

# SOURCES OF ECONOMIC DATA

## LOCAL PLANNING HANDBOOK

An accessible and accurate base of information is an essential component of well-rounded local planning processes, and can be helpful in grounding future objectives and policies in current, past, and projected characteristics and trends. Data on the region's economy is available at a variety of geographic scales from a number of sources, and can help to better quantify local and regional strengths and opportunities related to workforce, wages, innovation, employment, access to jobs, and much more. Communities are encouraged to explore the datasets introduced in this fact sheet for applicability in their local comprehensive planning process.

**Metropolitan Council Data** – in addition to developing annual estimates for population and households as well as 10-year forecasts for population, households, and jobs, the Metropolitan Council collects and analyzes data related to local and regional economic issues, and makes this information available through its website at <http://metro council.org/Data-and-Maps/Data.aspx>. The datasets below provide a foundation for analysis and discovery of your community's economic characteristics.

- **Community Profiles** - you can access key information and trends about the region and every city, county, and township within the region. Communities are encouraged to reference the charts and data on population, employment, income and poverty, housing, community, land use, and development found in their community profile when preparing the comprehensive plan. All data found in the Community Profiles are also available for download.
- **Reports/Analysis/Metrostats** - Our research team writes reports about regional issues and trends, called "MetroStats". Published monthly, **MetroStats** present analyses of U.S. Census data and Council datasets in an accessible format, useful to planners, policymakers, and researchers when engaging the public on specific issues and in preparation of the comprehensive plan.



**Minnesota Department of Employment and Economic Development (DEED) Data** – DEED's online **Data Tools** offer users with the opportunity to explore a variety of economic trends impacting our region and communities. Users can access current and historic information about employment and wages for specific occupation and industry groups, investigate projected employment growth by occupation and industry, and monitor unemployment and labor force information. While these datasets are rich and complete at a state and regional level, data is relatively limited at a local and county level. Nonetheless, given the dynamic nature of our regional economy and the interaction of labor markets, supply and distribution networks, and knowledge sharing that is vital to our region's competitiveness, DEED data can be a powerful element of any local planning toolbox as communities update their comprehensive plans. Local communities are encouraged to explore the following datasets, which are quite comprehensive even at a municipal level:

- **Quarterly Census of Employment and Wages (QCEW)** – The Quarterly Census of Employment and Wages (QCEW) **data tool** shows employment and wages by industry and ownership type at the state, regional, county, and municipal level. The data tool also measures gross job gains and losses at Minnesota establishments and tracks changes in employment at the establishment level, including establishment openings, closings, expansions, and contractions.
- **Local Area Unemployment Statistics** - The Local Area Unemployment Statistics (LAUS) **data tool** shows labor force, employment, and unemployment by county, region, statewide, and nationwide.

**U.S. Census Bureau Data/American Fact Finder** - American Fact Finder is a web-based application that offers access to data sets administered by the U.S. Census Bureau, including several economic datasets that communities may find useful as they prepare the Comprehensive Plan Update. American Fact Finder can be found at [factfinder.census.gov](http://factfinder.census.gov). Several of the most robust datasets available at a county, local, or in some cases sub-local level include:

- **Economic Census** - the U.S. Government's official five-year measure of American business and the economy. Presents statistics on number of establishments, employment, payroll, and sales for employer establishments in every available industry (NAICS) and geographic area (ranging from "national" to "place" level) published in the Economic Census.
- **County and Zip Code Business Patterns (CBP)** - annual statistics for businesses with paid employees, at a detailed geography and industry level, including information on the number of establishments, employment during the week of March 12, first quarter payroll, and annual payroll.
- **Survey of Business Owners (SBO)** - SBO provides the only comprehensive, regularly collected source of information on selected economic and demographic characteristics for businesses and business owners by gender, ethnicity, race, and veteran status.
- **Statistics of U.S. Businesses (SUSB)** - annual estimates available at a national, state, metropolitan area, and county level. These data include the number of firms, number of establishments, employment, annual payroll, and estimated receipts for most U.S. business establishments. The data are tabulated by geographic area, industry, and enterprise size.

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