

THANK YOU
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**8 ways federal data
makes shopping not suck**






federal data improves consumer experience

A dog owner can easily find a pet store when their fur-baby runs out of food because a national retailer used **American Community Survey (ACS)** data to site a new store nearby.



federal data improves consumer experience



A neighborhood resident with limited mobility can use his local grocery store's new delivery service after the store realized, based on data from the **American Time Use Survey (ATUS)**, that their customers have a high rate of online grocery ordering.

federal data protects consumers from scams and unsafe buys

A new parent reviews federal safety data on **Consumer Product Safety Commission's SaferProducts.gov** to ensure the crib handed down to them is safe for their baby to use.



federal data improves consumer experience



A shopper living in an urban area can fit the things they buy onto public transit because national retailers use **American Community Survey (ACS)** data to tailor the size of the products to local conditions.



federal data helps shoppers make better choices



During a remodel, a homeowner uses **EPA's Energy Star product data** to select appliances that cut energy bills and qualify for rebates.



federal data protects consumers from scams and unsafe buys

A resident avoids a new scam in the community because local law enforcement used the **Federal Trade Commission's Consumer Sentinel data** to spot the pattern and send out an alert.



**federal data
protects consumers
from scams and
unsafe buys**

An online marketplace uses data from **Consumer Product Safety Commission Recall** data feed to notify past buyers when a product is being recalled for safety reasons.

federal data helps shoppers make better choices

A shopper with dietary restrictions uses a nutrition app powered by **USDA's FoodData Central** to quickly check processed food ingredients before buying groceries.



the bad news

all of these datasets are at risk.

the good news

resources like EssentialData.us help make the case for how federal datasets benefit American lives and livelihoods.

learn more @
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