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RESERVE  
BANK of  
ST. LOUIS

# Meet FRED<sup>®</sup> and Friends

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# Presenter

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**This information is my opinion and does not represent the official views of the Federal Open Market Committee, the Federal Reserve System or the Federal Reserve Bank of St. Louis.**

# What is FRED?



*"I should be glad to hear from anyone who thinks that such time series may have value ..."*



This 1961 memo from Homer Jones, the St. Louis Fed's director of research from 1958 to 1971, is the first known data distribution from the Bank.

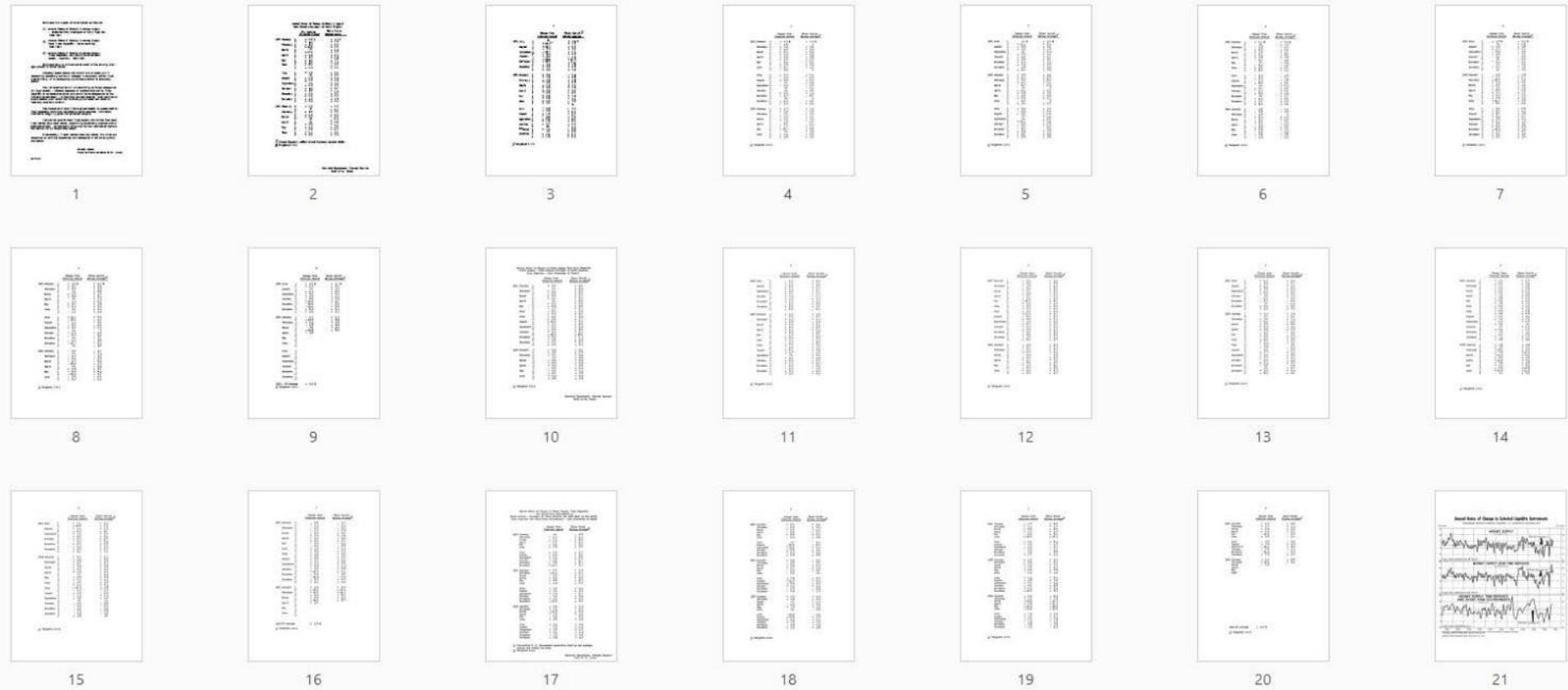
Enclosed are copies of three tables as follows:

- (1) Annual Rates of Change in Money Supply  
- Semi-monthly Averages of Daily Figures,  
1950-1961
- (2) Annual Rates of Change in Money Supply  
Plus Time Deposits - Semi-monthly,  
1951-1961
- (3) Annual Rates of Change in Money Supply,  
Time Deposits, and Short-term Govern-  
ments - Monthly, 1951-1961

Enclosed also is a three-panel chart of the moving average column of these tables.

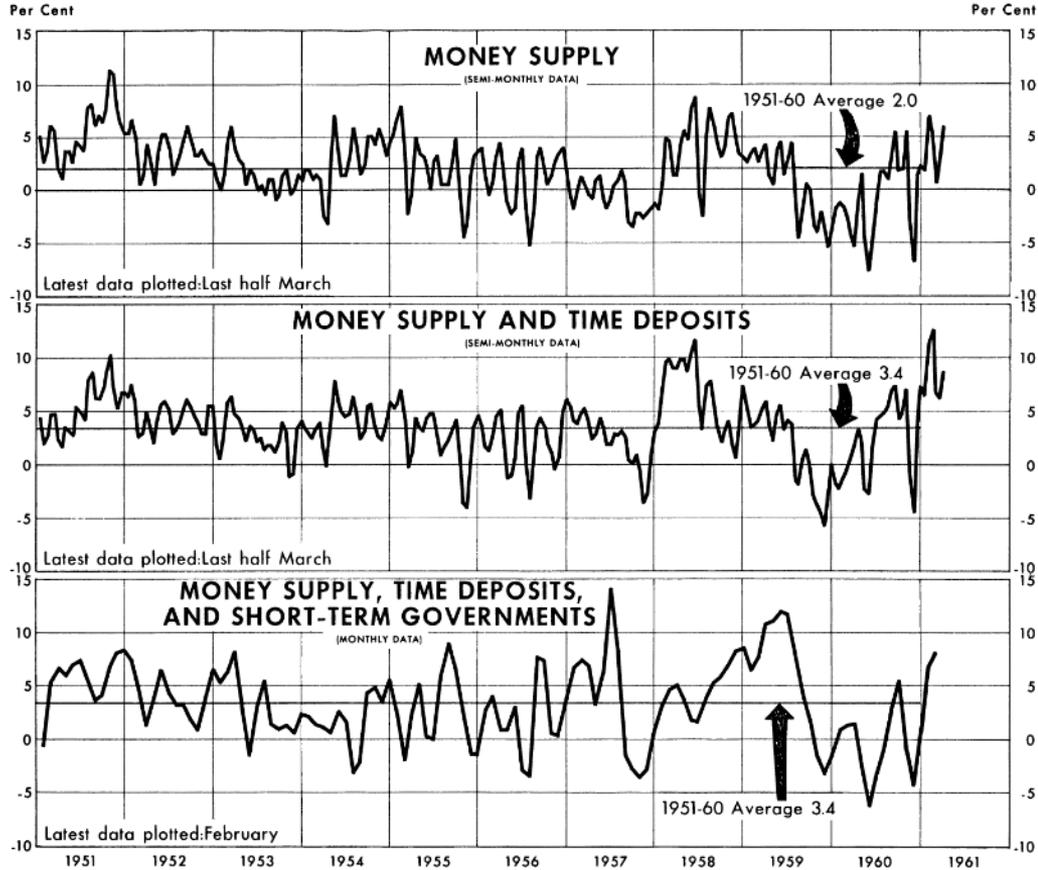
Annual Rates of Change in Money Supply<sup>1/</sup>  
Semi-Monthly Averages of Daily Figures

		<u>Change from Previous Period</u>	<u>Three Period Moving Average<sup>2/</sup></u>
1950 January	1	+ 2.2 %	+ 2.2 %
	2	+ 4.3	+ 3.8
February	1	+ 4.3	+ 5.9
	2	+ 10.8	+ 6.5
March	1	-0-	+ 5.4
	2	+ 10.8	+ 7.6
April	1	+ 8.6	+ 8.1
	2	+ 4.3	+ 5.4
May	1	+ 4.3	+ 4.3
	2	+ 4.3	+ 3.8
June	1	+ 2.1	+ 3.7
	2	+ 6.4	+ 5.9



# Annual Rates of Change in Selected Liquidity Instruments

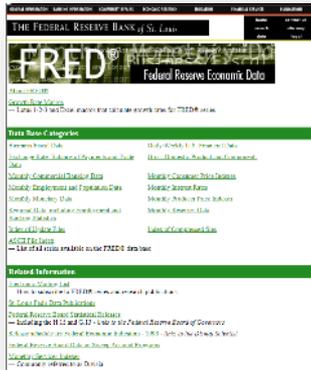
THREE-PERIOD MOVING AVERAGES, WEIGHTED 1-2-1, SEASONALLY ADJUSTED DATA



Money supply is demand deposits adjusted and currency outside banks. Short-term Governments are marketable Government securities, held by the nonbank public, maturing within one year.  
 Prepared by Research Department, Federal Reserve Bank of St. Louis.



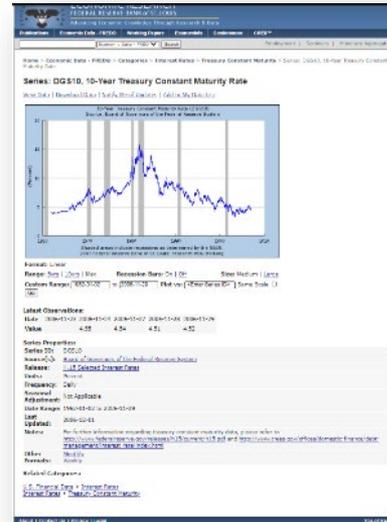
Screen capture of FRED portal in 1996  
 Source: <https://www.stlouisfed.org/annual-report/2013/fred-history>



Screen capture of FRED portal in 1999  
<http://web.archive.org/web/19991010065410/http://www.stls.frb.org/fred/>



Screen capture of FRED series in 2002  
<http://web.archive.org/web/20020830083701/http://research.stlouisfed.org/fred2/series/CLF16OV10>



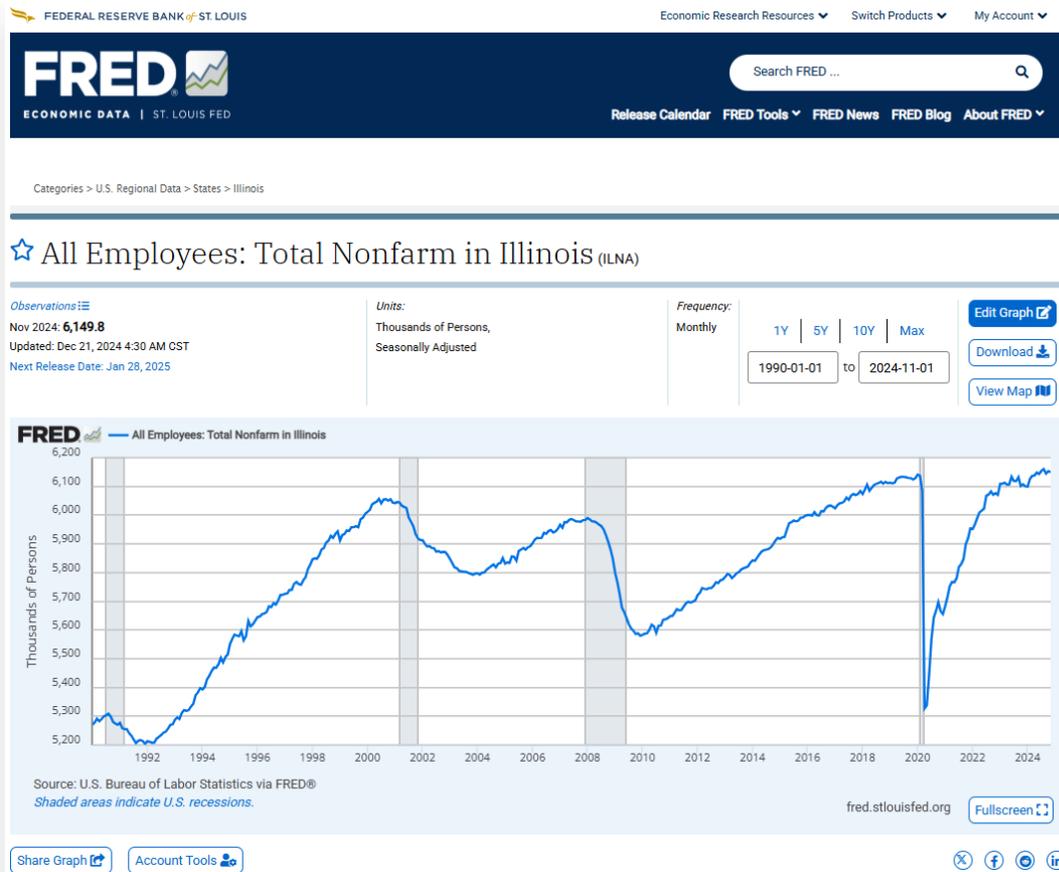
Screen capture of FRED series in 2006  
<http://web.archive.org/web/2006120301437/http://research.stlouisfed.org/fred2/series/DGS10/>



Screen capture of FRED series in 2015  
<http://web.archive.org/web/20150214072659/http://research.stlouisfed.org/fred2/series/UNRATE/>



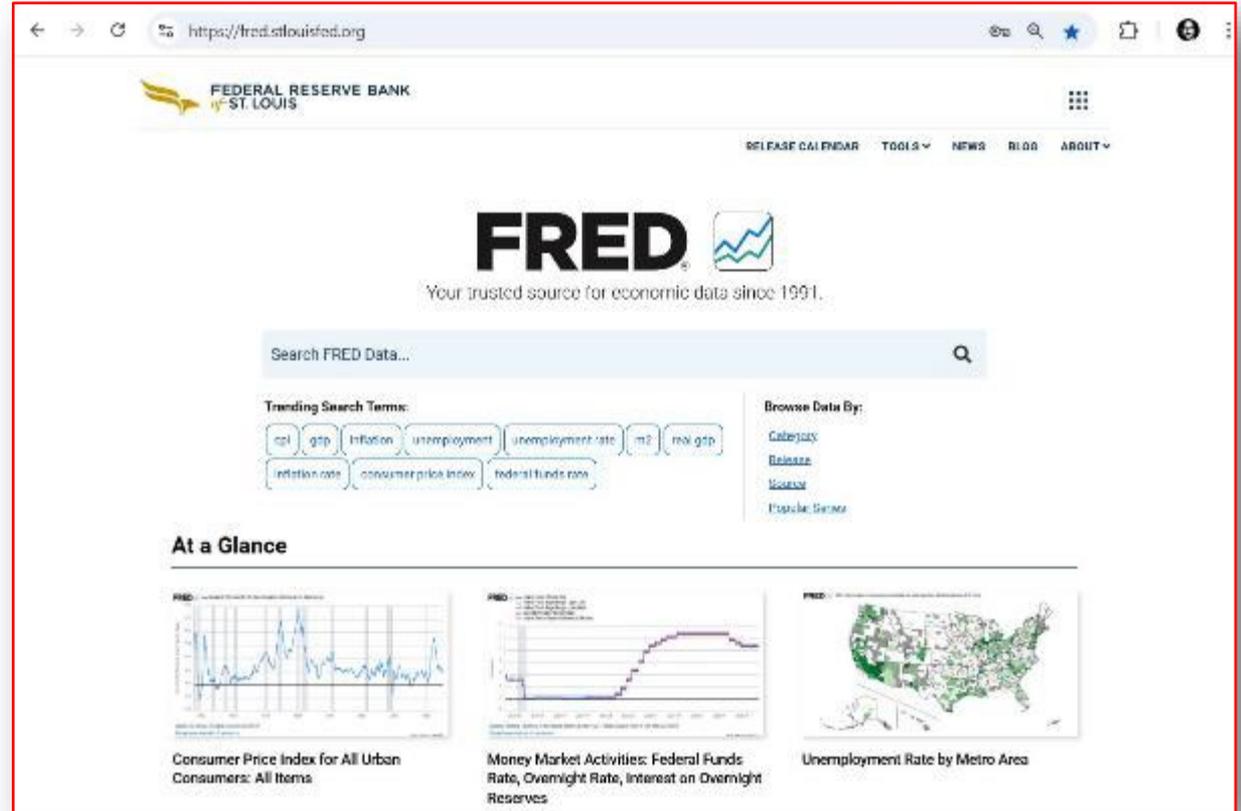
Screen capture of FRED series in 2024  
<https://fred.stlouisfed.org/series/CAUR>



Screen capture of FRED series in 2025  
<https://fred.stlouisfed.org/series/ILNA>

# What Is FRED?

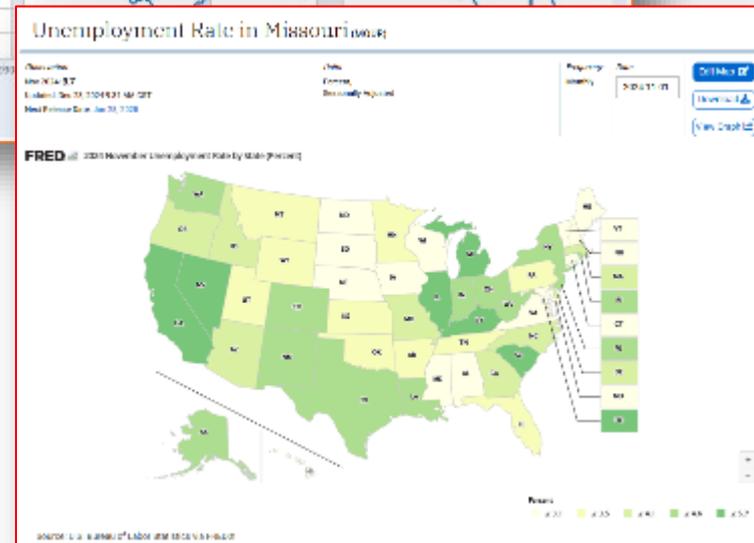
FRED is a data aggregator, a platform with over 825,000 time series from over 100 sources: governments, treaty organizations, and private organizations.



The screenshot shows the homepage of the FRED (Federal Reserve Economic Data) website. At the top, the URL is <https://fred.stlouisfed.org>. The header includes the logo for the Federal Reserve Bank of St. Louis and navigation links for Release Calendar, Tools, News, Blog, and About. The main heading is "FRED" with a line graph icon and the tagline "Your trusted source for economic data since 1991." Below this is a search bar labeled "Search FRED Data...". A section titled "Trending Search Terms" features buttons for "cpi", "gdp", "inflation", "unemployment", "unemployment rate", "m2", "real gdp", "inflation rate", "consumer price index", and "federal funds rate". To the right, "Browse Data By:" includes links for "Category", "Release", "Source", and "Economic Series". The "At a Glance" section displays three featured charts: "Consumer Price Index for All Urban Consumers: All Items", "Money Market Activities: Federal Funds Rate, Overnight Rate, Interest on Overnight Reserves", and "Unemployment Rate by Metro Area".

# What Is FRED?

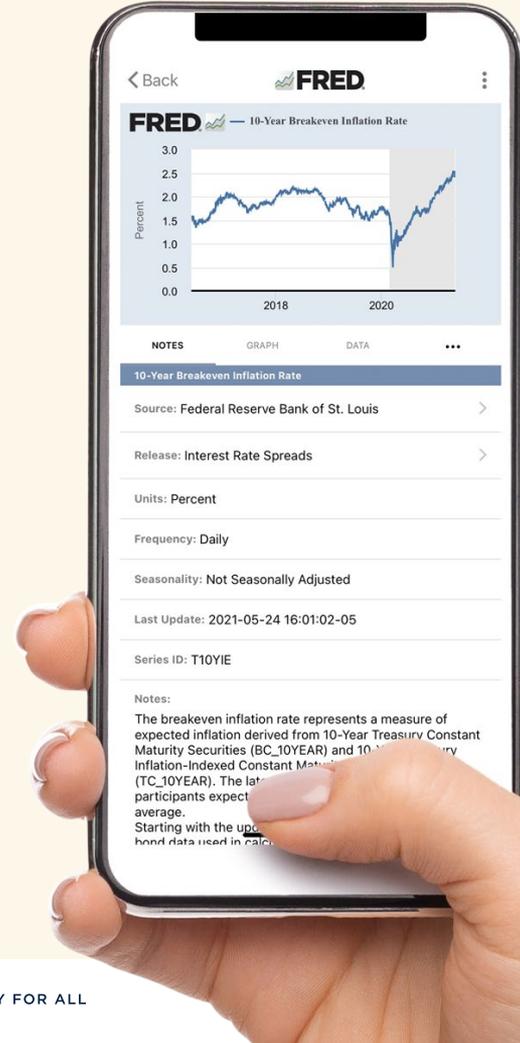
FRED enables users to find, download, graph, map, and understand economic and financial data.



# Audience and Usage

# What Is FRED?

Data on FRED are available across many platforms including our FRED website, API, Excel add-in, and mobile app. There are also third-party modules to use FRED data in statistical software and programming languages.



## Who Uses FRED?

FRED is featured in economics textbooks, used by journalists, and relied upon by millions of people across the world as a free, trusted data source. Over 1/3 of its users come from outside the U.S.



## Who Uses FRED?

# 20 million

website users generated  
35 million sessions and  
70 million page views in 2025

33% of users engage with the  
FRED graph, demonstrating a  
desire to understand the data.

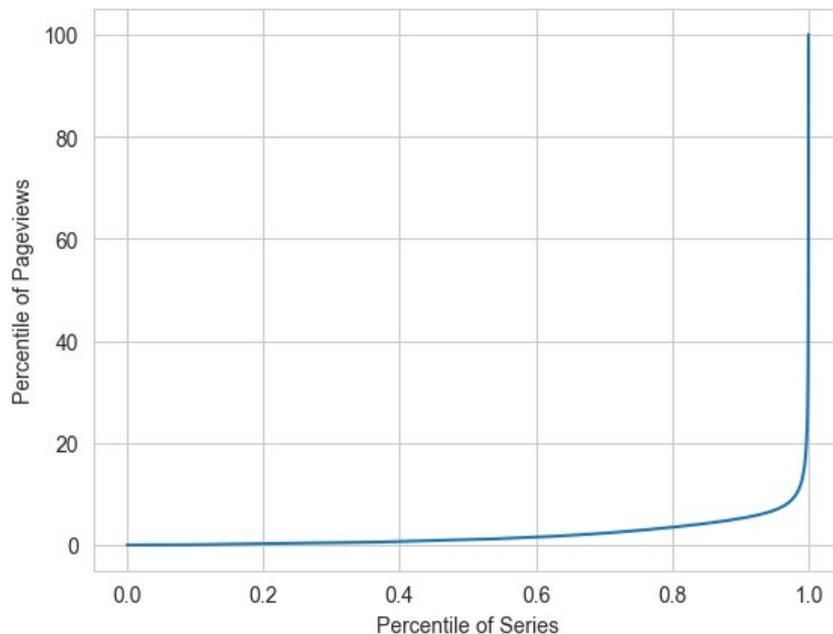


# Most popular series make up majority of user traffic

Strategies to drive traffic to more series include:

- Suggestion engine of related content.
- FRED Blog posts that highlight related topics.

Page views are highly concentrated



# FRED<sup>®</sup>



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Search FRED Data...



### Trending Search Terms:

gdp

cpi

unemployment rate

real gdp

inflation

m2

unemployment

gold

nipa

consumer price index

### Browse Data By:

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[Popular Series](#)

# FRED micro-credentials

- Modular skills.
- Asynchronous delivery.
- Scalable outreach.



Three separate programs have issued 28,000 badges since 2022.

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From Facebook political debates to college classrooms, the St. Louis Fed's data tool has gained a major following.



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<https://www.nytimes.com/2024/12/06/business/economy/fred-economic-data-fandom.html>



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