

Where to Find Data (and How to Use it)

An Introduction to Economic and Demographic Data Sources

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Data are the Ingredients – Effective Use Requires Transformation to Information, Presentation and Knowledge



(c) 2011 Epic. graphic

Using Economic and Demographic Data

Uses:

- Stimulate discussion;
- Affirm or challenge current perceptions;
- Identify local strengths and weaknesses;
- Recognize and prepare for change.

Considerations:

- Looking for patterns, not a single answer;
- More concerned with trends than precision;
- Focus more attention on comparing figures rather than ranking them.



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Why Focus on Comparisons Rather Than Rankings?

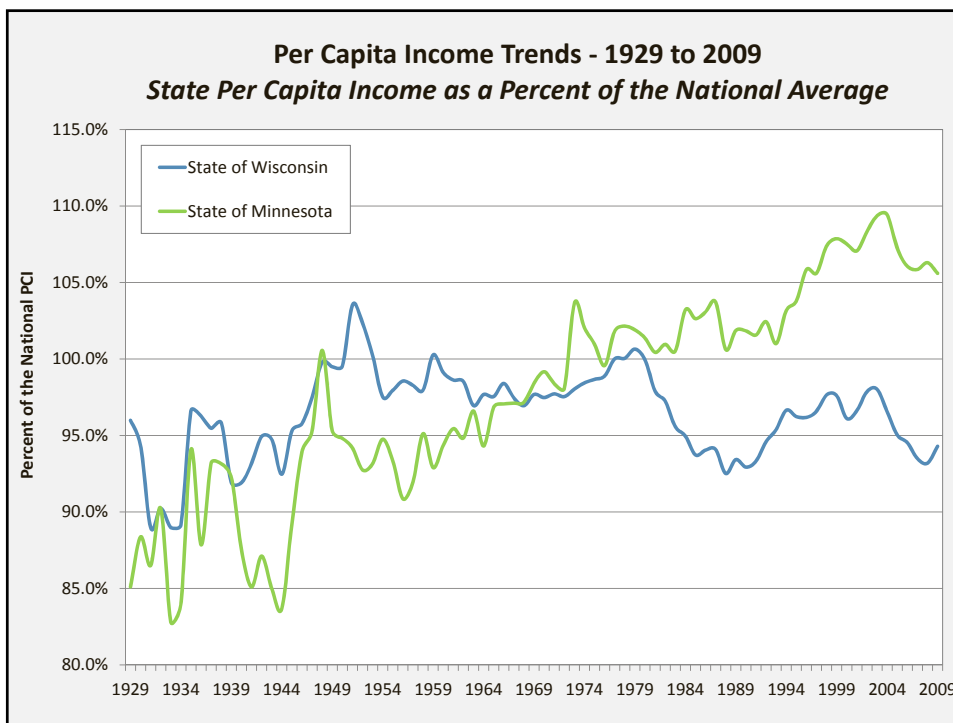
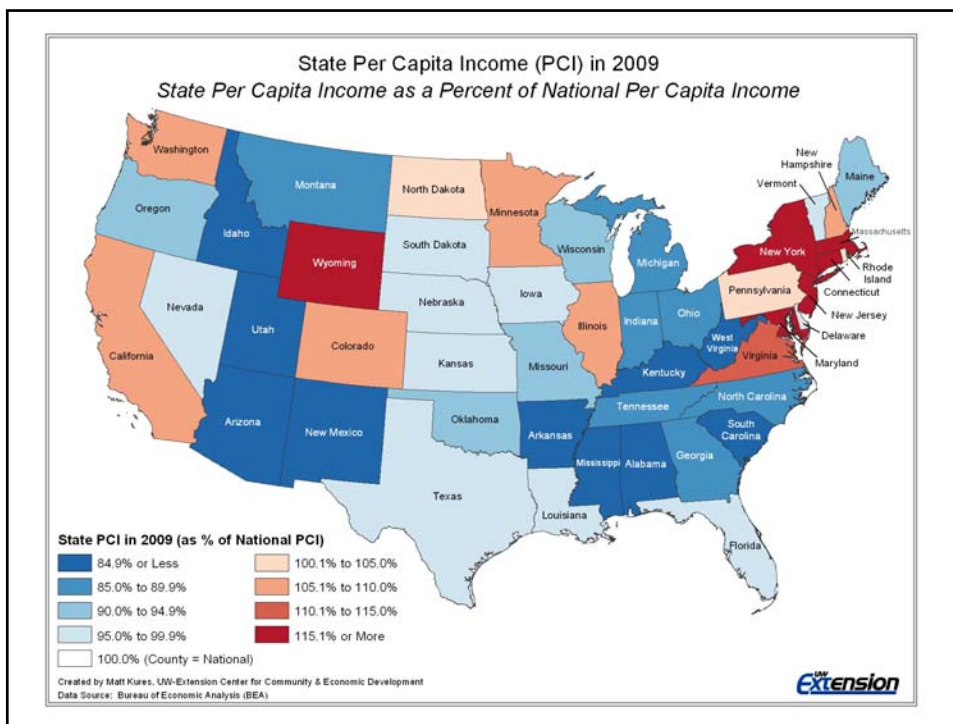
- Ranking suggests that a formula for success can be found by looking at higher ranked areas;
- Ranking is a snapshot that ignores the role of a region's economic history. *Earlier development patterns influence current infrastructure, institutions, technology, labor markets and entrepreneurial environment;*
- Ranking can increase inequality as lagging regions may be stigmatized by low rankings and deficiencies beyond their control

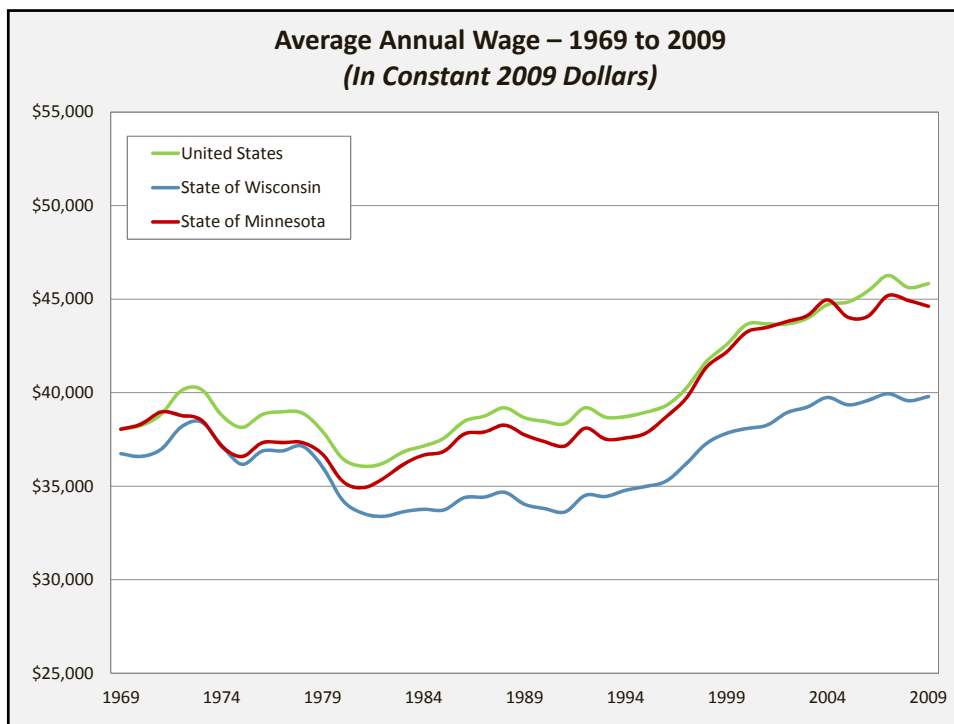
If you use rankings, consider providing context and research as to why current conditions exist



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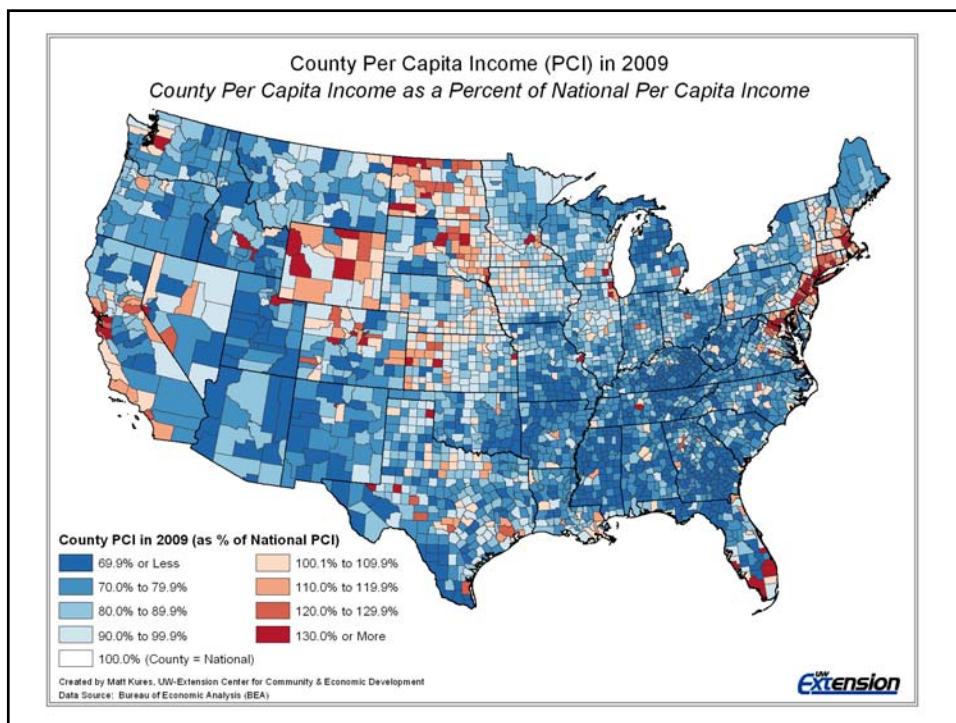
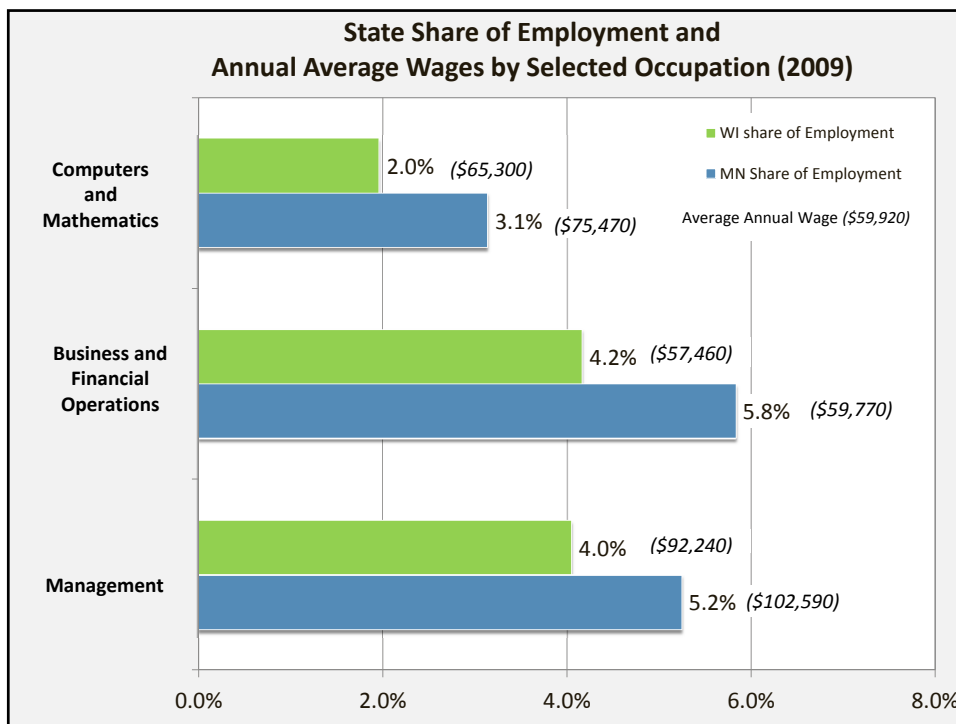


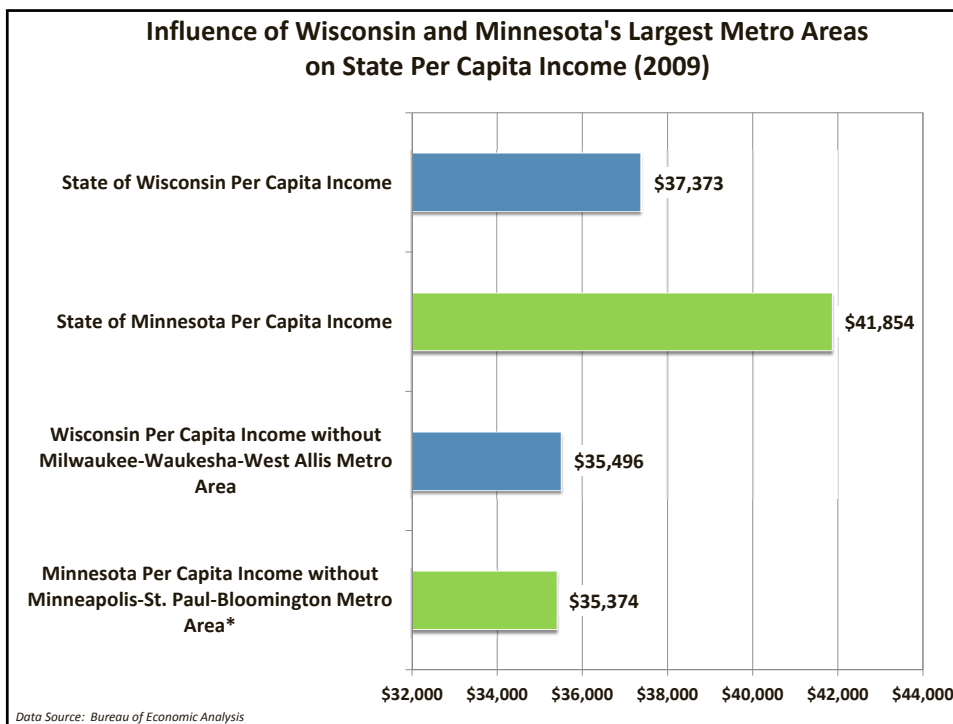




Occupational Distribution and Average Wages – May 2009

NAICS and Industry	Wisconsin		United States
	LQ	Avg. Wage	Avg. Wage
Management, business and financial	0.88	\$ 74,609	\$ 84,480
Professional and related	0.83	\$ 60,691	\$ 69,800
Education, training, and library	0.89	\$ 47,240	\$ 49,530
Arts, design, entertainment, sports, and media	0.97	\$ 41,430	\$ 51,720
Healthcare practitioners and technical	1.03	\$ 70,610	\$ 69,690
Healthcare support occupations	1.16	\$ 26,910	\$ 26,710
Protective service occupations	0.82	\$ 38,790	\$ 41,740
Food preparation and serving related	1.03	\$ 19,680	\$ 20,880
Building and grounds cleaning and maintenance	0.99	\$ 25,100	\$ 24,970
Personal care and service	1.07	\$ 23,200	\$ 24,680
Sales and related	0.96	\$ 34,010	\$ 36,020
Office and administrative support	0.92	\$ 31,620	\$ 32,990
Farming, fishing, and forestry	0.62	\$ 28,750	\$ 23,990
Construction and extraction	0.83	\$ 47,180	\$ 43,350
Installation, maintenance, and repair	0.96	\$ 42,020	\$ 42,210
Production	1.67	\$ 34,370	\$ 33,290
Transportation and material moving	1.12	\$ 31,860	\$ 32,180
<i>All Occupations</i>	1.00	\$ 40,190	\$ 43,460





Choosing Comparable Areas

Identifying Comparable Places

- Population
- Demographics
- Industry Base/Concentrations
- Similar in Urban, Suburban, Exurban or Rural Characteristics
- Government Centers

Identifying Comparable Places

- Universities
- Government Centers
- Commuter Flows
- Plant Closings
- Second Homes



Choosing Comparable Areas – *County Typology Codes* from the *USDA Economic Research Service*

Codes classify all counties according to six non-overlapping categories of economic dependence and seven overlapping categories of policy-relevant themes
(<http://www.ers.usda.gov/Briefing/Rurality/Typology/>)

By Economic Type

- Farming Dependent
- Mining Dependent
- Manufacturing Dependent
- Government Dependent
- Services Dependent
- Non-specialized

By Policy Type

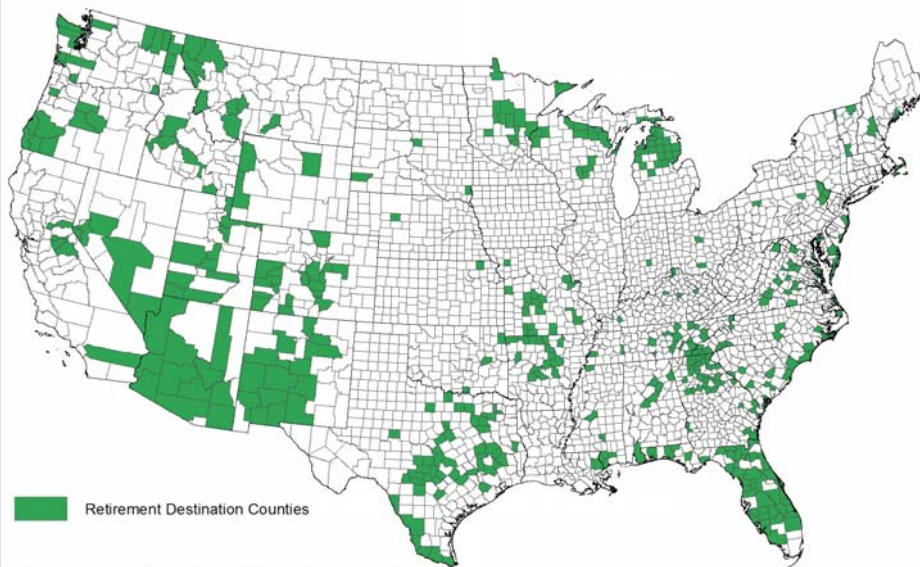
- Housing stress
- Low-education
- Low-employment
- Persistent poverty
- Population loss
- Non-metro recreation
- Retirement destination



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Retirement Destination Counties
Based on the *USDA Economic Research Service's* Definition



Retirement destination counties include counties where the number of residents 60 and older grew by 15 percent or more between 1990 and 2000 due to immigration.



Created by UWEX Center for Community Economic Development
Source: USDA Economic Research Service County Typology Codes

Choosing Comparable Areas – *Rural-Urban Continuum Codes* from the *USDA Economic Research Service*

<http://www.ers.usda.gov/Data/RuralUrbanContinuumCodes>

Code	Description
<i>Metro Counties</i>	
1	Counties in metro areas of 1 million population or more
2	Counties in metro areas of 250,000 to 1 million population
3	Counties in metro areas of fewer than 250,000 population
<i>Non-Metro Counties</i>	
4	Urban population of 20,000 or more, adjacent to a metro area
5	Urban population of 20,000 or more, not adjacent to a metro area
6	Urban population of 2,500 to 19,999, adjacent to a metro area
7	Urban population of 2,500 to 19,999, not adjacent to a metro area
8	Completely rural or less than 2,500 urban population, adjacent to a metro area
9	Completely rural or less than 2,500 urban population, not adjacent to a metro area



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Some Typical Data Requests from E.D. Organizations

Industry Structure

Employment and Firms by Industry
Employment by Size of Firm
Industry Clusters
Business Churn
Wage Rates

Labor Force/Human Capital

Unemployment/Labor Participation
Educational Attainment
Age Structure by Industry
Occupations and Wages
Entrepreneurial Activity

Economic Indicators

Per Capita Income
GDP
Foreclosures
Non-Farm Employment
Wage and Salary Trends

Population and Demographics

Population and Population Change
Age
Household Structure
Income
Race/Ethnicity

Quality of Life

Cost of Living
Schools
Amenities
Health Care

WI Department of Workforce Development – WORKnet

<http://worknet.wisconsin.gov/worknet/default.aspx>

- **Quarterly Census of Employment and Wages (ES-202)** – Data on employment, wages and number of establishments by industry. Quarterly/Annual data by state and county starting with 1990. Figures are based on UI filings. Some data will be suppressed;
- **Large Employers** – Up to 25 largest employers in each industry for counties, cities, towns and villages;
- **Plant Closings and Mass Layoffs** - Businesses employing 50 or more persons in the State of Wisconsin must provide written notice 60 days before implementing a "business (plant) closing" or "mass layoff" in the state (with some exceptions)
- **Unemployment Statistics (LAUS)** – Monthly/Annual figures for U.S., Wisconsin, counties, metropolitan/micropolitan areas, certain cities, etc. (1990 to present).
- **Top 5/Bottom 5** – Industries that are growing/declining the fastest in each county; highest and lowest paying industries by county (2009 to 2010);



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WI Department of Workforce Development – WORKnet

<http://worknet.wisconsin.gov/worknet/default.aspx>

Data Analyst Menu

Category	Description	Update Frequency
Quarterly Census of Employment & Wages (ES-202)	Industry employment and wages for the State and Counties. NAICS based query back to 1990. Updated Quarterly.	Quarterly
Current Employment Statistics (CES)	Employment from sample of national establishments (including government) for the U.S., State and Metropolitan Statistical Area. NAICS based query back to 1990. Updated Monthly.	Monthly
Local Area Unemployment Statistics (LAUS)	Labor Force, Employment, Unemployment and Rate for the U.S., State, Metropolitan, Micropolitan and Combined Statistical Area, Workforce Delivery areas, Counties and SPINNET Cities. Updated Monthly.	Monthly
Disaggregated Employment Statistics (DES)	Employment and Wage estimates for the State, Metropolitan, Micropolitan Area, and Balance of State areas. Cross Industry - 2010 based. Updated Annually.	Annually
Plant Closings Mass Layoffs	ESLS-202022 Need in compliance with federal plant closing reporting Notification (2002) Act and State Plant Closing Act.	Updated Monthly
Workers in Lockouts	Identified by NAICS industry code and County. Provides number of workers affected and work days lost. 1990-2010. All are reported Monday through Friday excluding Federal Holidays. Updated Monthly.	Updated Monthly
Industry Impacts	10-year Long-term (2000-2010) and 3-year Short-term (2009-2011) Industry Impacts.	Updated Monthly

Economic Developer Menu

- ES-202** - Quarterly Census of Employment and Wages
- Current Employment Statistics (CES)** - Employment from sample of national establishments
- Local Area Unemployment Statistics (LAUS)** - Labor Force, Employment, Unemployment and Rate
- Disaggregated Employment Statistics (DES)** - Employment and Wage estimates
- Plant Closings Mass Layoffs** - ESLS-202022 Need in compliance with federal plant closing reporting Notification (2002) Act and State Plant Closing Act.
- Workers in Lockouts** - Identified by NAICS industry code and County. Provides number of workers affected and work days lost.
- Industry Impacts** - 10-year Long-term (2000-2010) and 3-year Short-term (2009-2011) Industry Impacts.
- Wisconsin's Workforce and Labor Market Information System** - A comprehensive system for tracking and analyzing the state's workforce.
- Regional Economic Development** - Tools and reports for regional economic development.
- Wisconsin Buildings & Sites** - Information on buildings and sites in Wisconsin.
- Location Quotient** - A tool for measuring the relative concentration of an industry in a specific geographic area.
- Top 5 Industries** - A list of the top 5 industries in each county.
- Large Employer Search** - A tool for finding large employers in a specific geographic area.
- County Summary** - A summary of key economic indicators for each county.
- Business 2010** - A report on the state's business environment in 2010.



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Bureau of Labor Statistics

<http://www.bls.gov>

- **Occupation Employment Statistics (OES)** – Distributions of occupations and wages for national, state and metropolitan areas (Balance of State areas available through DWD).
- **LAUS and Quarterly Census of Employment and Wages** - Areas outside of Wisconsin;
- **Current Employment Survey** – Monthly survey of employment, hours, and earnings from a national sample of about 300,000 nonfarm establishments. Figures are reported by sector for states and metro areas
- **Consumer Expenditure Survey** – Annual expenditures by product type for different “household” types (income, educational attainment, age, etc.)
- **Other State and National Data** (productivity, alternate measures of unemployment, labor participation, etc.)



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Occupational Information Network - O*NET OnLine

<http://www.onetonline.org/>

The screenshot shows the O*NET OnLine website interface. At the top, there's a navigation menu with 'Help', 'Find Occupations', 'Advanced Search', and 'Crosswalks'. A search bar is located on the right. The main content area features a large banner with the text 'Build your future with O*NET OnLine.' Below the banner, there's a 'What's New!' section with a 'Learn More' button. A 'I want to be a...' section encourages users to find their next move. The 'Occupation Search' section includes a search bar for keywords or O*NET-SOC codes. Below this are three columns: 'Find Occupations' (Browse groups of similar occupations), 'Advanced Search' (Focus on occupations that use a specific tool or software), and 'Crosswalks' (Connect to a wealth of O*NET data). A 'green' section highlights green economy occupations.



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Bureau of Economic Analysis – Regional Economic Accounts

<http://www.bea.gov/regional/index.htm>

- **National, State, Metro/Non-Metro, and County Data** - Population, personal income, transfer payments, farm income and expenses, proprietors' income, employment and compensation by industry and more. Starting with 1969 for most measures;
- **Gross Domestic Product (GDP)** by industry for states and metropolitan areas
- **Consistent source of farm production employment and income** – Farm employment is not fully available through the Quarterly Census of Employment and Wages;
- **Employee compensation and earnings by industry** - *Employee compensation* includes the sum of wage and salary disbursements and supplements to wages and salaries. *Earnings* include employee compensation as well as proprietors' income;
- **Important differences from the Quarterly Census of Employment and Wages data:**
 1. Employment by industry includes proprietors;
 2. Government employment includes government employees across all sectors (public administration, education, health care, etc.)



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Bureau of Economic Analysis – Regional Economic Accounts

<http://www.bea.gov/regional/index.htm>

The screenshot shows the Bureau of Economic Analysis website interface. The main content area is titled "Regional Economic Accounts" and provides a summary of the data available, including Gross Domestic Product (GDP) for states and metropolitan areas, and Personal Income for states, counties, metropolitan areas, and BEA economic areas. A "What's New" section highlights recent releases: September 22, 2011 (State Personal Income: Second Quarter 2011), September 15, 2011 (Gross Domestic Product by Metropolitan Area, 2010 and Revised 2007-2009), and August 9, 2011 (Personal Income for Metropolitan Areas, 2010). A "News Releases" section lists various reports such as "Gross Domestic Product by State" and "State Personal Income". On the right side, there is a search bar and a "Contacts" section with a list of email addresses for different data categories like "GDP by State" (GDPbyState@bea.gov) and "Personal Income" (resi@bea.gov).



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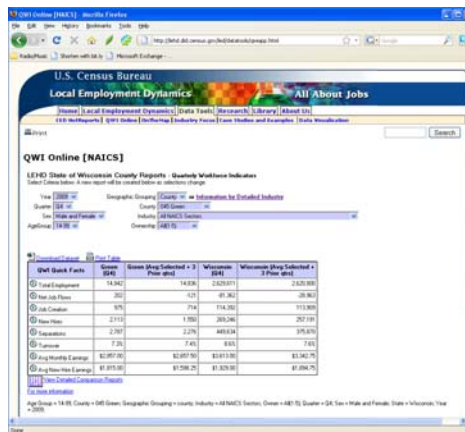
Census Bureau Local Employment Dynamics Quarterly Workforce Indicators (QWI)

<http://lehd.did.census.gov/led/datatools/qwiapp.html>

Quarterly Workforce Indicators - Detailed county, WIA and MSA estimates of employment, earnings, gross job creation and destruction by detailed industry, gender and age of workers. (Currently through Q3 2010)

QWI avoids many of the data disclosure problems associated with other data sets. However, it does so by introducing noise (distortions) into the data.

Tutorial available at:
http://lehd.did.census.gov/led/datatools/elearning/QWI_Online/index.htm



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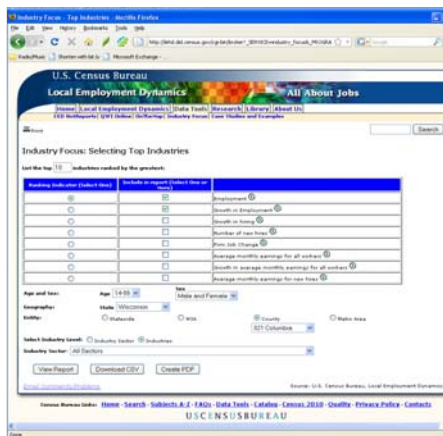
Census Bureau Local Employment Dynamics - Industry Focus

<http://bit.ly/epmCHb>

Industry Focus Tool:

- Determine the top industries for your local area and your local workers;
- Focus on a particular industry to see how it ranks among top industries;
- Examine characteristics of those who work in that industry;
- Also relies on noise introduced into the data.

Tutorial available at:
http://lehd.did.census.gov/led/datatools/elearning/Industry_focus/index.htm



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U.S. Census Bureau Local Employment Dynamics - OnTheMap

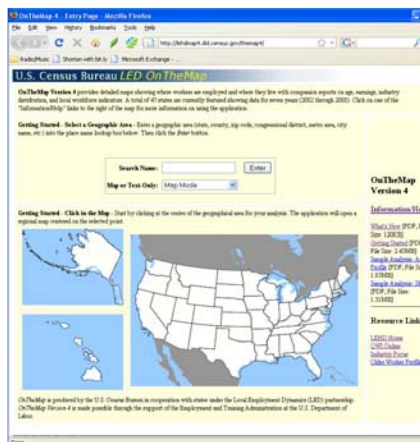
<http://lehdmap.did.census.gov/>

OnTheMap - Mapping and reporting application showing:

- Where workers are employed and where they live;
- Companion reports on worker characteristics;
- Filtering by age, earnings, or industry groups;
- Based on synthetic data that are statistically analogous to actual worker counts and locations but not exact.

Tutorial available at:

<http://lehd.did.census.gov/led/datatools/elearning/OnTheMap/index.html>



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Other Notable Census Bureau Resources

- **Decennial Census and American Community Survey (ACS) Data...**
- **Population Estimates** - Annual estimates of total population; components of change; population by age, sex, race, and Hispanic origin. National, state, MSA and county level data. Some place level data also available;
- **County Business Patterns** - Annual estimates of establishments, mid-March employment, first quarter payroll, and annual payroll by industry. National, state, county, zip code and metropolitan areas. 2009 is most current;
- **2007 Economic Census** – Data on establishments, payrolls, employment, sales, etc. by industry categories – Detailed data for small areas is likely suppressed;
- **Non-Employer Statistics** - U.S. and sub-national economic data by industry for businesses that have no paid employees and are subject to federal income tax.

All Available through American FactFinder



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Census Bureau's American FactFinder

<http://factfinder2.census.gov>

- Starting point for most Census datasets
- Geographic Comparison Tools
- Area Data Profiles
- Ranking Tables
- Basic Mapping tools



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What About the Census Bureau's American Community Survey (ACS)?

The ACS is officially part of the decennial census and includes essentially the same questions as the long form. However, the ACS is conducted every year by sending it to a rolling sample of addresses every month, throughout the nation:

1 – Year Estimates	3 – Year Estimates	5 – Year estimates
12 months of collected data	36 months of collected data	60 months of collected data
Data for areas with populations of 65,000+	Data for areas with populations of 20,000+	Data for all areas
Smallest sample size	Larger sample size than 1-year	Largest sample size
Less reliable than 3-year or 5-year	More reliable than 1-year; less reliable than 5-year	Most reliable
Most current data	Less current than 1-year; more current than 5-year	Least current



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Recognizing ACS Limitations – Part 1
Average Wage by Selected Industry in Rock County (2009)

Industry	Median Wage	Margin of Error (+/-)
All Industries	\$ 28,220	\$ 1,139
Agriculture, forestry, fishing and hunting	\$ 27,639	\$ 3,540
Mining, quarrying, and oil and gas extraction	\$ 42,581	\$ 9,865
Construction	\$ 29,492	\$ 6,968
Manufacturing	\$ 37,620	\$ 5,144
Wholesale trade	\$ 35,371	\$ 7,315
Retail trade	\$ 17,684	\$ 5,277
Transportation and warehousing	\$ 42,179	\$ 12,507
Information	\$ 36,612	\$ 28,002
Finance and insurance	\$ 37,998	\$ 5,900
Real estate and rental and leasing	\$ 21,563	\$ 48,587
Professional, scientific, and technical services	\$ 35,717	\$ 8,154
Educational services	\$ 26,689	\$ 2,965



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U.S. Census Bureau – American Community Survey (ACS)
Some Tips on Comparing Areas and Years

1. When comparing estimates for different areas, use the same period length for each estimate. (i.e. do not compare a 1-year estimate to a 3-year estimate);
2. The Census Bureau discourages direct comparisons between estimates for overlapping periods. Instead, compare non-overlapping estimates (i.e. 2005-2007 ACS estimates should not be compared to a 2006-2008 ACS estimates. It is better to compare a 2005-2007 ACS estimate to a 2008-2010 ACS estimate);
3. Not all categories year-to-year are comparable. The Census Bureau has created a guide for comparing ACS data to prior years and the 2000 Census. See: http://www.census.gov/acs/www/guidance_for_data_users/comparing_data/
4. When comparing areas and years, consider statistical testing to determine whether differences are statistically significant or due to margins of error...



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Example: “The latest census data show median household income in Madison fell by 7.8 percent to \$49,595. That decline was more than twice the national average during 2009.”

Income Category	City of Madison		United States	
	Value	MOE (+/-)	Value	MOE (+/-)
2008 Median Household Income (2009 Dollars)	\$ 53,783	\$ 2,236	\$ 51,726	\$ 73
2009 Median Household Income	\$ 49,595	\$ 2,278	\$ 50,221	\$ 74
Median Household Income - % Change '08 to '09	-7.8%	5.7%	-2.9%	0.2%

Due to the margins of error, we need to check whether the change is statistically significant

Test for Statistical Significance	City of Madison	United States
Standard Error ² = (MOE _R /1.645) ²	0.001206	0.0000014
Square Root of Sum of SE ²	0.034750	
Standard Test Result =	1.40	

**If standard test result > 1.645 then significant at a 90% level;
Result > 1.960 significant at 95%; Result > 2.576 significant at 99%**

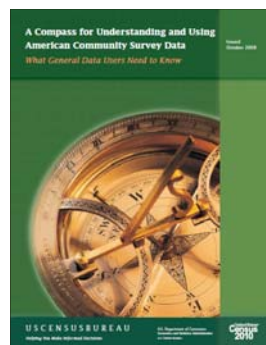


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Calculating ACS Margins of Error and Statistical Significance Does Not Need to Be Difficult

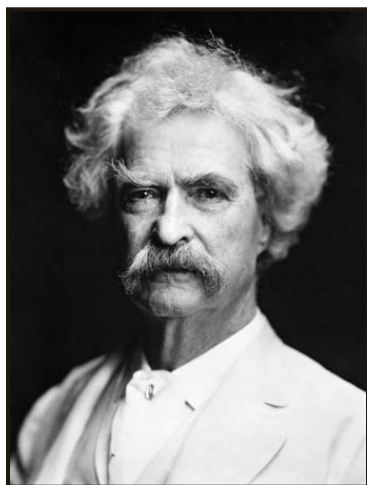
- Census Bureau - ACS Compass Products**
http://www.census.gov/acs/www/guidance_for_data_users/compass_products/
- Cornell Program on Applied Demographics – ACS Calculator**
<http://pad.human.cornell.edu/acscalc/index.cfm>
- Oklahoma Department of Commerce – ACS Calculator**
http://www.okcommerce.gov/file/ACS-Calculator-1_3209.xls



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Sage Advice about Using Data



"It ain't what you don't know that gets you into trouble.

It's what you know for sure that just ain't so."

Mark Twain



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More Advice About Using Data

Highest Level of Educational Attainment - Age 25 and Over

<u>Geographic Area</u>	<u>State of Wisconsin*</u>	<u>United States</u>
Less than 9th Grade	3.5%	6.3%
9th - 12th Grade, No Diploma	6.7%	8.5%
High School Graduate	34.1%	28.5%
Some College, No Degree	21.0%	21.3%
Associate Degree	9.0%	7.5%
Bachelor's Degree	17.2%	17.6%
Master's/Prof/Doctorate Degree	8.4%	10.3%
High School Graduate or Higher	89.8%	85.3%
College Graduate	25.7%	27.9%

Data Source: 2009 American Community Survey 1-Year Estimates *All values are statistically significant from the U.S. at the 99% level except some college, no degree which is not statistically different.

How is Wisconsin's Level of Educational Attainment Affected by "Brain Drain"?

Some Domestic Migration Measures to Consider for 2009 to 2010:

- *Net Migration of College Graduates = In-Migrants – Out-Migrants*
= **-4,653 (+/- 3,703)**
- *Net Migration Rate = Net Migration per 1,000 Total College Graduates*
= **-4.6 per 1,000 (+/- 3.7) (or -0.46%)**
- *In Migration Rate = In-Migrants as a Share of College Graduates*
= **2.21% (+/- 0.23%)**
- *Out Migration Rate = Out-Migrants as a Share of College Graduates*
= **2.67% (+/- 0.28%)**

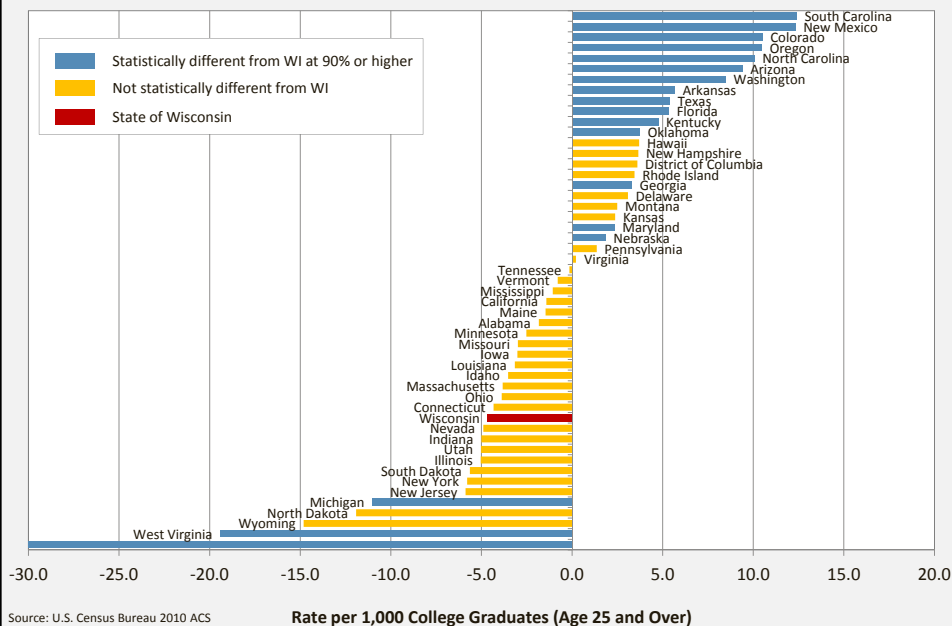


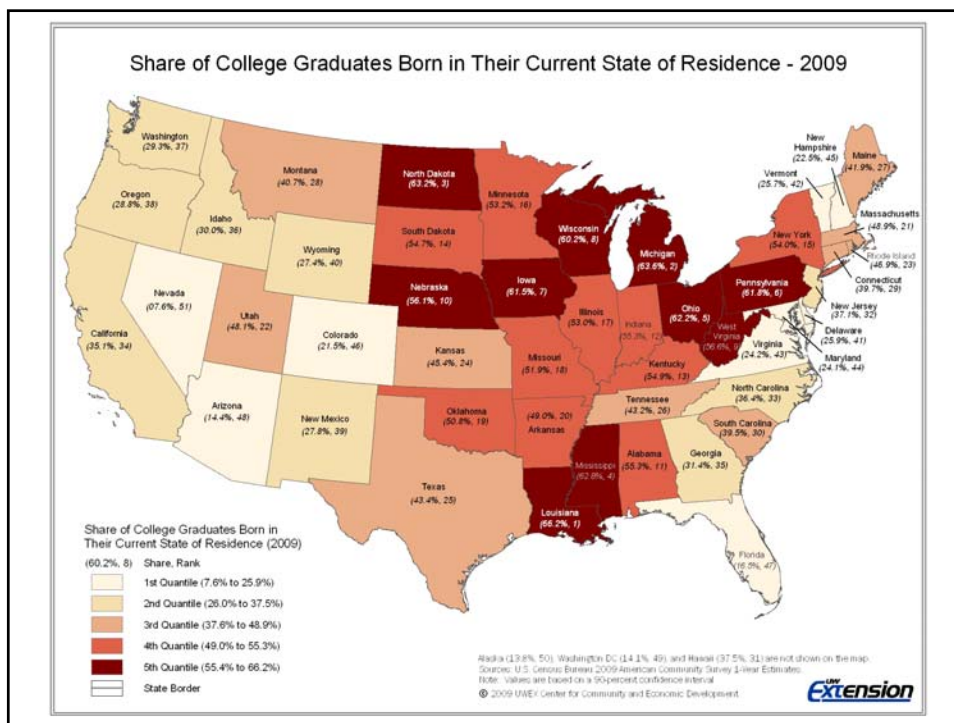
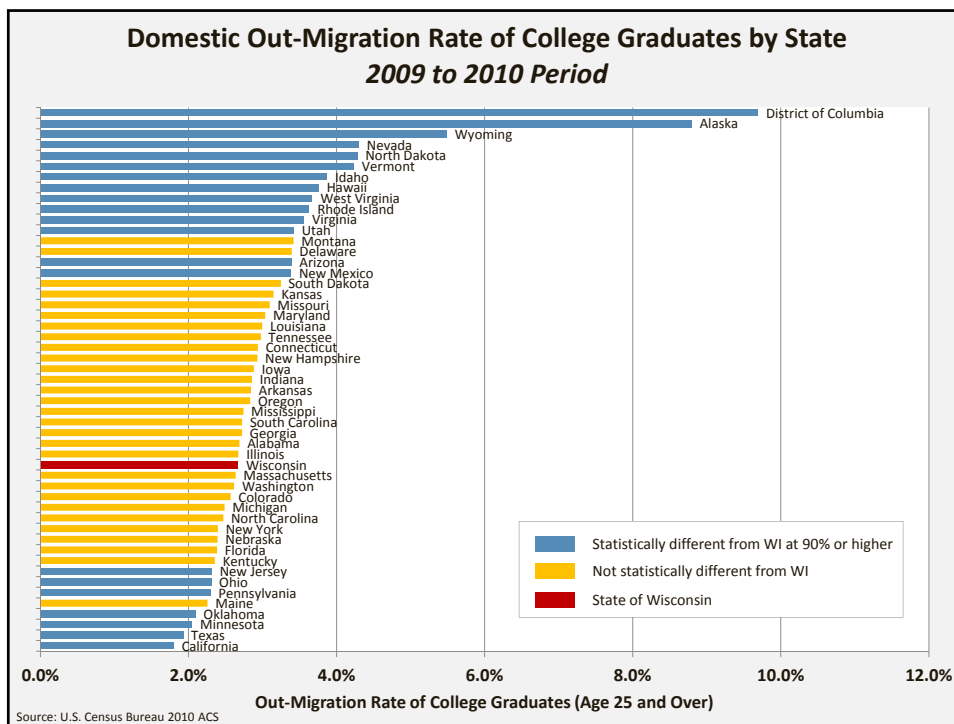
Source: U.S. Census Bureau 2010 ACS

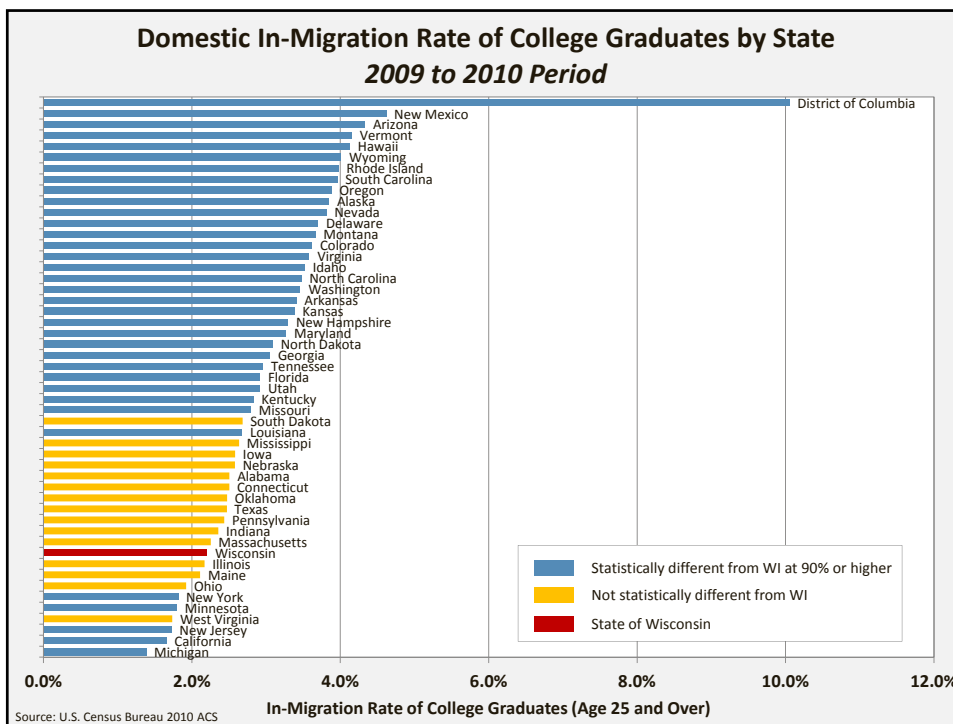
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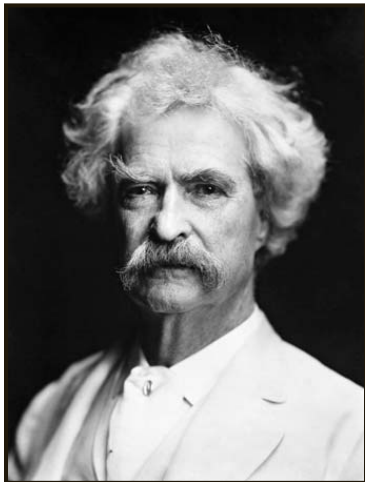
Net Domestic Migration Rate of College Graduates by State 2009 to 2010 Period








More Sage Advice about Using Data




There are three kinds of lies:

1. *Lies*
2. *Damned Lies*
3. *Statistics*



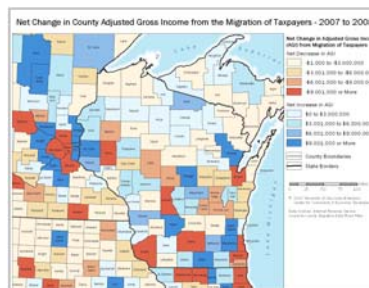
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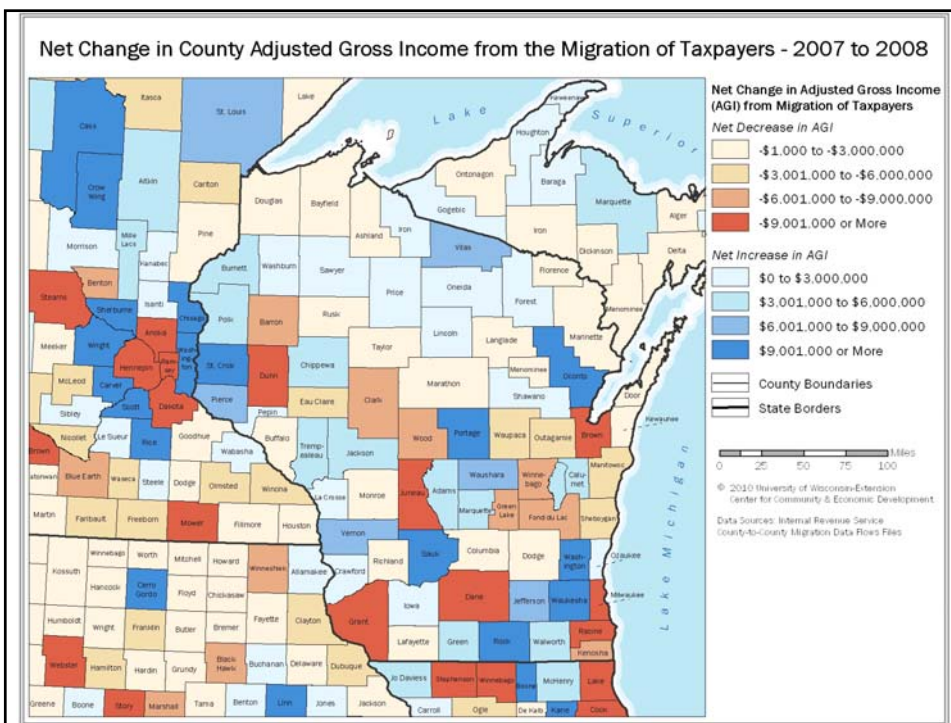
IRS Statistics of Income Migration Data

<http://www.irs.gov/taxstats/article/0,,id=212683,00.html>

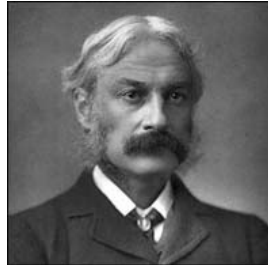
- Data are available for Filing Years 1991 through 2009
- Number of returns (which approximates the number of households that migrated);
- Number of personal exemptions (which approximates the number of individuals who migrated);
- Total adjusted gross income of the migrants (starting with Filing Year 1995).



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Even More Sage Advice about Using Data



*He uses statistics as a
drunken man uses lamp-posts*

*For support rather than
illumination.*

Andrew Lang (1844-1912)

Data on Quality of Life from a Variety of Perspectives

Life at Work	Life at Leisure	Life at School	Living a Healthy Life
<ul style="list-style-type: none"> • Income • Business Growth • Employment Growth • Business Infrastructure 	<ul style="list-style-type: none"> • City and County Parks • Variety of Leisure Activities • Youth Leisure Activities 	<ul style="list-style-type: none"> • Adult Learning Opportunities • Post-Secondary Education • High School Graduation • Early Childhood Education 	<ul style="list-style-type: none"> • Health Insurance Coverage • Childhood Immunization • Prenatal Care • Exercise Opportunities • Obesity Rates

Data on Quality of Life from a Variety of Perspectives

Life in the Natural Environment

- Land Use Planning
- Quality of Agricultural Lands
- Surface Water Quality
- Access to Public Spaces

Life at Home

- Health Care Availability
- Residents Living in Poverty
- Child Care Accessibility

Housing

- Cost of Living
- Shelter for the Homeless
- Affordable Access to High Speed Internet

Data on Quality of Life from a Variety of Perspectives

Life Together – Public Safety

- Perception of Public Safety
- Violent Crimes
- Emergency Preparedness

Life Together – Civics and Diversity

- Local Government Performance
- Voter Participation
- Volunteerism
- Neighborhoods

Life on the Road

- Walkability
- Transportation Investment
- Public Transit Options
- Pedestrian/Bike Options
- Commute Times

Data Sources for Quality of Life Indicators

www.uwex.edu/ces/cced/communities/QualityofLifeDataIndicatorsDataSources.cfm

The screenshot shows a web page titled "Quality of Life Indicators/Data Sources" from the Cooperative Extension Center for Community and Economic Development. The page lists various data sources for quality of life indicators in Wisconsin. Key sections include:

- LIFE AT SCHOOL:** High School Graduation Rates and Post-High School Graduation Plans, both linked to the "Information Network for Successful Schools (INSSS) Database".
- LIVING A HEALTHY LIFE:** Health Insurance Coverage, Childhood Immunization Compliance, Prenatal Care, smoking, exercise, etc., and Cause of Death (County 2001-2004).
- LIFE AT WORK:** Poverty Rate (2005), Average Wage per Job (2007), Per Capita Personal Income (2006), and Population Growth (1990-2007).

The page also features logos for Cooperative Extension and the Center for Community & Economic Development.

Some More Favorites

- **Headwaters Economics Economic Profile System** - Detailed socioeconomic profiles for every county in the country
<http://www.headwaterseconomics.org/eps/>
- **WI DOA Demographic Services Center** – Population and housing estimates, projections, and components of change for WI counties, cities, towns and villages <http://bit.ly/hgU1b>
- **WI DWD Office of Economic Advisors** – County workforce profiles and other datasets http://dwd.wisconsin.gov/oea/county_profiles/
- **Data.gov** – Clearinghouse of government data sets.
<http://www.data.gov/catalog/raw>
- **2007 Census of Agriculture** - National, state, and county data on a wide-variety of agricultural topics <http://www.agcensus.usda.gov/>
- **Private Data Providers** - ESRI, Nielsen Claritas, AGS, InfoUSA, Dun and Bradstreet, etc



Some More Favorites

- **YourEconomy.org** – Industry and business data from the Edward Lowe Foundation classified by composition, growth and industry (states, counties and MSAs) <http://www.youreconomy.org/>
- **StatsIndiana** – Official Indiana data center with information on other geographic areas throughout the U.S. <http://www.stats.indiana.edu/>
- **Atlas of Rural and Small Town America** - <http://www.ers.usda.gov/Data/RuralAtlas/index.htm>
- **Home Mortgage Disclosure Act Data** <http://www.ffiec.gov/hmda/> - Home lending data compiled by the Federal Financial Institutions Examination Council (FFIEC).
- **National Historical Geographic Information System (NHGIS)** – Free census data and GIS files for areas between 1790 and 2000. <http://www.nhgis.org/>
- **Wisconsin Department of Revenue** – Sales Taxes, Real Estate Transfer Returns <http://www.dor.state.wi.us/report/index.html>



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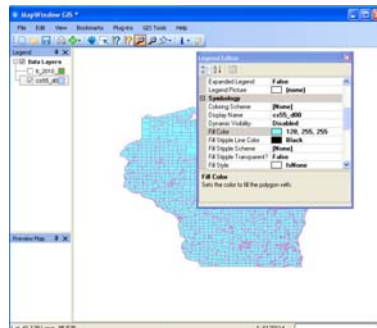
Free and Open-Source GIS Software Packages

Commercial GIS

- ESRI ArcExplorer
<http://www.esri.com/software/arcexplorer/index1.html>

Open-Source GIS Packages

- uDig (User Friendly Desktop Internet GIS) - <http://udig.refractor.net>
- MapWindow - <http://www.mapwindow.com>
- Quantum GIS (QGIS) <http://www.qgis.org/>



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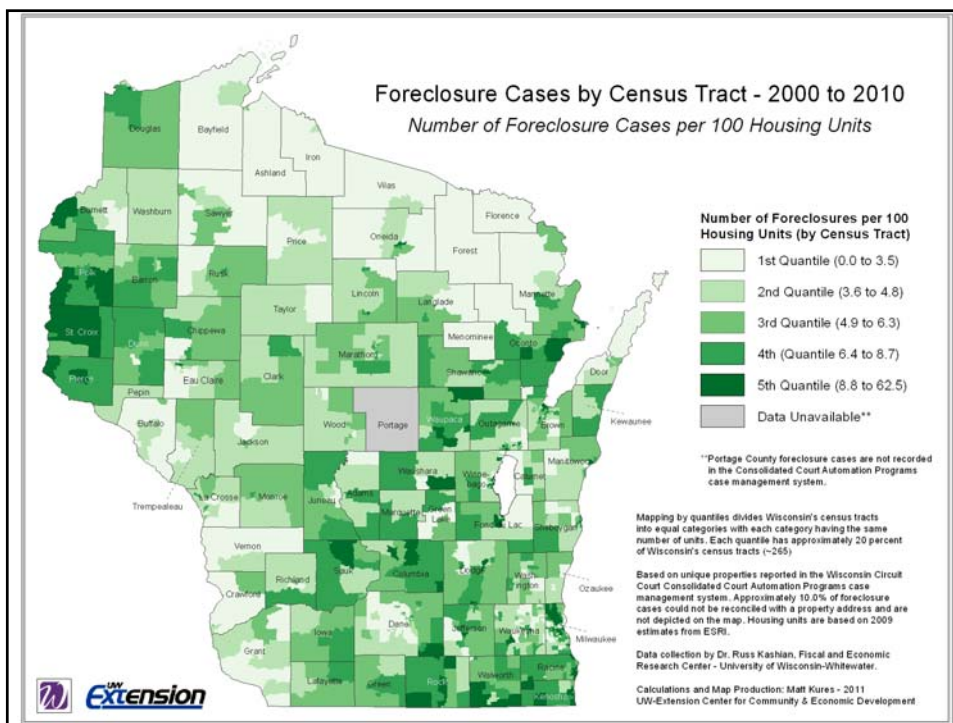


Free Geospatial Data Sources

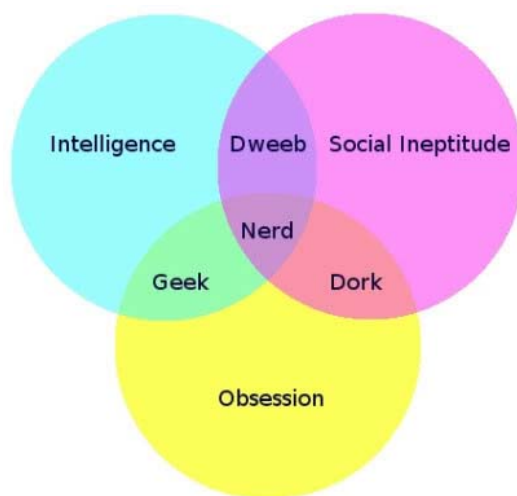
- **USDA Geospatial Data Gateway** - <http://datagateway.nrcs.usda.gov/>
- **WISLINC – Wisconsin Land Information Clearinghouse** (other states have similar resources) <http://www.sco.wisc.edu/wisclinc/>
- **U.S. Census Bureau TIGER Shapefiles** - <http://www.census.gov/geo/www/tiger/shp.html>
- **Cartographic Boundary Files** - Generalized representations of selected geographic areas from the Census Bureau <http://www.census.gov/geo/www/cob/index.html>
- **Wisconsin DNR GIS Services** - <http://www.dnr.state.wi.us/maps/gis/>



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Final Lesson: You do not have to be a geek, dork or a dweeb to use data



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For More Information on Today's Presentation

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