**Venture Forward by GoDaddy**

*Data Dictionary*

Updated Spring 2021

Each level of analysis is contained in its own .csv file. These files are in long format, making each row a unit-month for the calendar year 2020, where data are available.

County

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| --- | --- | --- |
| **Variable** | **Description** | **Source** |
| cfips | Unique County Federal Information Processing Standards (CFIPS) code assigned by U.S. federal government to every county in the United States, including territories. | U.S. Department of Housing and Urban Development – crosswalk repository (available online). |
| name | Name of the county. | U.S. Department of Housing and Urban Development – crosswalk repository (available online). |
| month | Month, January-December in numerical format. |  |
| pop\_county | Estimated population for the county, in 2019. | U.S. Census Bureau’s *American Community Survey* (2019). |
| vd | Number of ventures per 100 ppl. | GoDaddy proprietary data. |
| havd | Number of highly active ventures per 100 ppl. These are ventures scoring 3 or 4 on the 4-cluster model used to identify and classify ventures. | GoDaddy proprietary data. |
| change\_medinc\_1619 | Change in median household income between 2016-2019. |  |
| prosp19\_ui | 2019 replication of *Economic Innovation Group’s* annual Distressed Community Index, inverted to represent positive economic outcomes | University of Iowa -Tolbert research team, original estimates by EIG (www.eig.org) |
| recovery19\_ui | Difference in annual estimated prosperity scores (2011-2019) | University of Iowa -Tolbert research team, original estimates by EIG (www.eig.org) |
| unemp\_percent | Percent of population able to work but unable to find a job. | U.S. *Bureau of Labor Statistics* |

CBSA

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| --- | --- | --- |
| **Variable** | **Description** | **Source** |
| cbsa | Unique Core-Based Statistical Area (CBSA) code assigned by U.S. federal government to 945 micro-/metropolitan statistical areas in the United States, including territories. | U.S. Department of Housing and Urban Development – crosswalk repository (available online). |
| city\_name | Name of the micro-/metropolitan statistical area. | U.S. Department of Housing and Urban Development – crosswalk repository (available online). |
| month | Month, January-December in numerical format. |  |
| pop19 | Estimated population for the CBSA, in 2019. | U.S. Census Bureau’s *American Community Survey* (2019). |
| vd | Number of ventures per 100 ppl. | GoDaddy proprietary data. |
| havd | Number of highly active ventures per 100 ppl. These are ventures scoring 3 or 4 on the 4-cluster model used to identify and classify ventures. | GoDaddy proprietary data. |
| change\_medinc\_1619 | Change in median household income between 2016-2019. |  |
| prosp19\_ui | 2019 replication of *Economic Innovation Group’s* annual Distressed Community Index, inverted to represent positive economic outcomes | University of Iowa -Tolbert research team, original estimates by EIG (www.eig.org) |
| recovery19\_ui | Difference in annual estimated prosperity scores (2011-2019) | University of Iowa -Tolbert research team, original estimates by EIG (www.eig.org) |
| unemp\_percent | Percent of population able to work but unable to find a job. | U.S. *Bureau of Labor Statistics,* available for roughly the biggest 1/3rd of all CBSAs |
| com\_vac | Percent of commercial properties vacant with no tenant. | Brookings Institute – Metro Recovery Index project; available for top 50 CBSAs only.  (https://www.brookings.edu/interactives/  metro-recovery-index/) |
| rev\_dec | Percent of businesses responding they have seen a decrease in revenue with in the past week to track impact of COVID-19. | U.S. Census Bureau’s *Small Business Pulse Survey*, launched in April 2020 to track economic impacts of COVID-19, available for top 50 CBSAs only. |
| spend\_all | Monthly change in credit/debit card spending, relative to January 2020 to track impact of COVID-19. | Opportunity Insights, available for top 50 CBSAs only. (https://opportunityinsights.org/data/) |