



Center for
Inclusive Growth

Inclusive Growth Score™

Unlocking the power of data
to help communities thrive.



CNTR4growth

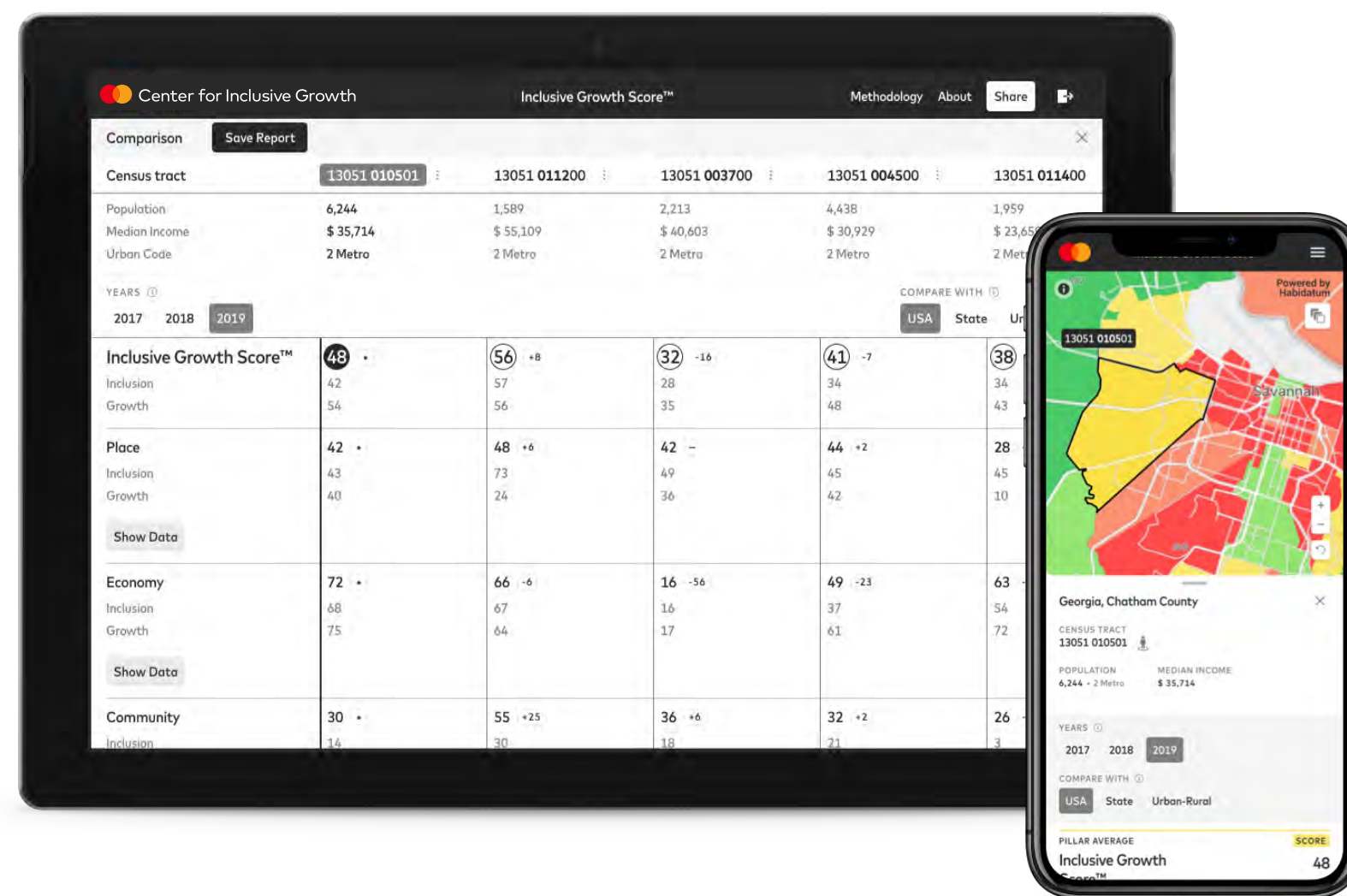
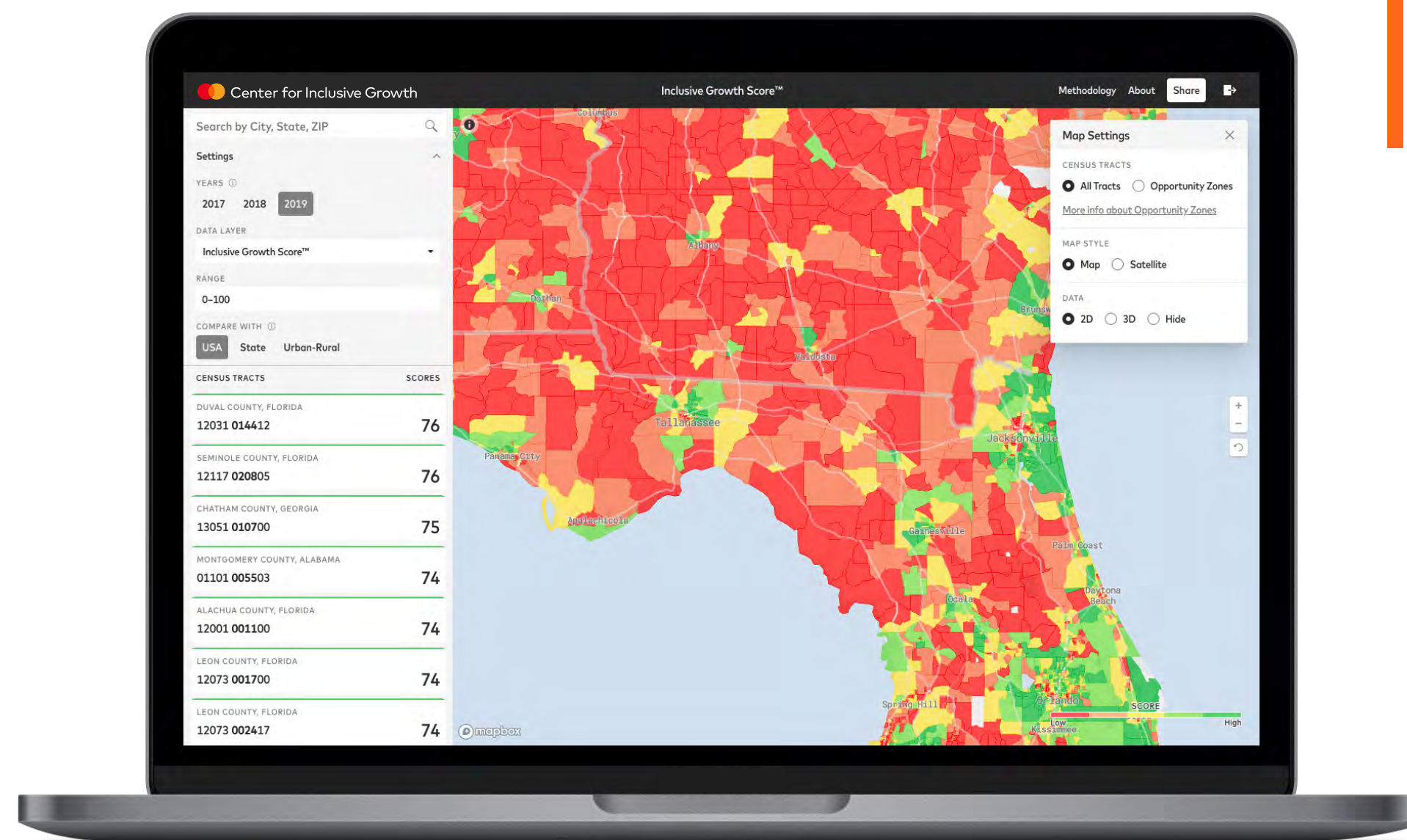


Mastercard Center for Inclusive Growth



mastercardcenter.org

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What is the Inclusive Growth Score™ and how can communities use it?

The Inclusive Growth Score™ provides local planners, governments and impact investors with a clear, simple view of social and economic indicators for any census tract in the United States.

IGS™ offers data-driven insights that help planners and investors:

- Uncover and prioritize opportunities for revitalization
- Build a case for investments for inclusive economic development initiatives
- Track changes to the economic health of communities over time and benchmark against other regions

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

Craft a data-driven approach to inclusive growth for your community: inclusivegrowthscore.com




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What does the Inclusive Growth Score™ measure?

The Inclusive Growth Score™ measures economic health and inclusion of census tracts across the U.S. using 18 key metrics. The Score is a percentile rank, ranging from 0-100, with the average score at 50.

- IGS™ blends open-source data with a proprietary layer of insights based on Mastercard's aggregated and anonymized transaction data across 18 socioeconomic measures
- Measures related to Place, Economy and Community provide a comparative social and economic profile of a neighborhood at a census tract level
- IGS™ enables community comparisons for a comprehensive side-by-side rundown as well as deep dives into individual tract details and reports

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

Access the platform and learn more about your community at: inclusivegrowthscore.com

[†]Mastercard anonymized, aggregated data.



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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 build 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.

The Inclusive Growth Score™ grounds social impact goals in quantifiable measures to instill confidence in investors and bring capital to 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.

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

The Inclusive Growth Score™ is a one-stop source for research and 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