

# Census Has Business Data?

## Key Census Data Tools

PSRC webinar #3  
May 20<sup>th</sup>, 2020

Presented by: Andrew W. Hait and  
Earlene KP Dowell  
U.S. Census Bureau



# Agenda

## Updates on 3 new or recently revised Census Bureau data tools

- **Census Business Builder** – Updated in January to reflect new data and features
- **PSEO and VEO** – Interactive tools that look at data on Post-Secondary Employment outcomes and Veterans Employment Outcomes

The screenshot shows the official website of the United States Census Bureau. At the top, there is a navigation bar with the Census logo, a search bar, and links for 'BROWSE BY TOPIC', 'EXPLORE DATA', 'LIBRARY', 'SURVEYS/ PROGRAMS', 'INFORMATION FOR...', 'FIND A CODE', and 'ABOUT US'. The main content area features a large banner for 'Counties in South and West Lead Nation in Population Growth' with a 'Read More' button. To the right, a 'POPULATION CLOCK' displays the total U.S. population as 328,837,726 and the West population as 7,570,189,090. Below this is a section for 'U.S. CENSUS BUREAU ECONOMIC INDICATORS' with a table of indicators:

Indicator	Value	Change
Advance International Trade Goods	\$71.4 B	↑ 0.7%
Advance Retail Inventories	\$107.3 B	↓ 0.8%
Advance Wholesale Inventories	\$100.3 B	↓ 0.8%
Manufacturers' Goods	\$100.3 B	↑ 1.8%

Below the economic indicators are two call-to-action boxes: 'Help for Survey Participants' and 'Access Local Data'. The 'Latest News' section features several articles, including 'New Earnings and Employment Data for College Graduates', '2017 Census of Governments Data & Individual State Descriptions Report', and 'U.S. Census Bureau Releases 2018 Voting and Registration Data'. The 'America Counts: Stories Behind the Numbers' section includes articles like 'Moves to and From the South and West Dominate Recent Migration Flows', 'The Impact of the Tech Boom on Housing', and 'Behind the 2018 U.S. Midterm Election Turnout'.

<https://www.census.gov/>

# Census Business Builder V. 3.0 DEMO

United States Census Bureau

Census Business Builder: Regional Analyst Edition - 2.5

Privacy Act Statement | FAQs | Send Feedback

## Define your region

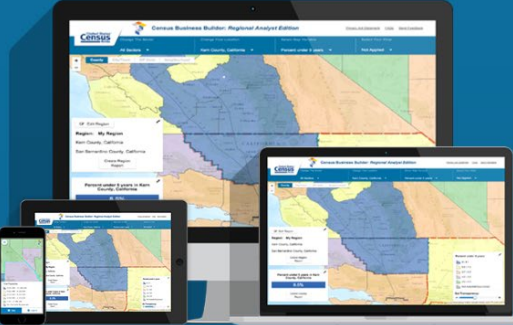
What is the primary state, county, city/town, or ZIP Code in your region?

Select the primary state, county, city/town, or ZIP Code in your region by either clicking on the My Location button or by searching for it.

My Location

or

State, County, City/Town, or ZIP Code



Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#)  
© 2017 U.S. Census Bureau, U.S. Department of Commerce. Learn more about other Census Bureau data by visiting the [Census Home Page](#)  
Release: 2.5 (Build: 4)

United States Census Bureau

Census Business Builder: Small Business Edition - 2.5

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## Determine the Best Location for Your Business

1. What type of business do you want to research?

Select the type of business you want to research by either selecting it first from the "Most Popular" categories below (and the detailed list provided) or by using the Type of Business Search. (You must choose one type of business.)

Construction | Food Services | Healthcare | Personal Services | Prof & Biz Services | Retail

or Search for your type of business

Industry Title, Keyword, or NAICS Code

2. Where are you considering locating the business?

Select the location you want to research either clicking on the My Location button or by searching for it.

My Location

or

State, County, City/Town, or ZIP Code

Go To Map

Create Report

Powered by the U.S. Census Bureau and Esri. For help using this tool (including tutorial flyers and FAQs), see the [CBB Home Page](#)  
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Release: 2.5 (Build: 4)

## Guiding Principles

- Easy to use
- Customer focused
- Provide access to Census data and more
  - USDA & third party
- Leverage existing Census investments
  - Esri, API
- Use latest technology
  - Cloud
- Provide for free

CBB Home Page

<https://www.census.gov/data/data-tools/cbb.html>

# Earnings and Employment Outcomes Data Using LEHD's New Explorer Tools

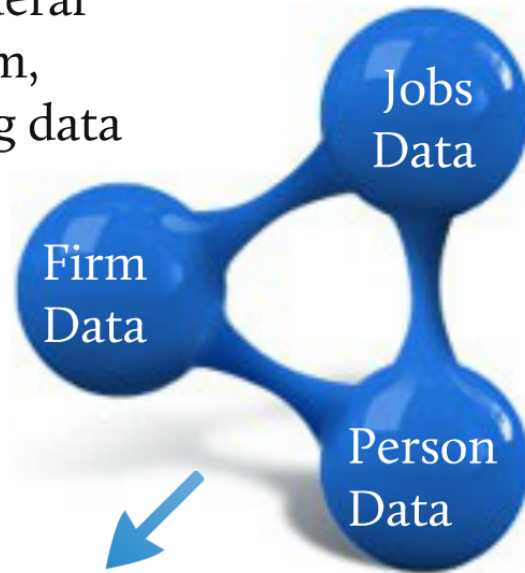
May 20, 2020

Presenter: Earlene Dowell



# What is LEHD?

An innovative federal statistical program, collecting existing data and ...

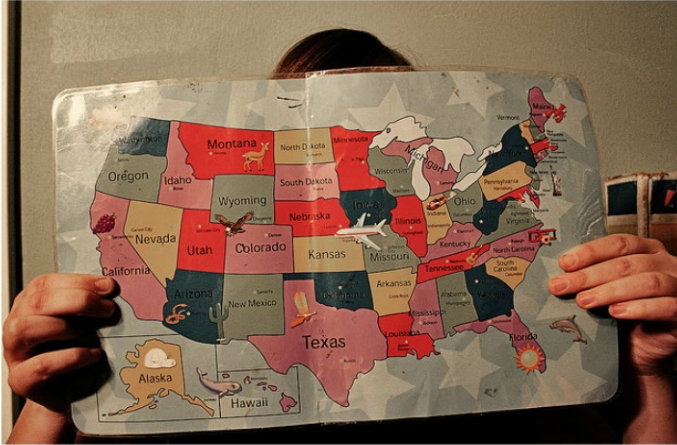


New linked national jobs data for the U.S.

## The LEHD Program at Census

..linking it together to provide new information sources at low cost

# Local Employment Dynamics: Public Use Data Products



## The Quarterly Workforce Indicators (QWI)

- Employment
- Job Creation, Job Destruction, Hires, Separations, Turnover
- By industry, county, CBSA, state, Workforce Investment Area (WIA) and worker characteristics

## Job-to-Job Flows (J2J)

- Traces worker movement through industries, geographic labor markets, and to/from employment

## OnTheMap/LEHD Origin-Destination Employment Statistics (LODES)

- Employment at the Census block level by where workers live and work
- Popular uses - local economic development, business site selection, and emergency planning

## Post-Secondary Employment Outcomes (PSEO)

- New set of experimental statistics on the earnings and employment outcomes of graduates of post-secondary institutions in the United States,

## Veteran Employment Outcomes (VEO)

- Experimental Veteran Employment Outcomes statistics of earnings and employment of army veterans after discharge.

# Post Secondary Employment Outcomes - PSEO

A joint pilot project between university systems, state higher education systems, and the Census Bureau, the Post-Secondary Employment Outcomes (PSEO) are experimental tabulations providing national earnings statistics for graduates of post-secondary institutions.

- PSEO Provides
  - 25th, 50th, and 75th percentiles of annual earnings for college and university graduates.
  - Employment by industry and region of the country.
  - By degree level, degree major, and post-secondary institution.
  - One year, five years, and 10 years after graduation.

- Current PSEO partners:
  - The University of Texas system (2017)
  - Colorado Department of Higher Education (2017)
  - University of Michigan, Ann Arbor (2018)
  - University of Wisconsin, Madison (2018)
- Future Partners
  - Ohio
  - New York

# PSEO Explorer

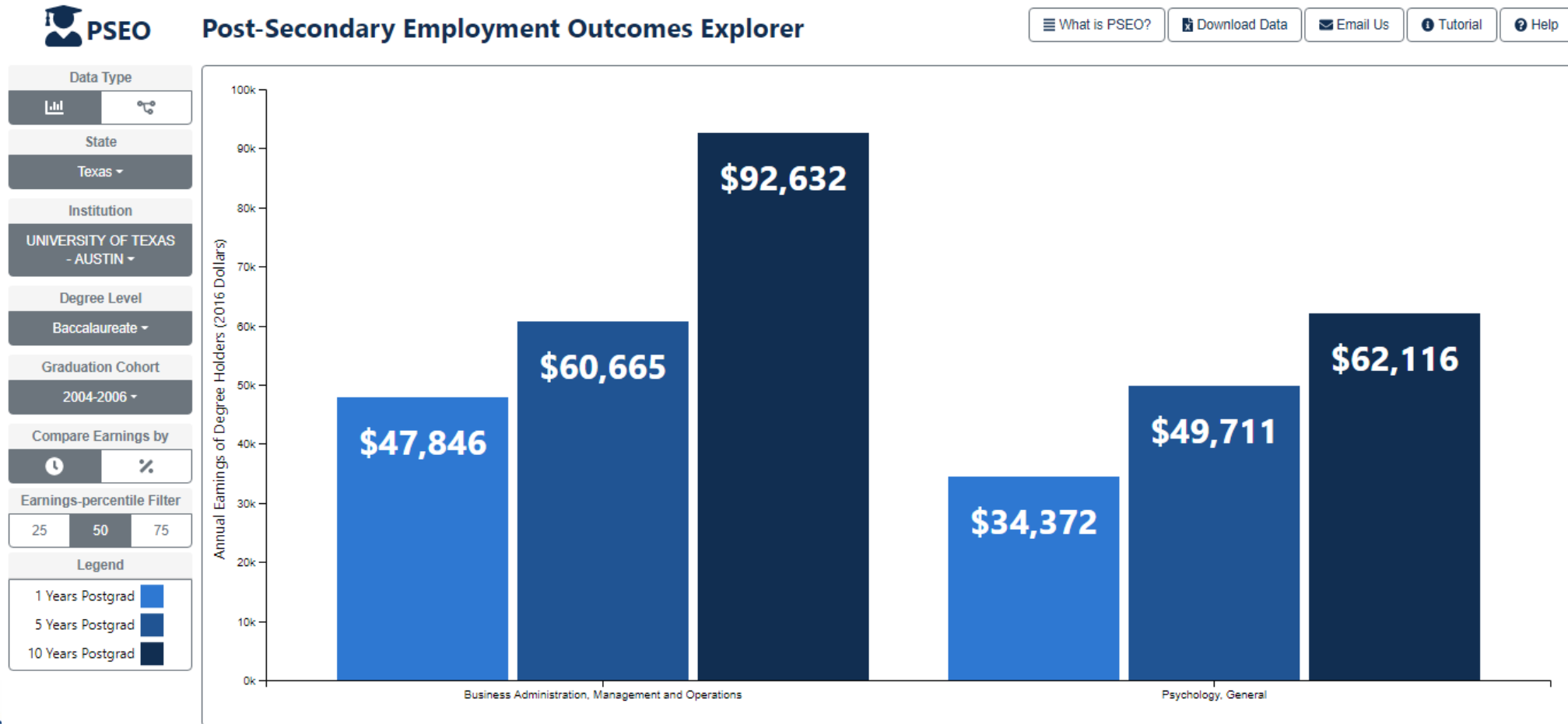
Statistics are generated by matching university transcript data with a national database of jobs, using state-of-the-art confidentiality protection mechanisms to protect the underlying data.

## UNIVERSITY OF TEXAS OFFERS TOOL TO FORECAST GRADUATE EARNINGS, LOAN DEBT





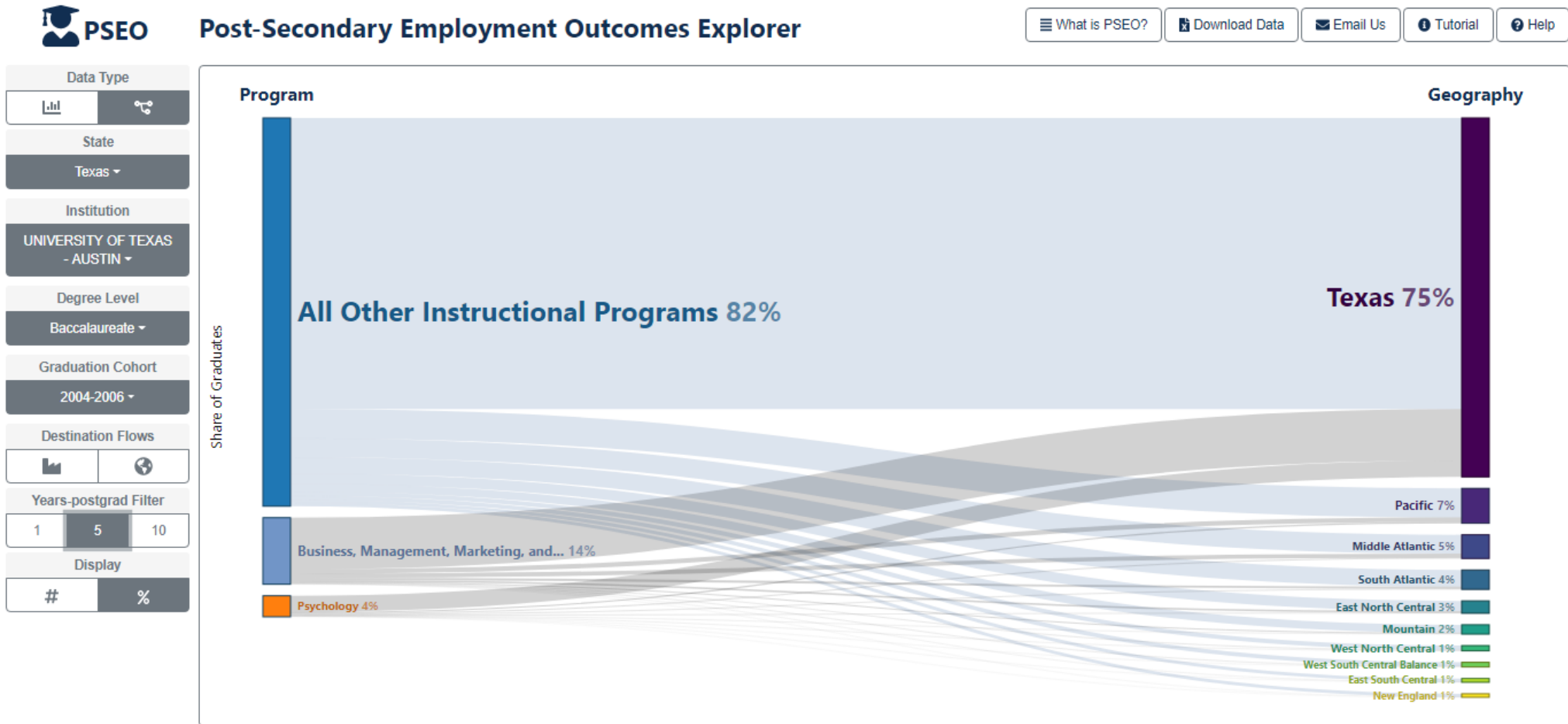
# How Much are UT Austin Graduates Earning? 1-, 5-, 10-Years Post-Graduation



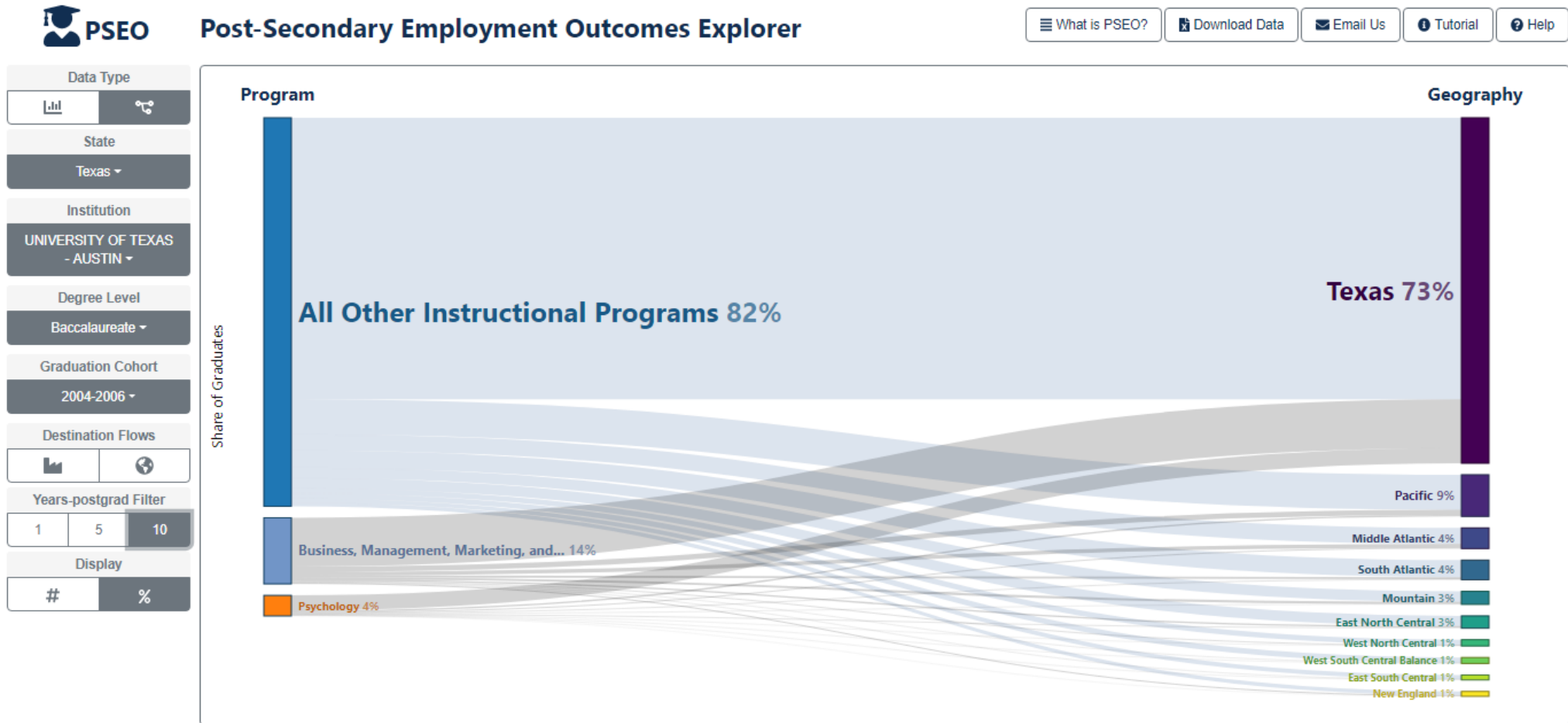
# Where are UT Austin Graduates Working? 1-Year Post-Graduation



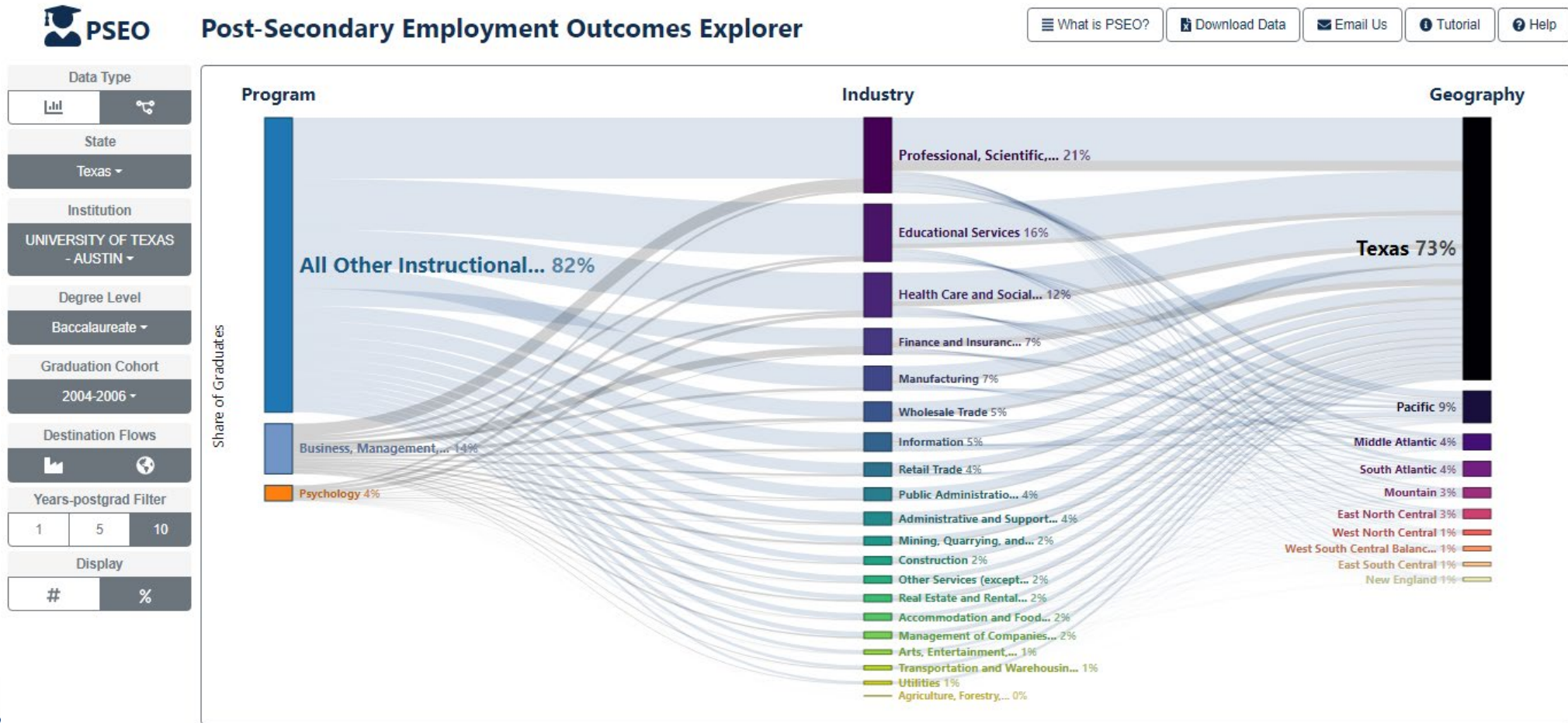
# Where are UT Austin Graduates Working? 5-Years Post-Graduation



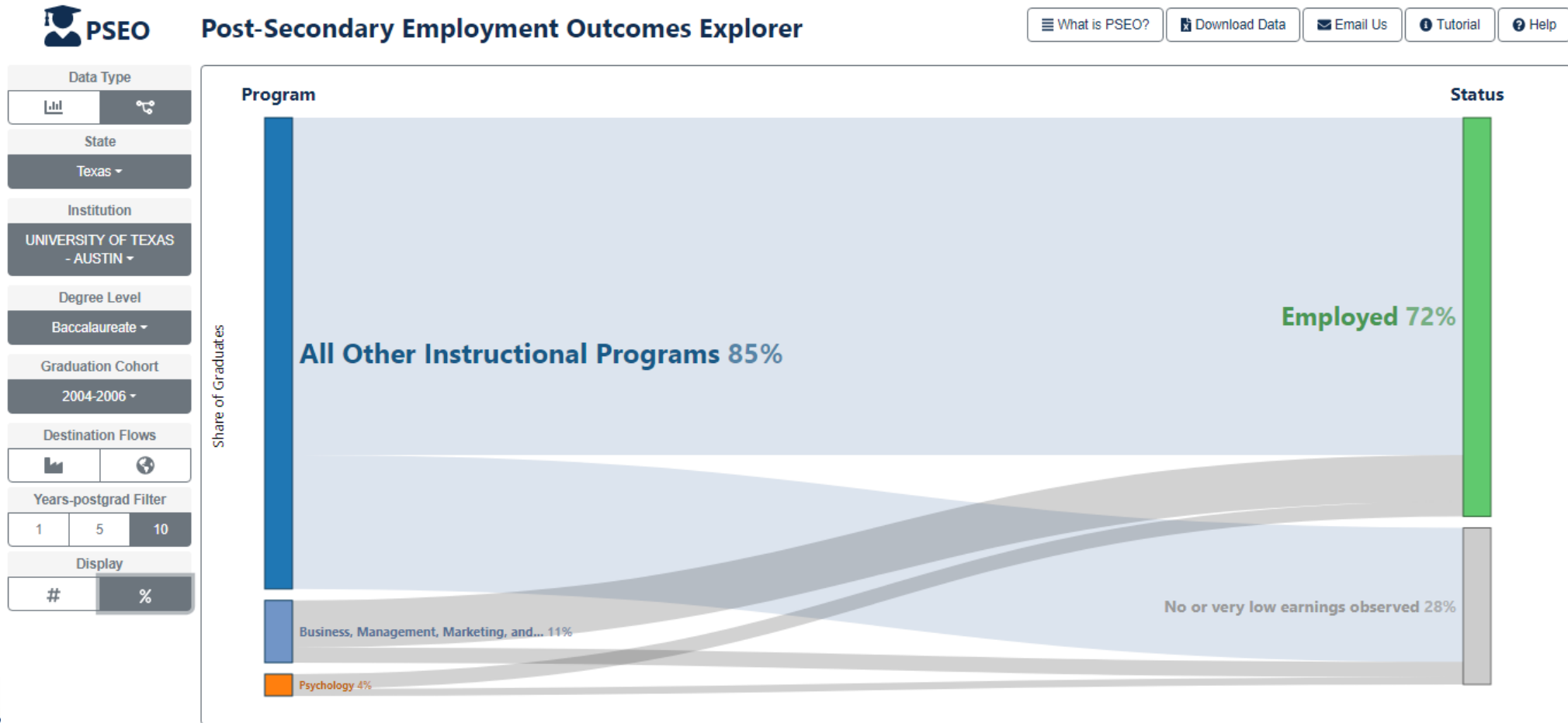
# Where are UT Austin Graduates Working? 10-Years Post-Graduation



# Where are UT Austin Graduates Working? 10-Years Post-Graduation



# Where are UT Austin Graduates Working? 10-Years Post-Graduation



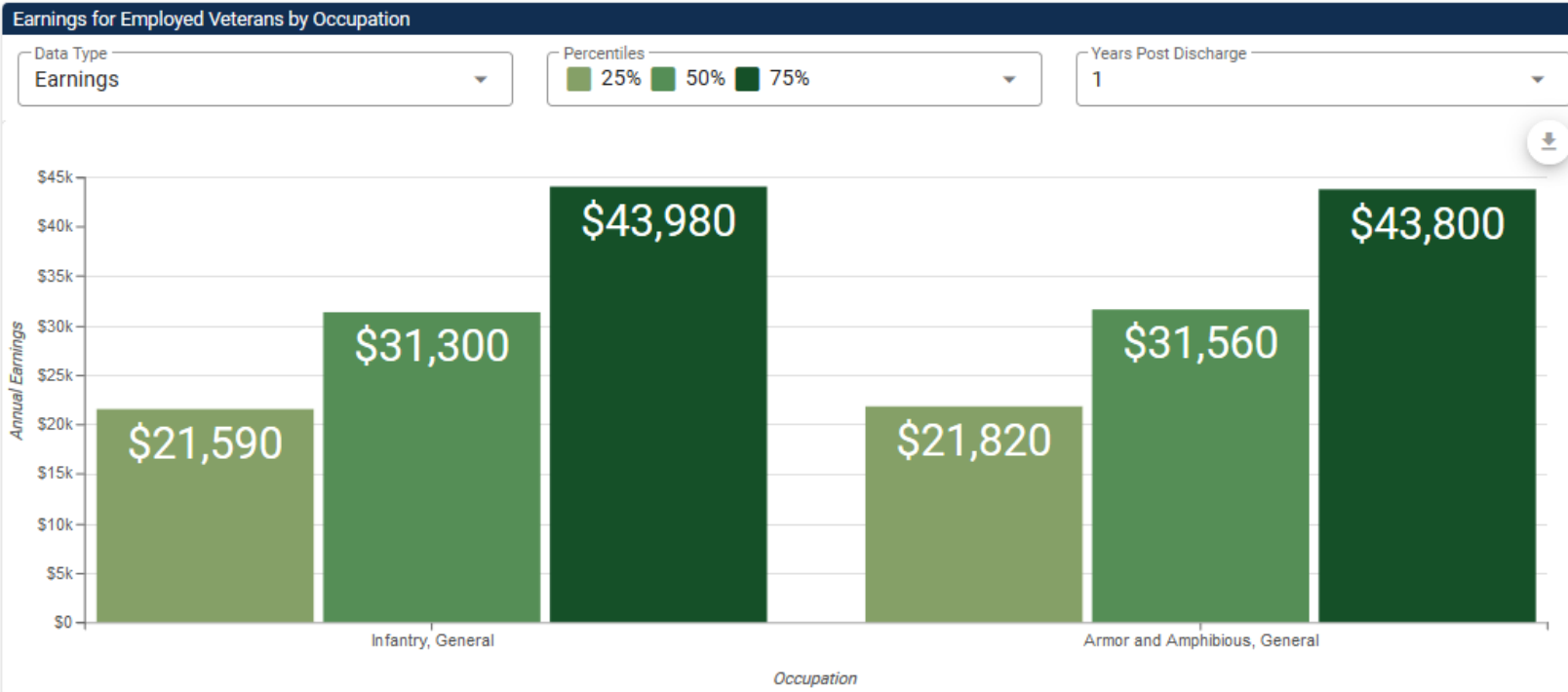
# Veteran's Employment Outcome



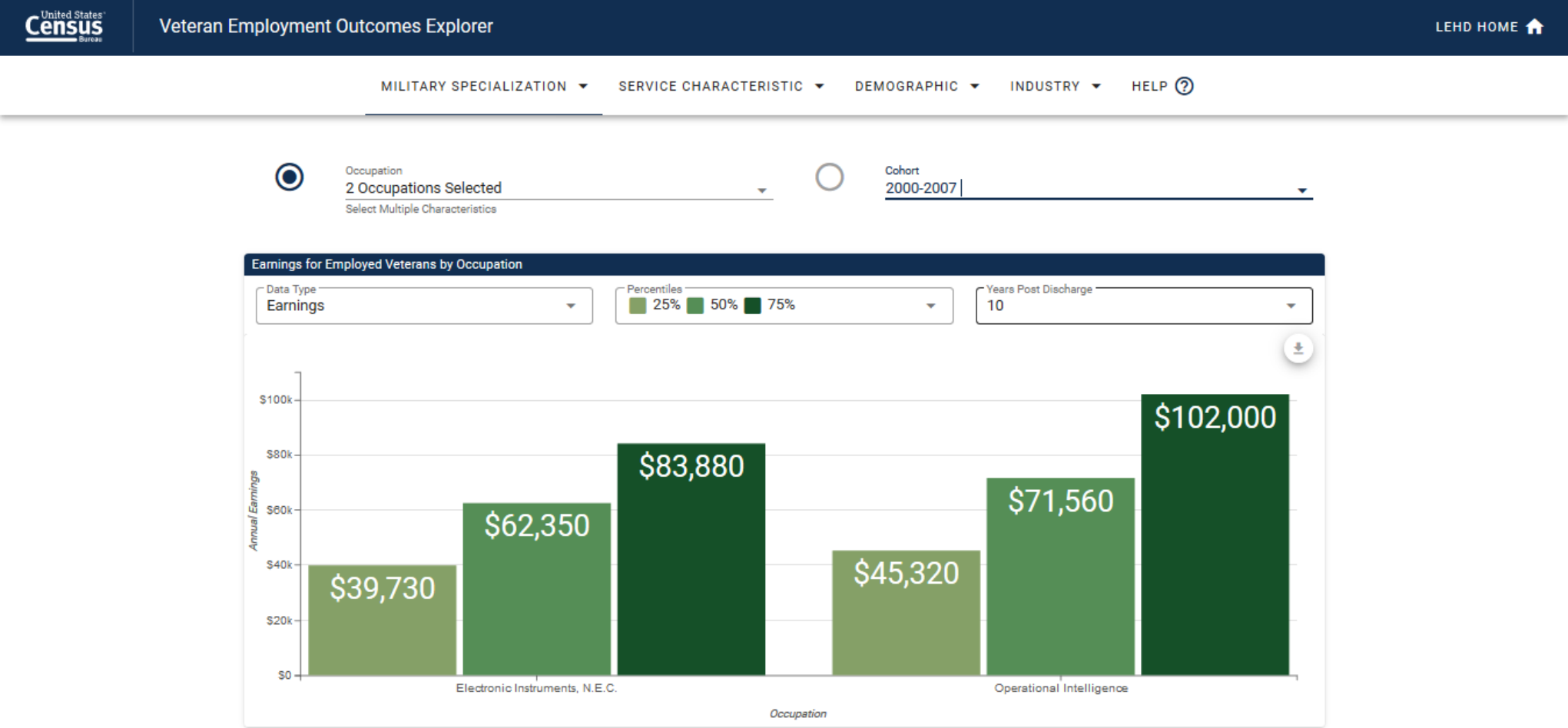
Occupation  
2 Occupations Selected  
Select Multiple Characteristics



Cohort  
2000-2007

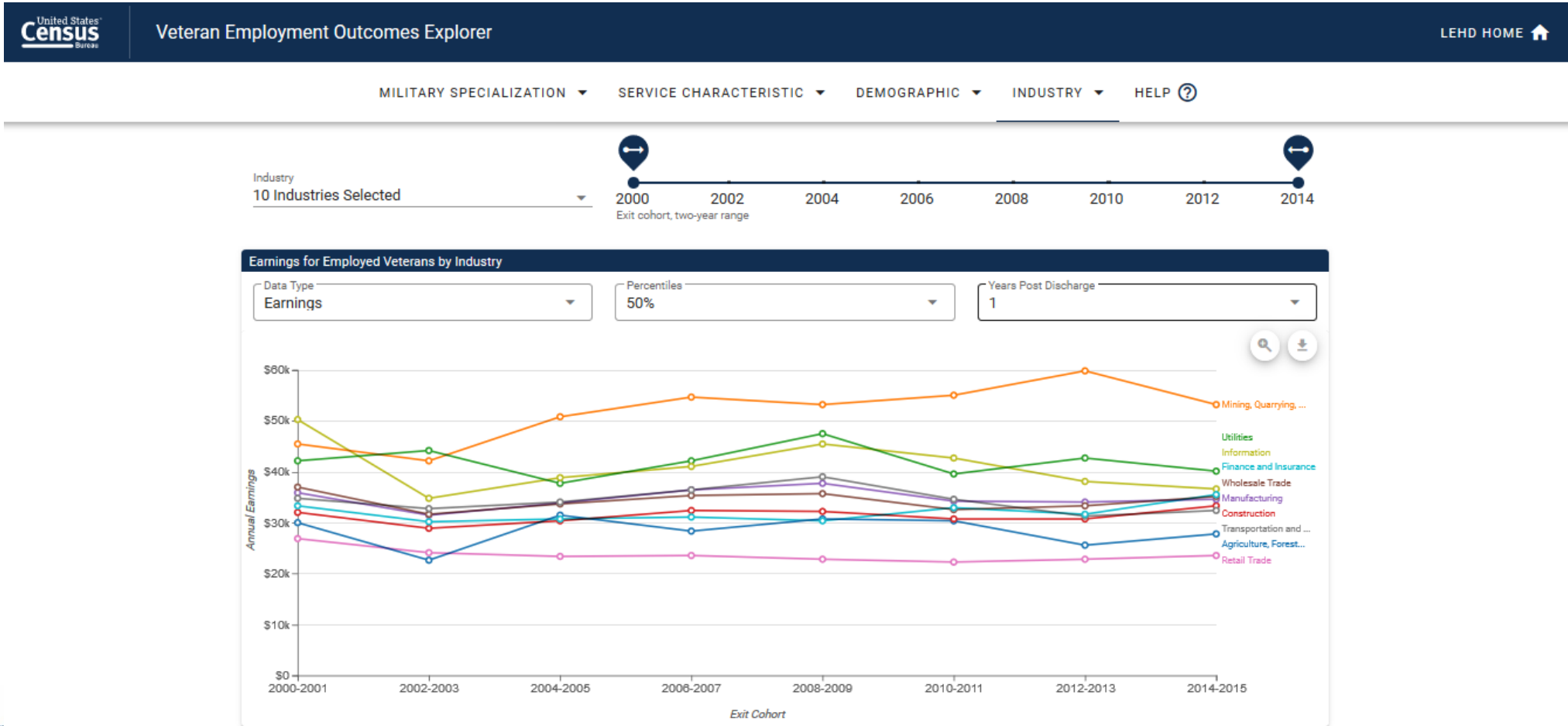


# Earnings



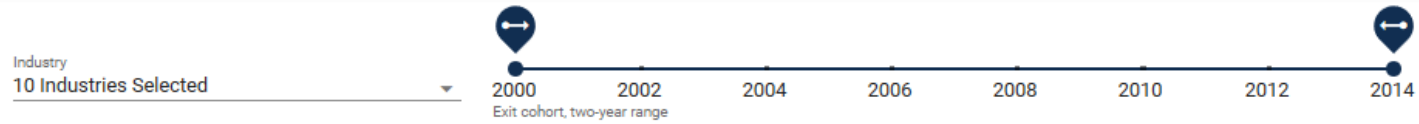


# Industry



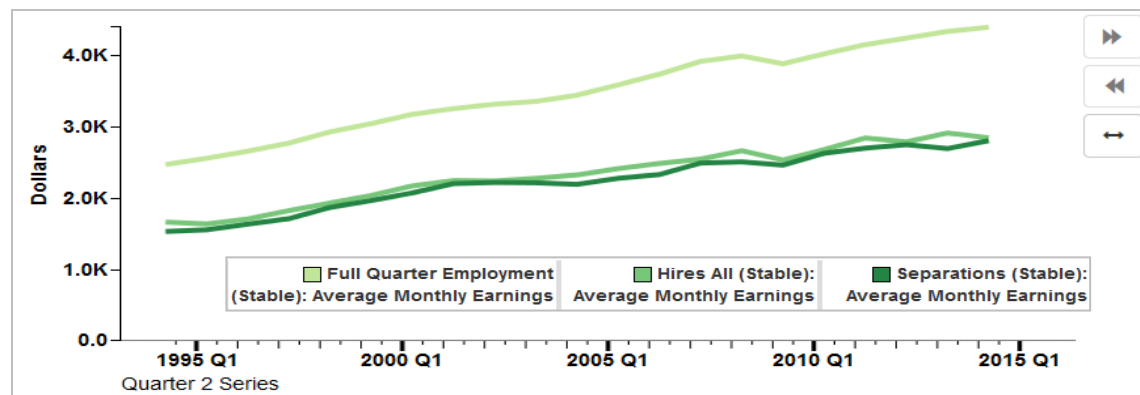
# Employment Rates

MILITARY SPECIALIZATION ▾ SERVICE CHARACTERISTIC ▾ DEMOGRAPHIC ▾ **INDUSTRY ▾** HELP ?



# Takeaways: Why Are LED Data Tools Important?

- Accessibility
- “Explorability”
- Provide context
- Visualizations lead to insight
- Promote/market the data
- Provide “value-add” for our state partners



# To Sum Up:

The Longitudinal Employer-Household Dynamics Program links existing business and jobs data to create new sources of local, detailed, labor market information using the following data tools:

- [PSEO Explorer](#)
- [VEO Explorer](#)



# Summary

- **CBB** provides a wealth of demographic and business data that you can use to better understand the composition of your region
- **PSEO** provides...
- **VEO** provides...
- Help us ensure the high quality of these data by promoting response to Census surveys in your region

# Q & A and Thank You!

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