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WEBINARS

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IBRC KELLEY
SCHOOL OF BUSINESS
GO FROM MOMENT TO MOMENTUM

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An Introduction to StatsAmerica's Most Popular Tools

August 4, 2022

Outline:

About IBRC and StatsAmerica

Tools:

- Big Radius Tool
- Measuring Distress

Profiles:

- AnywhereUSA
- Towns, Counties, and States in Profile

Download Center

Other Tools & Resources

Questions and Discussion

About the IBRC

- In 1925, the Kelley School of Business at IU established IBRC as **one of the university's first research centers**

Our mission: to empower communities and their leadership to **build equitable and thriving regions** through strategic insights, data and practical research

- We have a **variety of data sites** focused on Indiana and the nation, as well as two publications, *InContext* and the *Indiana Business Review*

Some of IBRC's sites and publications…

About StatsAmerica

- With support from the U.S. Economic Development Administration, we developed StatsAmerica in the mid-2000s as a **data and insights portal to support economic and community development**

- IBRC staff work tirelessly to make **public data more accessible and actionable** with easy-to-use tools and reports

Learn more at our [About](#) page

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About   Tools ▾   Downloads   Guides   Webinars   Contact

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Homepage highlights…

Guides for Economic Developers

CEDS Resources
Various data tools to help with developing your CEDS.

Learn More

Investment Strategies
Data to help with making community investment decisions.

Learn More

University Centers
Strategies for academic research and technical assistance.

Learn More

Regional Decision Makers
Resources for regional planning

Learn More

StatsAmerica provides actionable data for economic developers to use in site requests, development metrics, grant writing and strategic planning.

Subscribe to newsletter

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View past newsletters and user spotlights »

Economic Development and Data Tools

Regional Profiles
Regional data profiles for counties, cities and metros.

Innovation Intelligence
Gain insight into the innovation capacity and innovation output of a region.

Specialized Tools
Purpose-built for disaster resilience, opportunity zones, CEDS and more.

The Tools
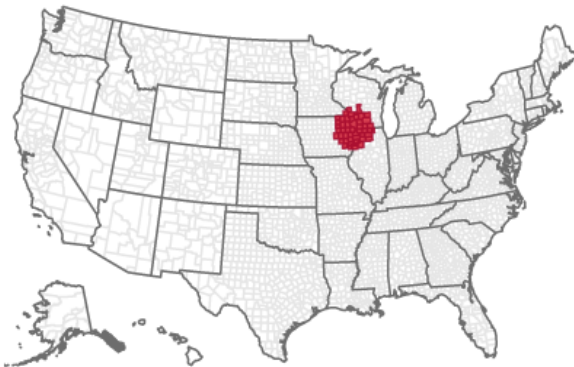
Big Radius and Measuring Distress

Big Radius Tool

- Type a city, county, or metro and select a radius of 25 to 500 miles to view report with ACS and BLS data

- [Go >>](#)

Select center location (enter city or county name):

Dubuque city, Iowa

Set radius size in miles: 100

Radius selection

100-Mile Radius Report for Dubuque city, Iowa

This region includes 49 counties: Boone, IL; Carroll, IL; Henry, IL; Jo Daviess, IL; Lee, IL; Mercer, IL; Ogle, IL; Rock Island, IL; Stephenson, IL; Whiteside, IL; Winnebago, IL; Allamakee, IA; Benton, IA; Black Hawk, IA; Bremer, IA; Buchanan, IA... plus 33 more counties. Download County-level Detail Data

Population in 2021:	10-Year Growth:
3,160,237	**3.0%**

Largest Counties by Population in 2021

County (Metro/City)	Size
Dane, WI (Madison)	563,951
Winnebago, IL (Rockford)	283,119
Linn, IA (Cedar Rapids)	228,939
Scott, IA (Davenport-Moline-Rock Island)	174,170
Rock, WI (Janesville-Beloit)	164,381
Johnson, IA (Iowa City)	154,748
Rock Island, IL (Davenport-Moline-Rock Island)	142,909
Black Hawk, IA (Waterloo-Cedar Falls)	130,368
La Crosse, WI (La Crosse-Onalaska)	120,433
Dubuque, IA (Dubuque)	98,718

Counties with Greatest 10-Year Growth

County (Largest City)	Growth
Johnson, IA (Iowa City)	15.4%
Dane, WI (Madison)	13.7%
Linn, IA (Cedar Rapids)	6.9%
Sauk, WI (Baraboo)	5.6%
La Crosse, WI (La Crosse)	4.5%
Scott, IA (Davenport)	4.5%
Dubuque, IA (Dubuque)	4.3%
Vernon, WI (Viroqua)	3.5%
Columbia, WI (Portage)	3.1%
Carroll, IL (Savanna)	3.1%

Radius population report

Measuring Distress

- Find whether a neighborhood, county, or region meet economic distress criteria for unemployment and income
- Build custom regions out of multiple census tracts or counties
- Go >>

1. Choose a Reference Date for the 24-month Avg. Unemployment Rate
[2022 ▾] [July ▾]

2. Zoom to State (optional)
Zoom to State (optional): [No Zoom ▾]

3. Click directly on the map to retrieve one or more counties OR type in the name below of an EDD, region, or metro:
[   ]

Reset Map

Map selection: click and drag to draw custom regions

Economic Distress Criteria
24-month Avg. BLS Unemployment Rate ending **May 2022**
2020 Per Capita Personal Income (BEA PCPI)
2020 Per Capita Money Income (ACS 5-year PCMI)

	24 Month Unemployment	Threshold Calculation	BEA PCPI	Threshold Calculation	ACS 5-Year PCMI	Threshold Calculation
Selected Region	4.63	-1.22	$56,934	95.7	$33,823	95.6
U.S.	5.85	0.00	$59,510	100.0	$35,384	100.0
Crawford County, IN	4.30	-1.55	$38,276	64.3	$23,001	65.0
Floyd County, IN	3.55	-2.30	$60,233	101.2	$34,609	97.8
Harrison County, IN	3.35	-2.50	$46,468	78.1	$28,056	79.3
Jefferson County, KY	4.80	-1.05	$57,863	97.2	$34,365	97.1
Meade County, KY	5.08	-0.77	$44,720	75.2	$29,173	82.4

County Distress Report

The Profiles

Anywhere USA, and Towns, Counties, and States in Profile

Anywhere USA

- View a report from ACS data on **almost any place** in the U.S. larger than a census tract, including Puerto Rico

- Compare your selection to the U.S. or other geographies and download in Excel or Word

- [Go >>](#)

None
State
County
Metro Areas
Micro Areas
EDDs
Minor Civil Divisions
Cities and Towns
School Districts
Tribal Areas
Tribal Areas (Off-Reservation Trust Land Only)
Tribal Tract
Tribal Block Group

Geographies available in Anywhere USA

Find a city/town: Oshkosh city, Wisconsin

Word Excel

Profile for Oshkosh city, Wisconsin
Located in Winnebago County

People & Housing

Population Estimate (2020)	66,753
H.S. Diploma or More - % of Adults 25+ (2020)	91.3%
Bachelor's Deg. or More - % of Adults 25+ (2020)	26.4%
Households (2020)	26,724
Total Housing Units (2020)	28,802
Percent of Total Units Vacant for Seasonal or Recreational Use (2020)	0.6%

Employment & Income

Labor Force (persons working in the area) (2020)	35,046
Unemployment Rate (2020)	3.2
Median Household Income (2020)	$51,282
Median Family Income (2020)	$70,534
Poverty Rate (2020)	17.1
Mean Travel Time to Work (minutes) (2020)	17.8

City Profile summary table

City & Town Profiles

- Produce a report on **any city or town** in the U.S. from ACS data

- Compare to state and download

- [Go >>](#)

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8/4/2022

County Profiles

- Produce a report on **any county** using data from the ACS, BLS, and Bureau of Economic Analysis

- Compare your selection to its state or the U.S. and download

- [Go >>](#)

Overview
Demographics
Education
Income & Poverty
Jobs & Earnings (BEA)
Jobs & Wages (BLS)
Labor Force
Living Arrangements
All Pages
☑ Show Ranks by State

Sections of the report

State Profiles

- Select a **state** and get a list of data tables to explore and download

- Sources include public and non-public data

- [Go >>](#)

ibrc@iu.edu   Tables available on State Profiles

Regional Profiles: Which one should I use?

More data →

↑ Greater geographic precision ↓

	City/Town Profiles	State Profiles
	Anywhere USA	County Profiles

City/Town Profiles have *more* data at the *city/town* level

Anywhere USA has the *least* data, but for *almost any geography*

State Profiles have the *most* data at the *state* level

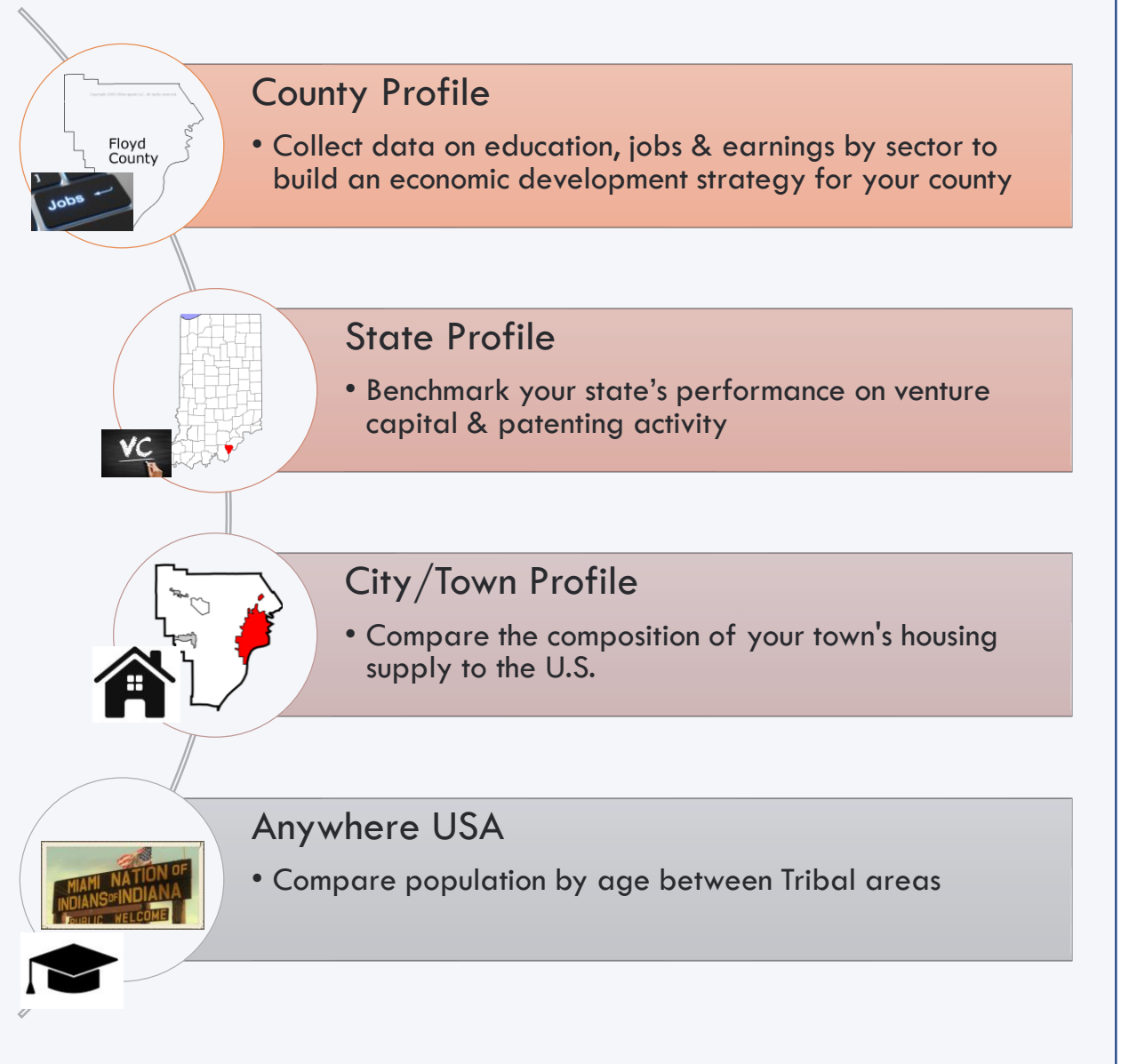**County Profiles** have a *lot* of *data* at the *county level*
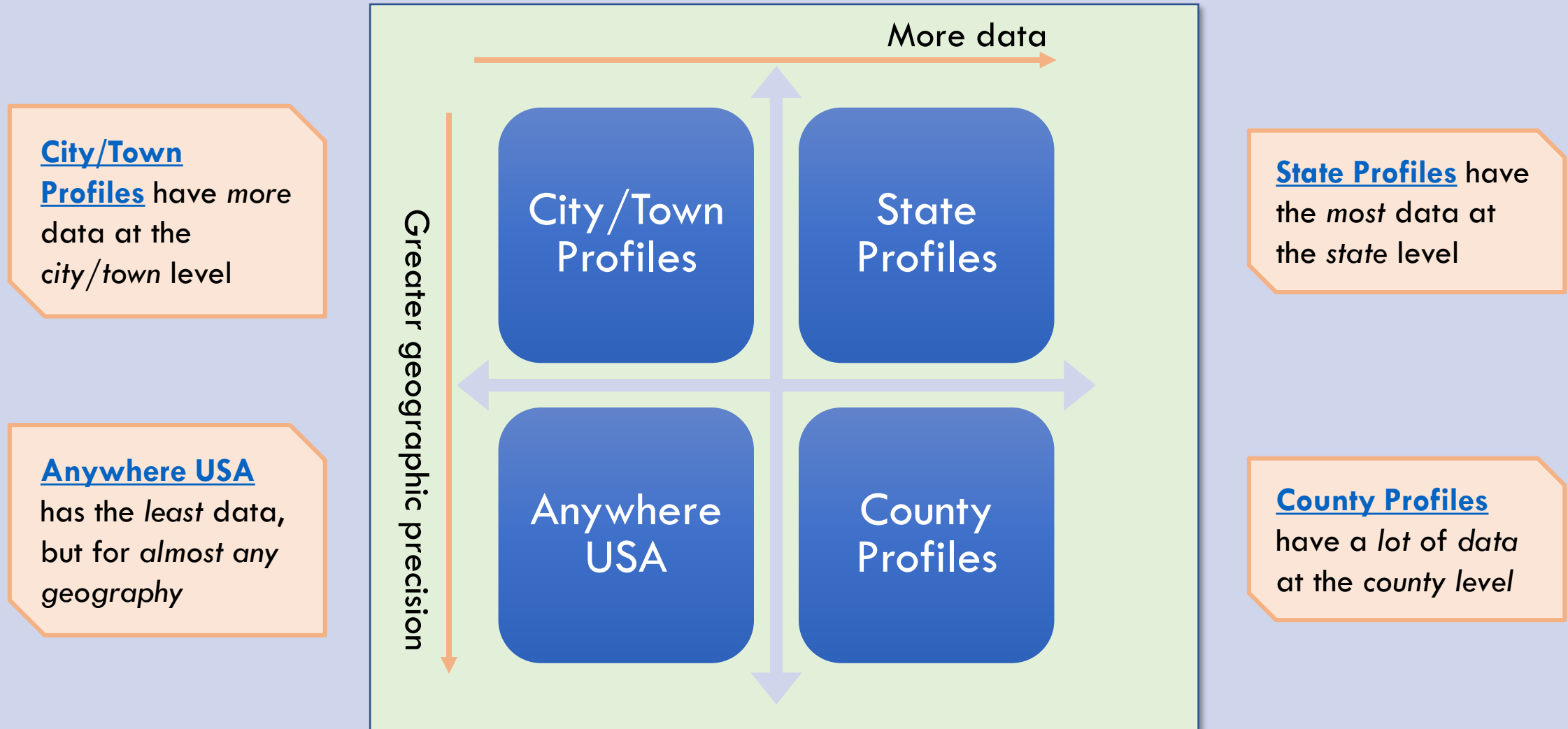
Regional Profiles: Use Cases

Side-by-Side Comparison

Excel | Word

	Cherokee OTSA, OK	Cherokee Tribe of Northeast Alabama SDTSA, AL
Population by Age in 2020		
Total Population	520,027	14,598
Preschool (0 to 4)	32,882	1,212
School Age (5 to 17)	94,812	2,858
College Age (18 to 24)	46,874	1,305
Young Adult (25 to 44)	125,868	3,523
Adult (45 to 64)	131,489	3,504
Older Adult (65 plus)	88,102	2,196

Comparison table in Anywhere USA

County Profile
- Collect data on education, jobs & earnings by sector to build an economic development strategy for your county

State Profile
- Benchmark your state's performance on venture capital & patenting activity

City/Town Profile
- Compare the composition of your town's housing supply to the U.S.

Anywhere USA
- Compare population by age between Tribal areas
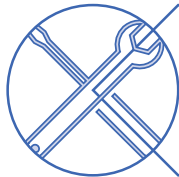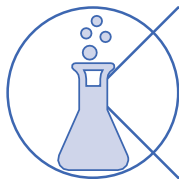
Download Center

Population

Employment

Income

Tool-specific downloads

Research data sets

Your ideas?

Examples:

- Population by race & ethnicity (Census)
- Components of population change (Census)
- Census of Employment & Wages (BLS)
- Personal income (BEA)
- Innovation Intelligence (IBRC)
- Metrics for Development (IBRC)

Other Tools & Resources on StatsAmerica

Developed for StatsAmerica

- Innovation Intelligence
- Comprehensive Economic Development Strategies (CEDS) Resources
- City-to-County Finder
- The Regionizer
- USA Opportunity Zones
- Staff and Partner Research
- User Guides
- Geographic resources (e.g., shapefiles and crosswalks)
- COVID resource hub

Partner resources

- Analysis Platform for Risk, Resilience, & Expenditure in Disasters (APRED) (StatsAmerica & IU Luddy School of Informatics)
- Census Business Builder (U.S. Census)
- OnTheMap (U.S. Census)
- National Economic Resilience Data Explorer (Argonne)
- Quarterly Workforce Indicators Explorer (U.S. Census)
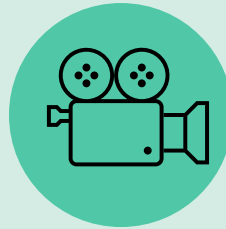- U.S. Cluster Mapping (StatsAmerica, RIAN, Harvard, & EDA)

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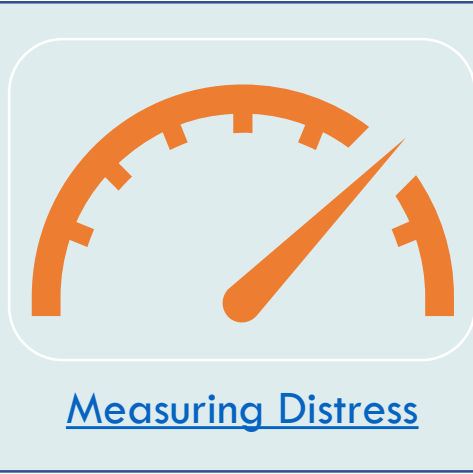
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[Measuring Distress](#)

[Innovation Intelligence](#)

[Showcasing the New StatsAmerica](#)

[Sizing up the Competition: Regional Comparisons with StatsAmerica](#)

[Using StatsAmerica Profiles for Economic Development and Planning](#)

[CEDS Resource Library](#)

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Questions & Discussion

Thank you for attending!

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