**Venture Forward by GoDaddy**

*Data Dictionary*

Updated Spring 2021

Each level of analysis is contained in its own .csv file. These files are in wide format.

***Important methodological note***: our research team and academic partners treat outliers in different ways when conducting research. These outlier treatments have **NOT** been applied to the source files contained in this download, allowing users to apply their own outlier treatment (if they want one at all). For this reason, descriptive statistics derived from the untreated data contained in this file will not align with numbers presented on the Venture Forward website. For more information regarding outlier treatment, and/or to request an outlier-treated version of the data, please reach out directly to the Venture Forward research team at [ventureforward@godaddy.com](mailto:ventureforward@godaddy.com).

Below you will find a list of variables in each file, a short description, and the source. Please reach out to the research team with any and all additional questions.

County

|  |  |  |
| --- | --- | --- |
| **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). |
| county | Name of the county. | U.S. Department of Housing and Urban Development – crosswalk repository (available online). |
| state | Name of the state the county is in. | U.S. Department of Housing and Urban Development – crosswalk repository (available online). |
| *\*\_venturedensity* | Number of ventures per 100 ppl. for the noted time period (quarterly beginning Q4 ’18). | GoDaddy proprietary data. |
| *\*\_highlyactiveventuredensity* | Number of highly active ventures per 100 ppl. for the noted time period (quarterly beginning Q4 ’18). These are ventures scoring 3 or 4 on the 4-cluster model used to identify and classify ventures. | GoDaddy proprietary data. |
| *prosperity11 & prosperity19* | 2011 and 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) |
| *recovery* | Difference in annual estimated prosperity scores (2011-2019) | University of Iowa -Tolbert research team, original estimates by EIG (www.eig.org) |
| *medinc\** | Median household income for the noted time period (2016-2019). | U.S. Census Bureau’s *American Community Survey*. |
| *change\_medinc\_1619* | Change in median household income between 2016-2019. | U.S. Census Bureau’s *American Community Survey*. |
| *pct\_\* (race/ethnicity)* | Percentage of population identifying with each of the noted racial/ethnic categories – Black, Hispanic, Native American, Asian, Pacific Islander, White. | U.S. Census Bureau’s *American Community Survey*. |

CBSA

|  |  |  |
| --- | --- | --- |
| **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). |
| *\*\_venturedensity* | Number of ventures per 100 ppl. for the noted time period (quarterly beginning Q4 ’18). | GoDaddy proprietary data. |
| *\*\_highlyactiveventuredensity* | Number of highly active ventures per 100 ppl. for the noted time period (quarterly beginning Q4 ’18). These are ventures scoring 3 or 4 on the 4-cluster model used to identify and classify ventures. | GoDaddy proprietary data. |
| *prosperity11 & prosperity19* | 2011 and 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) |
| *recovery* | Difference in annual estimated prosperity scores (2011-2019) | University of Iowa -Tolbert research team, original estimates by EIG (www.eig.org) |
| *medinc\** | Median household income for the noted time period (2016-2019). | U.S. Census Bureau’s *American Community Survey*. |
| *change\_medinc\_1619* | Change in median household income between 2016-2019. | U.S. Census Bureau’s *American Community Survey*. |
| *pct\_\* (race/ethnicity)* | Percentage of population identifying with each of the noted racial/ethnic categories – Black, Hispanic, Native American, Asian, Pacific Islander, White. | U.S. Census Bureau’s *American Community Survey*. |