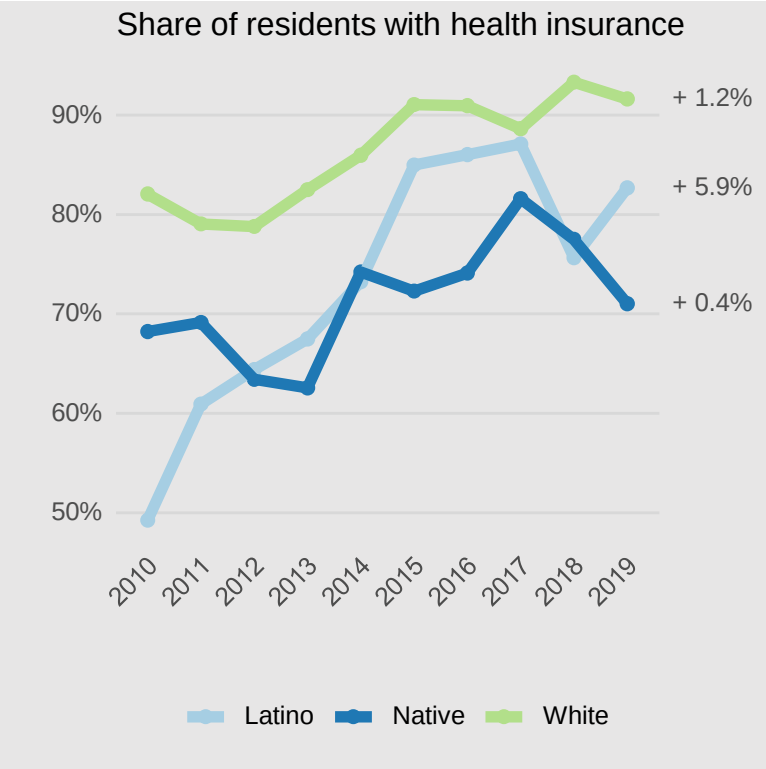


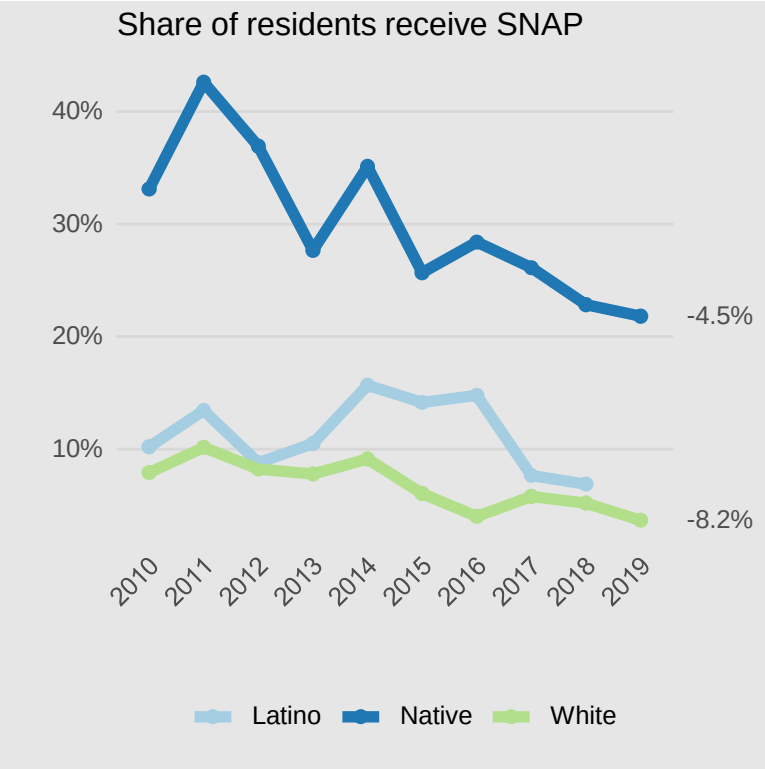
Enablers

Public Health and Safety

Health care coverage and food security has improved for all racial and ethnic groups. Yet, Native Americans and Latinos are much less likely to have health insurance coverage, and more likely to be food insecure and receive SNAP benefits.



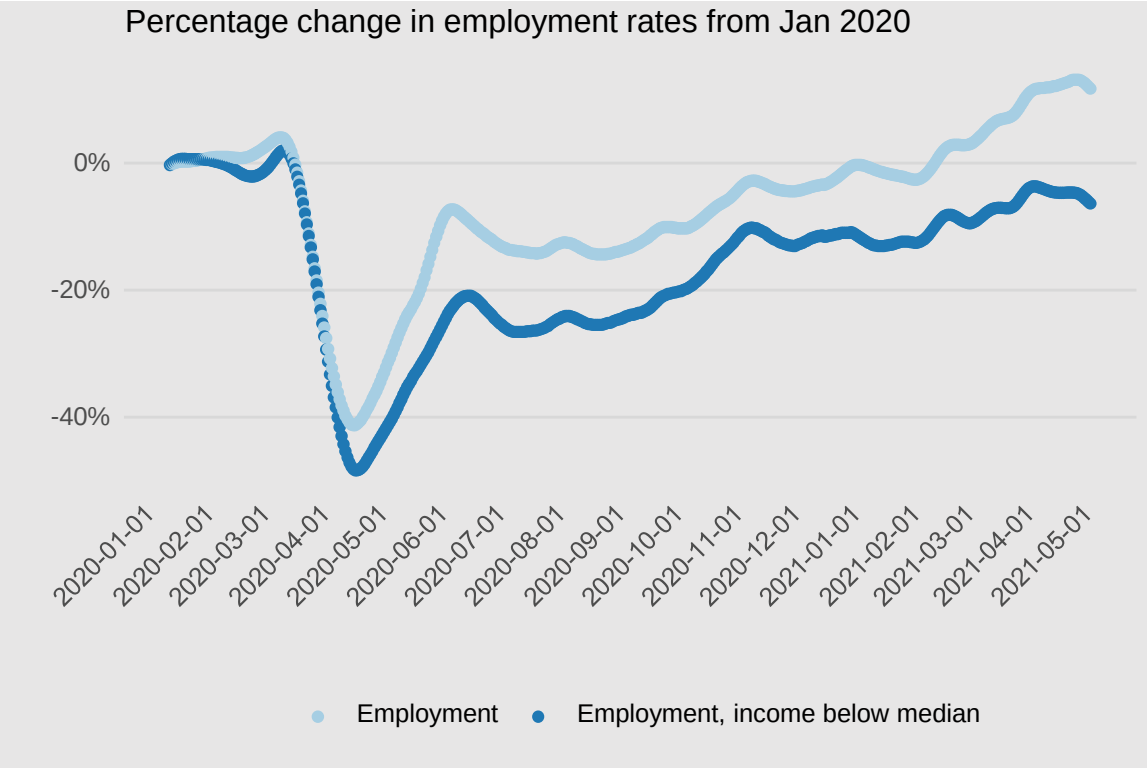


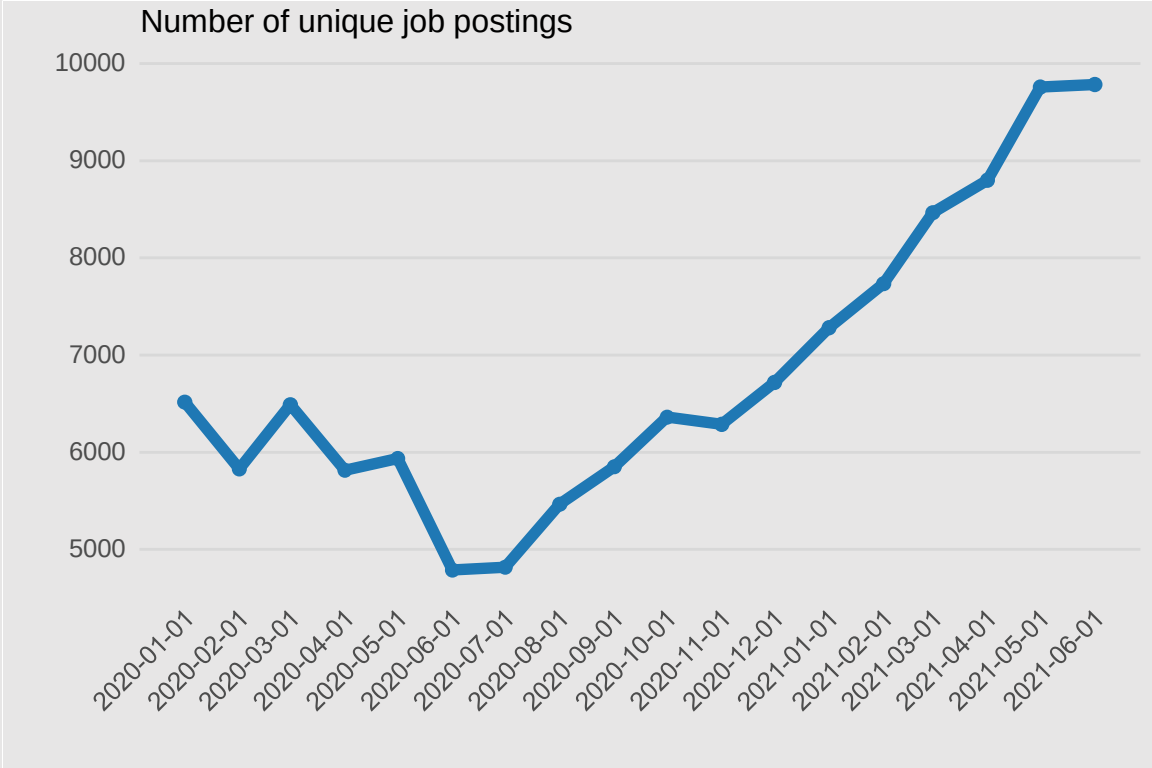


Pandemic Trends - Outcomes

Growth

Employment rates for all workers have recovered compared to January 2020 , but employment rates for low-income workers remain lower than pre-pandemic levels. The number of unique job postings in the county experienced a slight decline in the first half of 2020, but quickly recovered and grew rapidly since then.



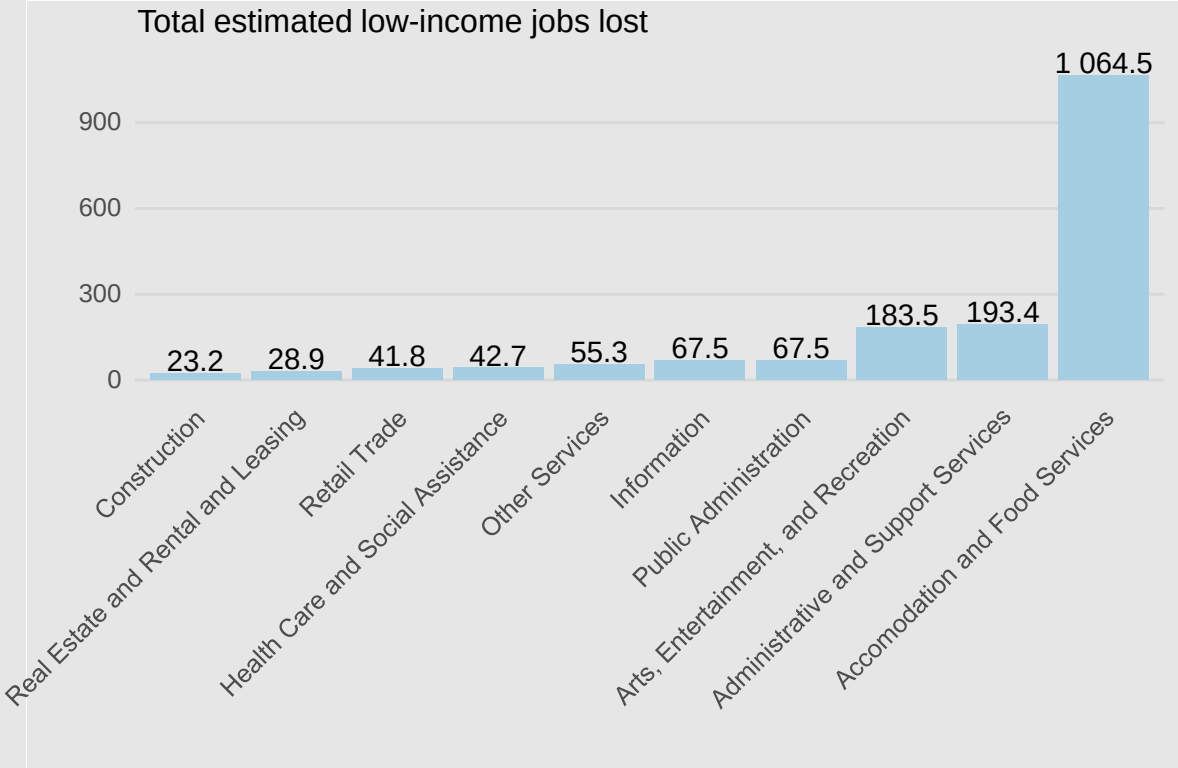


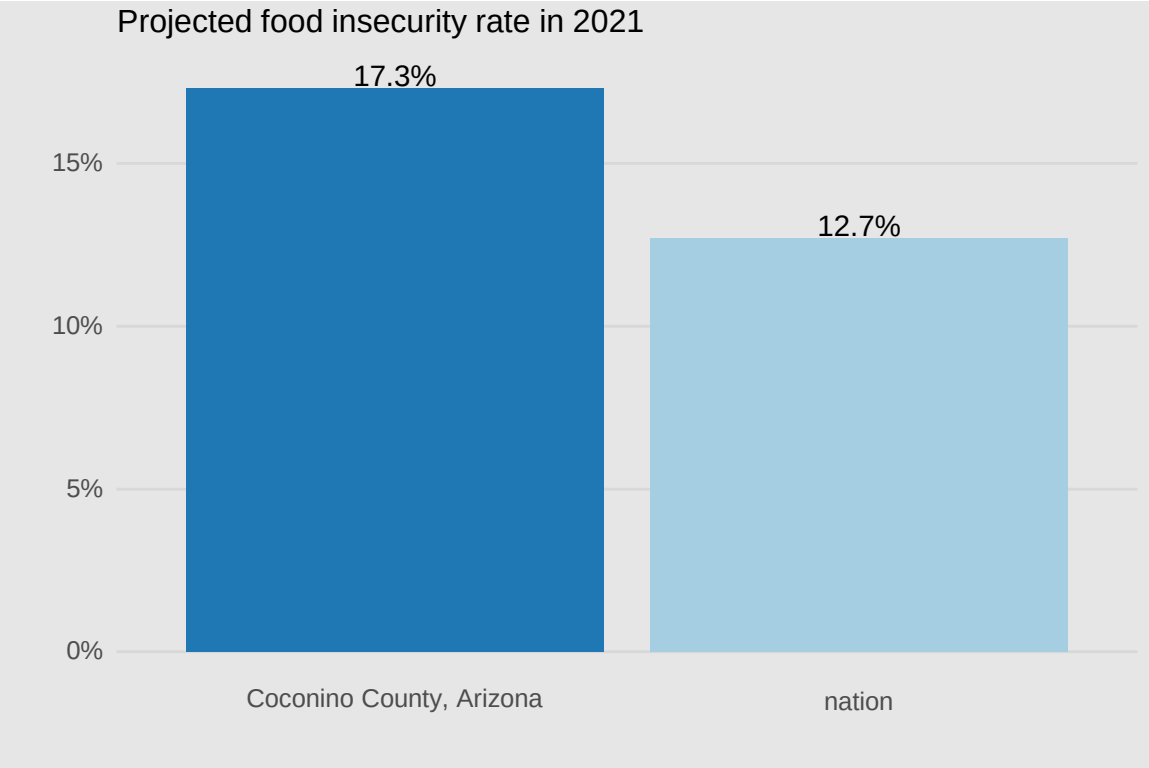
Pandemic Trends - Outcome

Inclusion

In Coconino County, Arizona, the largest low-income jobs lost is in Accommodation and food services sector, followed by administrative and support services, and arts.

The county has a higher projected food insecurity rate than the national average.

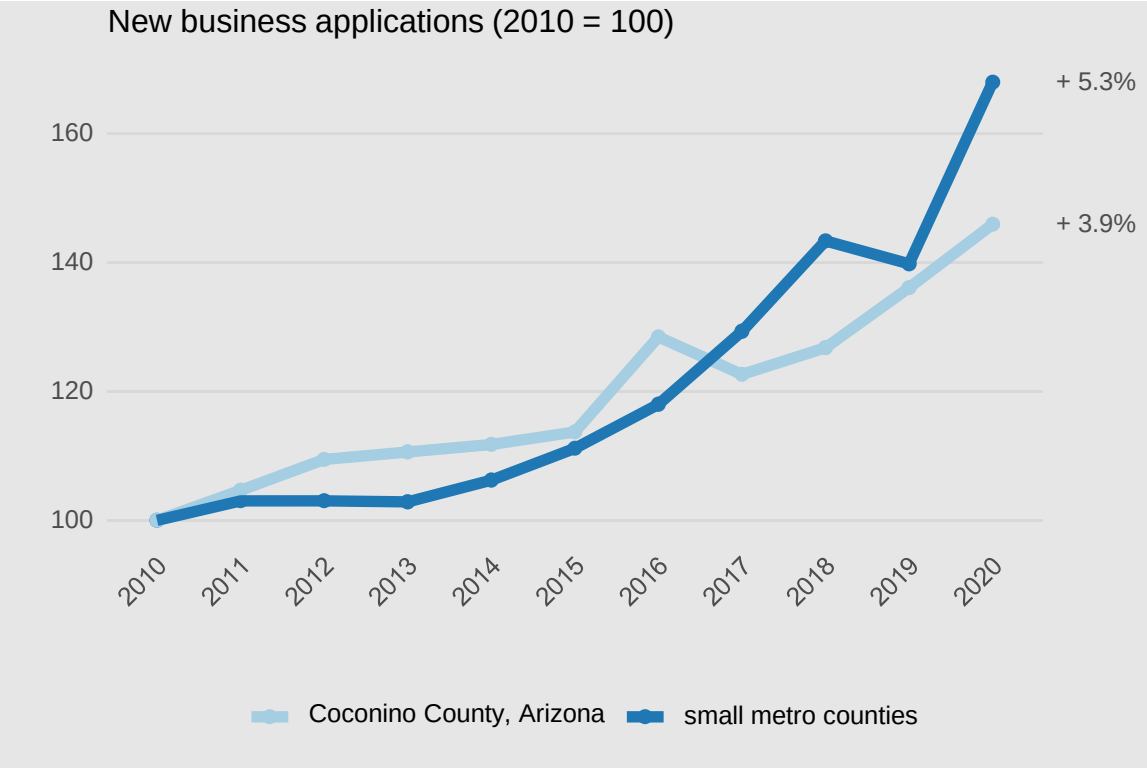


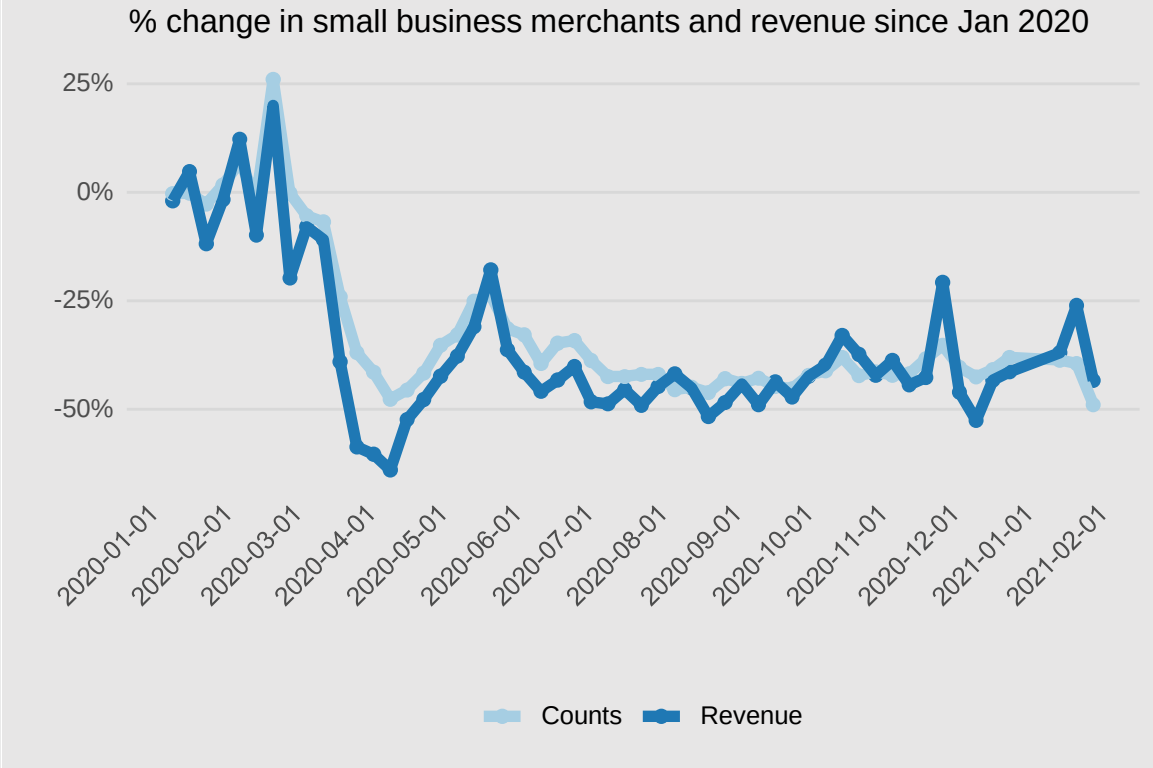


Pandemic Trends - Drivers

Quality Job Creation

Coconino County, Arizona's growth in new business applications is slower than the small metro counties average, and did not experience the surge in 2020 as other small metro counties. The number of active small business merchants and overall small business revenue is still 50% lower compared to the pre-pandemic level.



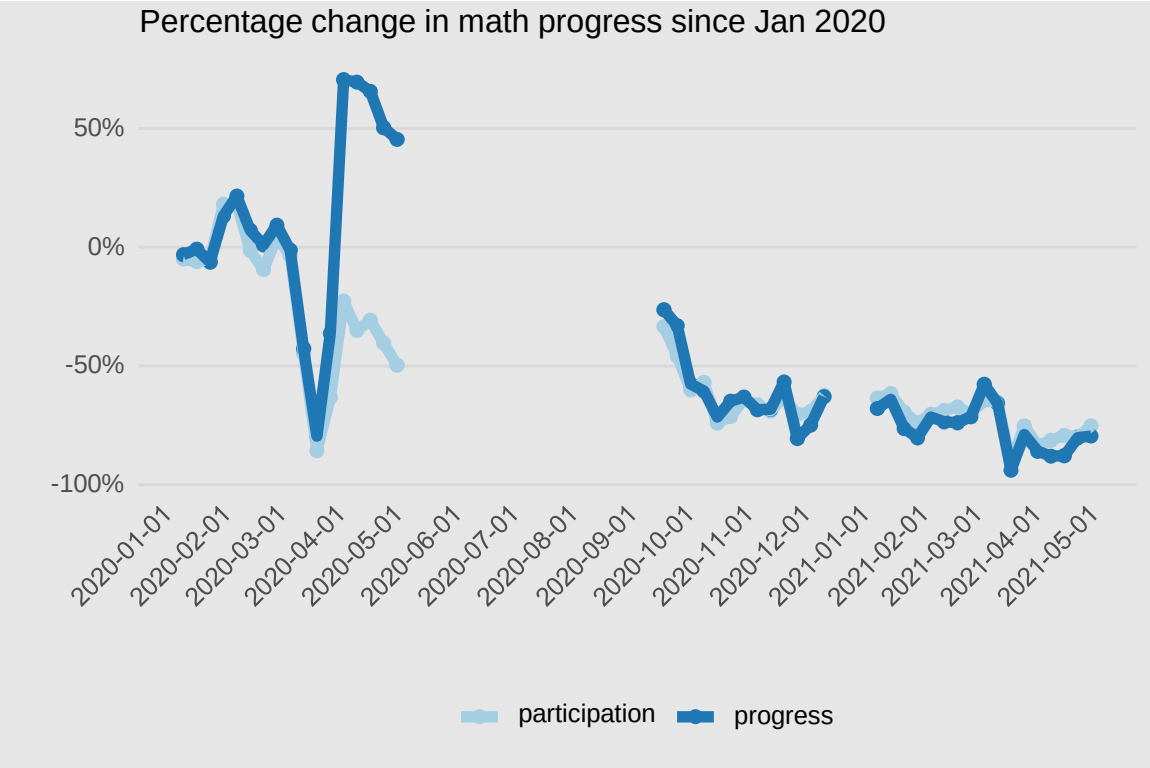


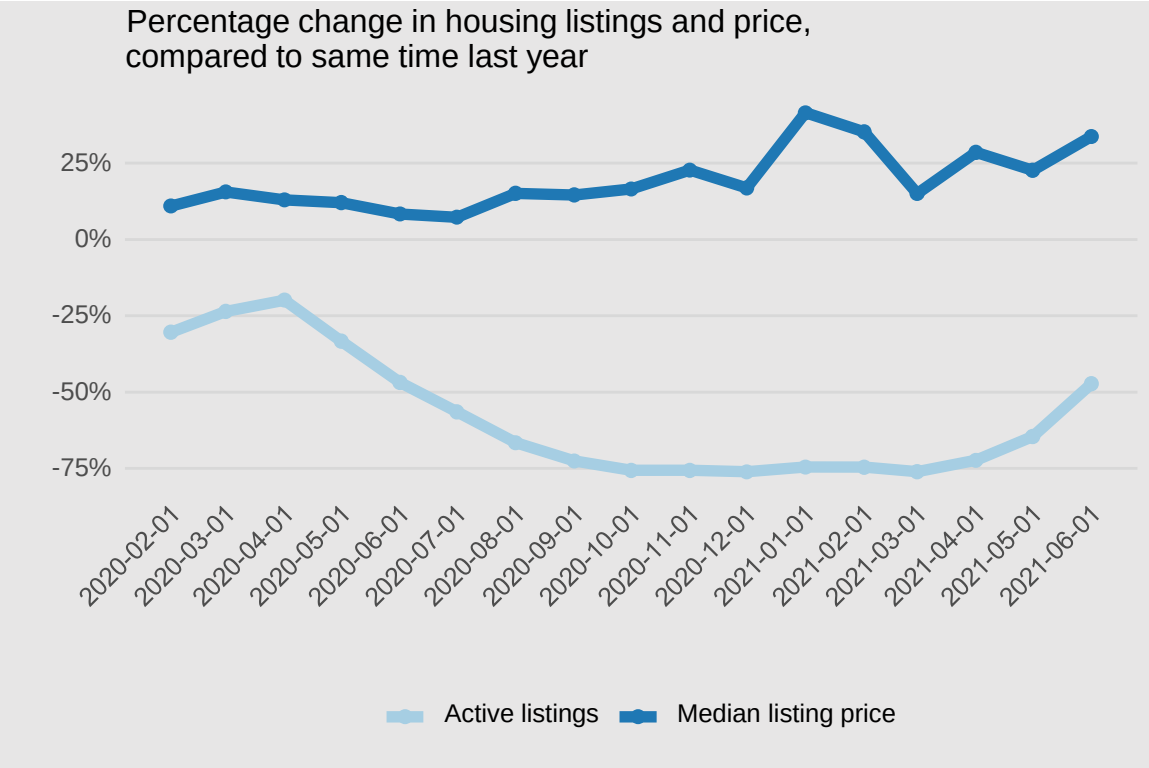
Pandemic Trends - Drivers

Job Preparation and Wage Gains | Quality Vibrant Neighborhoods

Student participation and progress in online math coursework has declined over 50% from Jan 2020.

On housing, active listings are in short supply, with a more than 50% decline from same month last year. Median listing price has increased over 25% for the same period.

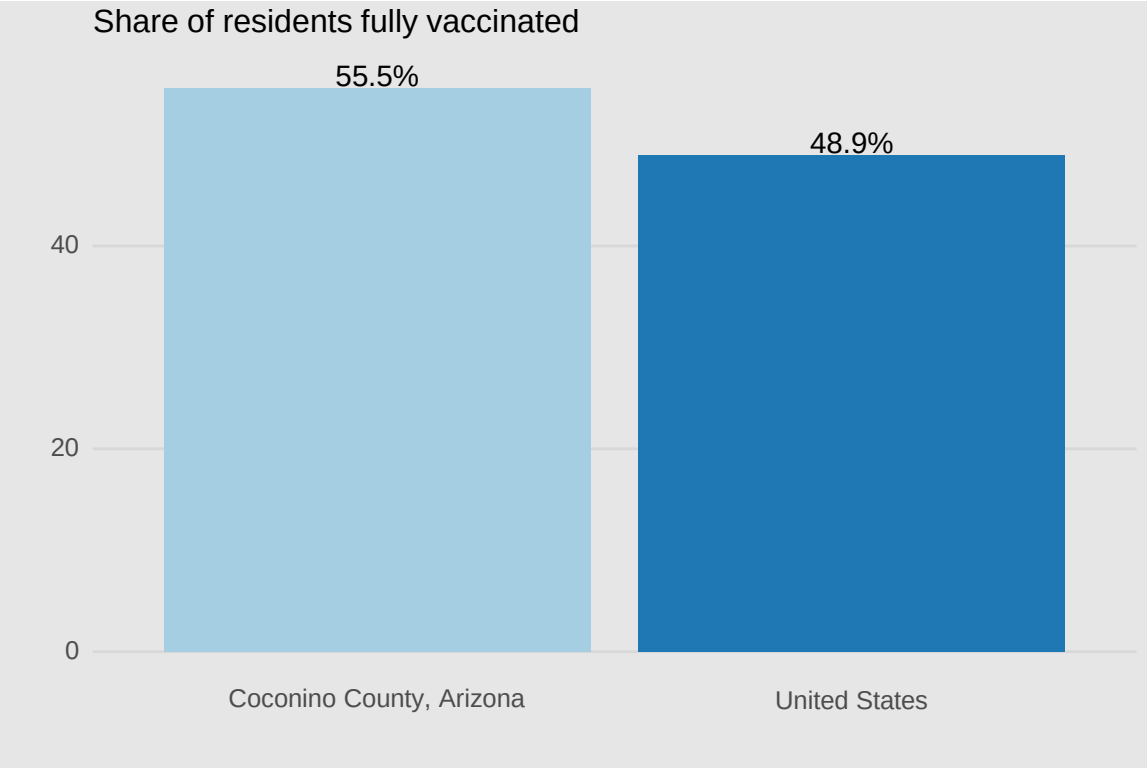




Pandemic Trends - Enabler

Health and Public Safety

The share of the population fully vaccinated in Coconino County, Arizona is 55.5% as of July 8, 2021, slightly higher than the U.S. average.



Appendix | Outcome

Growth indicators measure change in the county's economy and the economy's level of entrepreneurial activity.

- **Jobs** measure the total number of occupied full- and part-time wage and salaried employment positions in a county.
  Source: EMSI estimates
- **GDP** measures the total value of goods and services produced in a county, including wages and profits.
  Source: U.S. Bureau of Economic Analysis
- **Jobs at young firms** captures the total number of full- and part-time wage and salaried jobs at young, private-sector firms age five years. It reflects the employment impact of entrepreneurship in a county.
  Source: U.S. Census Bureau Quarterly Workforce Indicators

Prosperity indicators capture changes in the average wealth and income produced by an economy.

- **Standard of living** equals GDP divided by total county population (GDP per capita), which reflects a county's average standard of living.
  Source: U.S. Bureau of Economic Analysis and U.S. Census Bureau
- **Productivity** equals GDP divided by the total number of jobs, a crude measure of a county's overall productivity.
  Source: EMSI estimates and U.S. Bureau of Economic Analysis
- **Average annual wage** equals aggregate annual wages paid to workers divided by the total number of jobs.
  Source: EMSI estimates

Inclusion indicators measure how the benefits of growth and prosperity in a county—specifically, changes in employment and income—are distributed among individuals.

- **Median earnings** measures the annual wage earned by the person in the middle of a county's income distribution (among people at least 16 years old).
  Source: U.S. Census Bureau American Community Survey
- **Poverty rate** measures the share of population below federal poverty line.
  Source: U.S. Census Bureau American Community Survey
- **Employment rate** measures the share of individuals ages 18 to 64 who are currently employed.
  Source: U.S. Census Bureau American Community Survey

Appendix | Drivers

Job Creation and Quality Business Growth

- **Share of struggling families** equals number of families with children whose wages were not high enough to cover their cost of living, as share of all families with children in the enclosing metropolitan area.
  Source: U.S. Census Bureau ACS Microdata
- **Share of jobs in tradable industries** are number of jobs in tradable industries (as defined in https://clustermapping.us/cluster), as share of all jobs.
  Source: U.S. Census Bureau County Business Patterns
- **Business ownership fair share** is the ratio of business ownership share to population share for the particular racial and ethnic group in the enclosing metropolitan area.
  Source: U.S. Census Bureau Annual Business Survey

Job Preparation and Wage Gains

- **Share of adults with a high school diploma or higher**
  Source: U.S. Census Bureau American Community Survey (ACS)
- **Share of adults with an associate degree or higher**
  Source: U.S. Census Bureau American Community Survey (ACS)

Vibrant, Connected Communities

- **Share of residents living in a Qualified Census Tract**, as defined in https://www.huduser.gov/portal/datasets/qct.html
  Source: U.S. Census Bureau American Community Survey (ACS)
- **Rent burdened households** is the percentage of renters pay more over 30% of monthly income on rents
  Source: U.S. Census Bureau American Community Survey (ACS)
- **Share of households without broadband access**
  Source: U.S. Census Bureau American Community Survey (ACS)
- **Upward mobility** refers to children's chances of reaching top 20% of income distribution when they grew up.
  Source: The Opportunity Atlas, https://www.opportunityatlas.org/

Appendix | Enablers

Public Health and Safety

- **Share of babies born low birthweight** equals the number of babies born less than 2500 grams as share of all live births.
  Source: National Center for Health Statistics
- **Share of residents with health insurance**
  Source: U.S. Census Bureau American Community Survey
- **Share of residents receiving SNAP** measures number of low- and no-income households that receive food-purchasing assistance from federal Supplemental Nutrition Assistance Program (SNAP), as share of all households.
  Source: U.S. Census Bureau American Community Survey

Appendix | COVID Trends

Outcomes

- **Percentage change in employment rates** measures the change in employment, indexed to Jan 4-31, 2020, based on payroll data from Paychex, Intuit, Earnin, and Kronos.
  Source: Opportunity Insights Economic Tracker, https://tracktherecovery.org/
- **Number of unique job postings** equals total number of jobs posted online from over 100,000 websites, after removing duplications.
  Source: EMSI estimates
- **Total estimated low-income jobs lost** measures the number of low-income jobs (<$40,000 salary) lost because of COVID-19 in the county
  Source: Urban Institute, https://datacatalog.urban.org/dataset/estimated-low-income-jobs-lost-covid-19
- ***Projected food insecurity rate***
  Source: Feeding America, https://feedingamericaaction.org/resources/state-by-state-resource-the-impact-of-coronavirus-on-food-insecurity/
- **New business applications** measures business applications as indicated by applications for an Employer Identification Number (EIN) in the county
  Source: U.S. Census Bureau Business Formation Statistics
- **Small business merchants and revenues** records revenues from credit card transactions for small businesses, based on data from Womply. A merchant is determined as closed if it reports zero credit card revenue for three days in a row.
  Source: Opportunity Insights Economic Tracker, https://tracktherecovery.org/

Drivers

- **Math progress** measures student participation and progress in online math coursework from Zearn Math
  Source: Opportunity Insights Economic Tracker, https://tracktherecovery.org/
- **Changes in active housing listings and median listing price**
  Source: Realtor.com, https://www.realtor.com/research/data/

Enablers

- **Share of adults fully vaccinated**
  Source: The New York Times, https://www.nytimes.com/interactive/2020/us/covid-19-vaccine-doses.html