

# Inclusive Growth Score™

Unlocking the power of data to help communities thrive.

## What is the Inclusive Growth Score™ and why does it exist?

The Inclusive Growth Score™ is an **18-metric index** measuring the economic health and inclusion of census tracts across the US.

- Benchmarks existing levels of inclusion and growth within census tracts and provides evidence for the impact that actions, policies, and investments have on elevating communities.
- Comprised of three pillars derived from census data, public data, private firmographic data, and Mastercard's aggregated and anonymized transaction data.

<p><b>Inclusive Growth Score™</b> <b>50</b></p> <p>▲ 2 YOY change</p>	<p> <b>Inclusion</b> <b>40</b></p> <p>Percentage of access to key resources and assets</p>	<p> <b>Growth</b> <b>60</b></p> <p>Rate of change in performance over time, weighted on initial level</p>
<p> <b>Place</b> <b>45</b></p> <p>Housing, infrastructure, and the built environment</p>	<ul style="list-style-type: none"> <li>• Acres of Park Land</li> <li>• Affordable Housing</li> <li>• Internet Access</li> <li>• Travel Time to Work</li> </ul>	<ul style="list-style-type: none"> <li>• Net Occupancy</li> <li>• Residential Real Estate Value</li> </ul>
<p> <b>Economy</b> <b>55</b></p> <p>Business growth, jobs, and spending</p>	<ul style="list-style-type: none"> <li>• Minority/Women-Owned Businesses</li> <li>• Labor Market Engagement Index</li> <li>• Commercial Diversity</li> </ul>	<ul style="list-style-type: none"> <li>• New Businesses<sup>†</sup></li> <li>• Spend Growth<sup>†</sup></li> <li>• Small Business Loans</li> </ul>
<p> <b>Community</b> <b>50</b></p> <p>Economic and social conditions</p>	<ul style="list-style-type: none"> <li>• Gini Coefficient</li> <li>• Early Education Enrollment</li> <li>• Female Above Poverty</li> <li>• Health Insurance Coverage</li> </ul>	<ul style="list-style-type: none"> <li>• Personal Income</li> <li>• Growth in Spending per Capita<sup>†</sup></li> </ul>

<sup>†</sup>Mastercard anonymized, aggregated data.

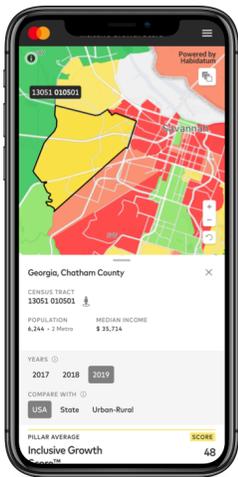
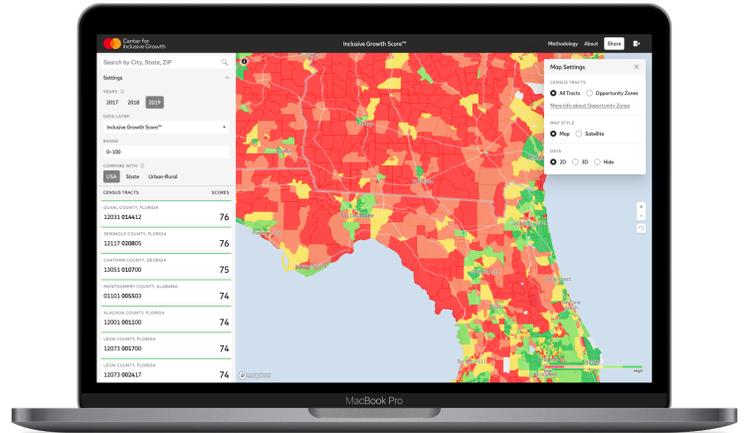
Access the platform and learn more about your community at: [inclusivegrowthscore.com](https://inclusivegrowthscore.com)

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## How can communities use the Inclusive Growth Score™?

Municipal government, NGOs, think tanks, and others use IGS™ for its unique set of data insights to identify strengths and opportunities, focused on inclusive economic development in communities.



With IGS™, users can:

- Visualize aggregate and underlying inclusive growth measures across the United States by census tract
- Track changes over time and benchmark against other regions across the United States
- Compare multiple census tracts for a comprehensive side-by-side rundown
- Save reports and perform deep dives into individual tract details and reports

IGS™ supports decisions addressing:

- Economic Development, including QOZs and non-QOZs.
- COVID-19 Response, Recovery, and Resiliency – measuring 'pre-existing conditions' to help prioritize aid
- Socioeconomic inequities produced by discriminatory practices such as redlining and affordable housing

Census Tract	13051 010501	13051 012200	13051 003700	13051 004500	13051 011400
Population	6,264	1,189	2,213	4,639	1,199
Median Income	\$32,714	\$15,289	\$45,023	\$30,197	\$23,859
Urban Code	2 Metro				
<b>Inclusive Growth Score™</b>	<b>48</b>	<b>56</b>	<b>52</b>	<b>41</b>	<b>38</b>
Inclusion	42	57	28	36	24
Growth	14	24	25	18	14
<b>Economy</b>	<b>72</b>	<b>66</b>	<b>54</b>	<b>49</b>	<b>63</b>
Inclusion	68	67	55	37	54
Growth	75	64	57	61	72
<b>Community</b>	<b>30</b>	<b>55</b>	<b>36</b>	<b>32</b>	<b>26</b>

Craft a data-driven approach to inclusive growth for your community: [inclusivegrowthscore.com](https://inclusivegrowthscore.com)

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## Secure investments in underserved communities

Non-profit real estate investors in a mid-west city, used the Inclusive Growth Score™ to create the case for a \$40M investment in the downtown core of their city. One of the investments in this project will be a grocery store in a Qualified Opportunity Zone's food desert.

*IGS™ grounds social impact goals in quantifiable measures to instill confidence in investors and bring uplifting capital to otherwise overlooked communities.*



## Build local data assets for regional development

A think tank in a large northeastern city is using the Inclusive Growth Score™ as a model for a city-specific public-private data platform. The framework of the Inclusive Growth Score™ as well as its data sources are the building blocks of data-driven efforts to support local, minority-owned businesses.

*IGS™ is used as a building block for local data assets to drive community-oriented progress.*



## Bolster grant applications for communities in need

A mid-Atlantic city used Inclusive Growth Score™ metrics to submit a data-driven grant application focusing on scalable disaster resilience and the most vulnerable areas. The grant provides \$1M for a disaster prep system within one year to resolve the weakest point in the system response.

*IGS™ provides essential data to secure funding and promote action for the communities in greatest need.*

Start building your community's inclusive growth case at: [inclusivegrowthscore.com](https://inclusivegrowthscore.com)