

GoDaddy Platform (Microbusiness Activity Index)

Data Dictionary

Updated November 2023

Below is a list of the columns contained within the files that contain all the Microbusiness Activity Index (MAI) data. For ease of use, these files are split into a CBSA-level, a county-level, a state-level, and a national-level file.

date: The month of observation for the associated row of data, one per each geographic entity.

cbsa: A unique numeric identifier (up to 5 digits) for each Core-Based Statistical Area (CBSA). These are the micropolitan and metropolitan areas defined by the U.S Department of Housing and Urban Development (HUD). HUD crosswalk files are used for each update, making the geographic area defined the most up to date as possible.

cbsa_name: In a string, the legal description of the CBSA denoted by the row, as understood by HUD.

cfips: A unique numeric identifier (up to 5 digits) for each county. The first two digits represent the state Federal Information Processing System (FIPS) code, while the last 3 digits are assigned to each of the counties within each state, as defined by the Department of Housing and Urban Development (HUD). HUD crosswalk files are used for each update, making the geographic area defined the most up to date as possible.

county_name: The legal description in a string of the county denoted by the row, as understood by HUD.

fips: The first two digits representing the state in the Federal Information Processing System (FIPS) code, as defined by the Department of Housing and Urban Development (HUD).

state_name: Full state name.

total_pop_2021: The total population per the U.S. Census Bureau in 2021.

MAI_composite: The overall composite index score for the associated geography in the associated row-date.

engagement: The engagement sub-index score for the associated geography in the associated row-date. This measures how active websites are in the community.

participation: The participation sub-index score for the associated geography in the associated row-date. This measures the number of online microbusinesses and operators in the community.

infrastructure: The infrastructure sub-index score for the associated geography in the associated row-date. This measures how prepared a community is to use the internet, in terms of necessary physical and intellectual infrastructure.

Note: more information on the index and its components can be found at
<https://www.godaddy.com/ventureforward/explore-the-data/microbusiness-index/>