Census Has Business Data?

Key Census Data Tools

PSRC webinar #3
May 20th, 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

https://www.census.gov/

Census Business Builder V. 3.0
DEMO

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

United States® **Census** Bureau

What is LEHD?

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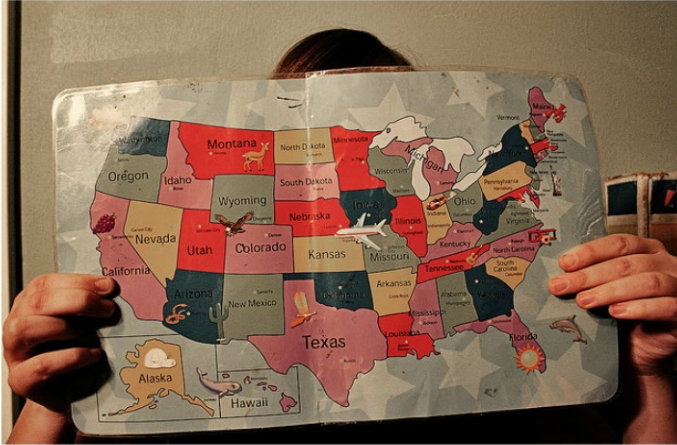
Firm Data

Jobs Data

Person Data
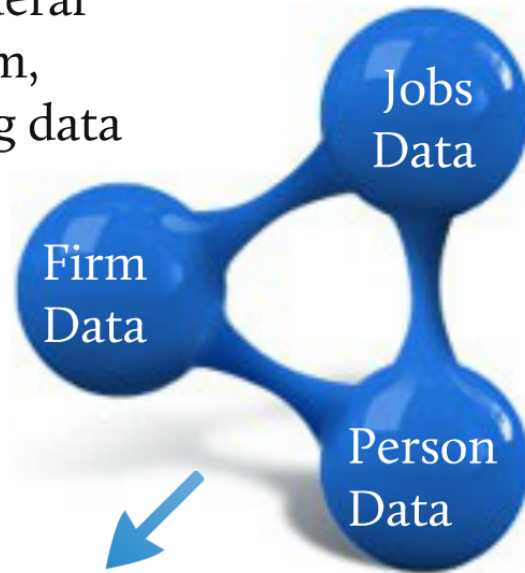
New linked national jobs data for the U.S.

The LEHD Program at Census

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

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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.

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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
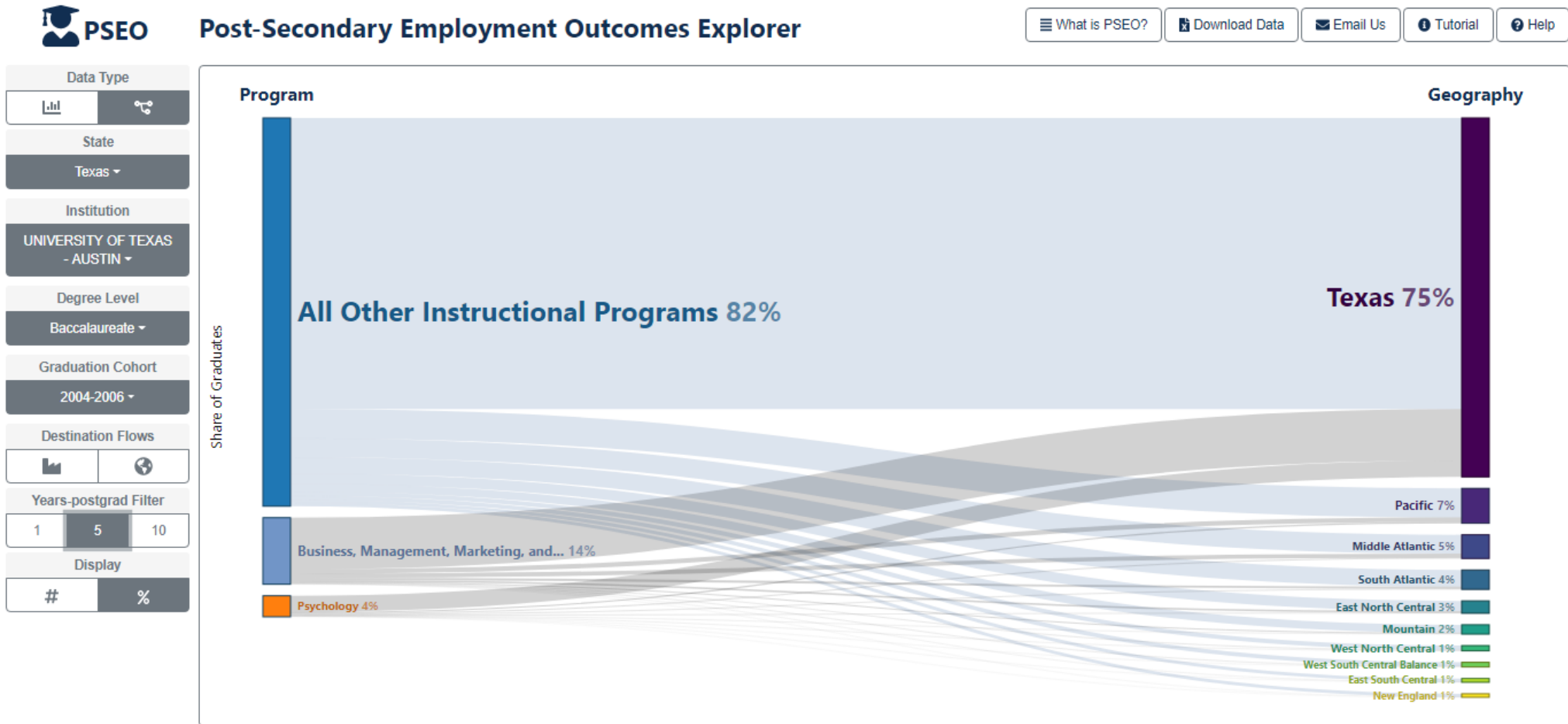
AP Photo/Bebeto Matthews

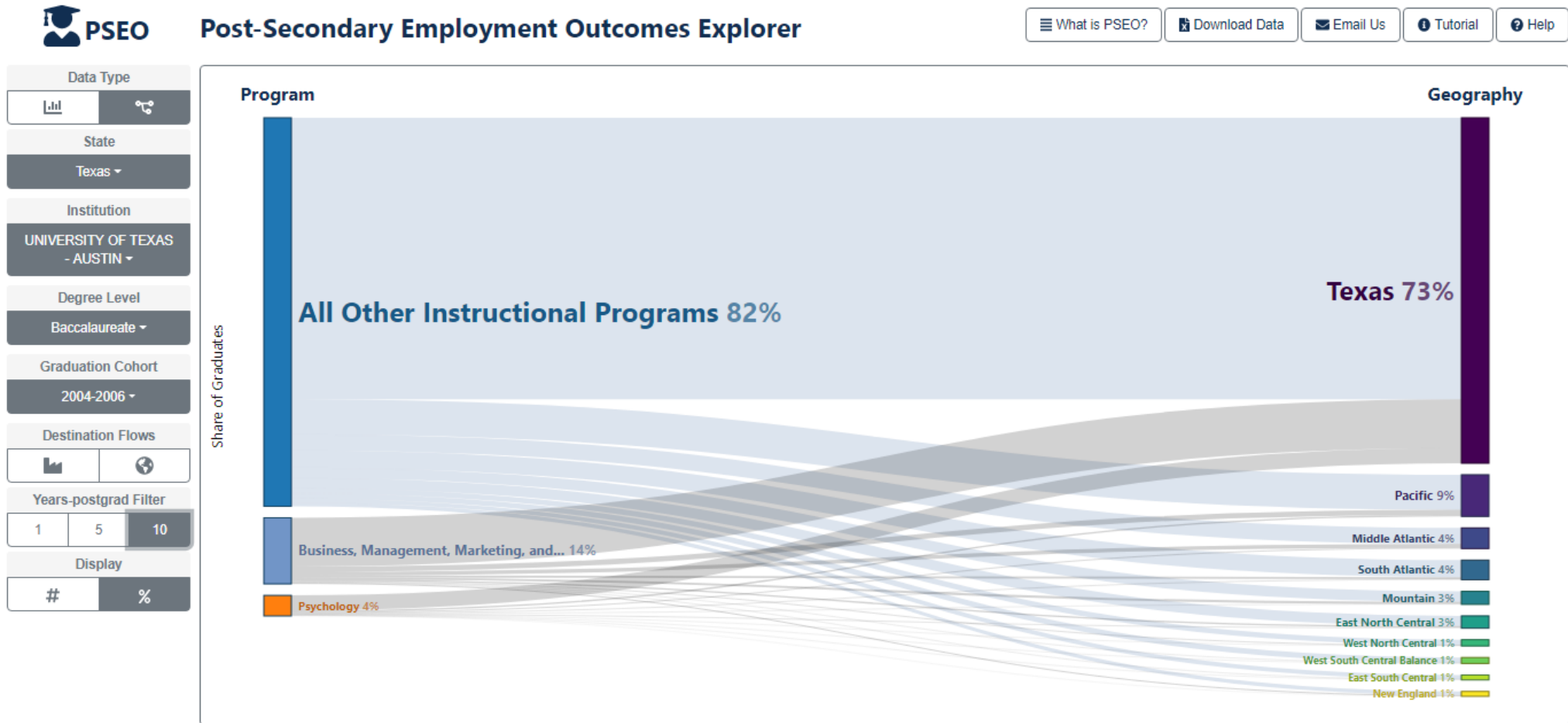# How Much are UT Austin Graduates Earning? 1-, 5-, 10-Years Post-Graduation
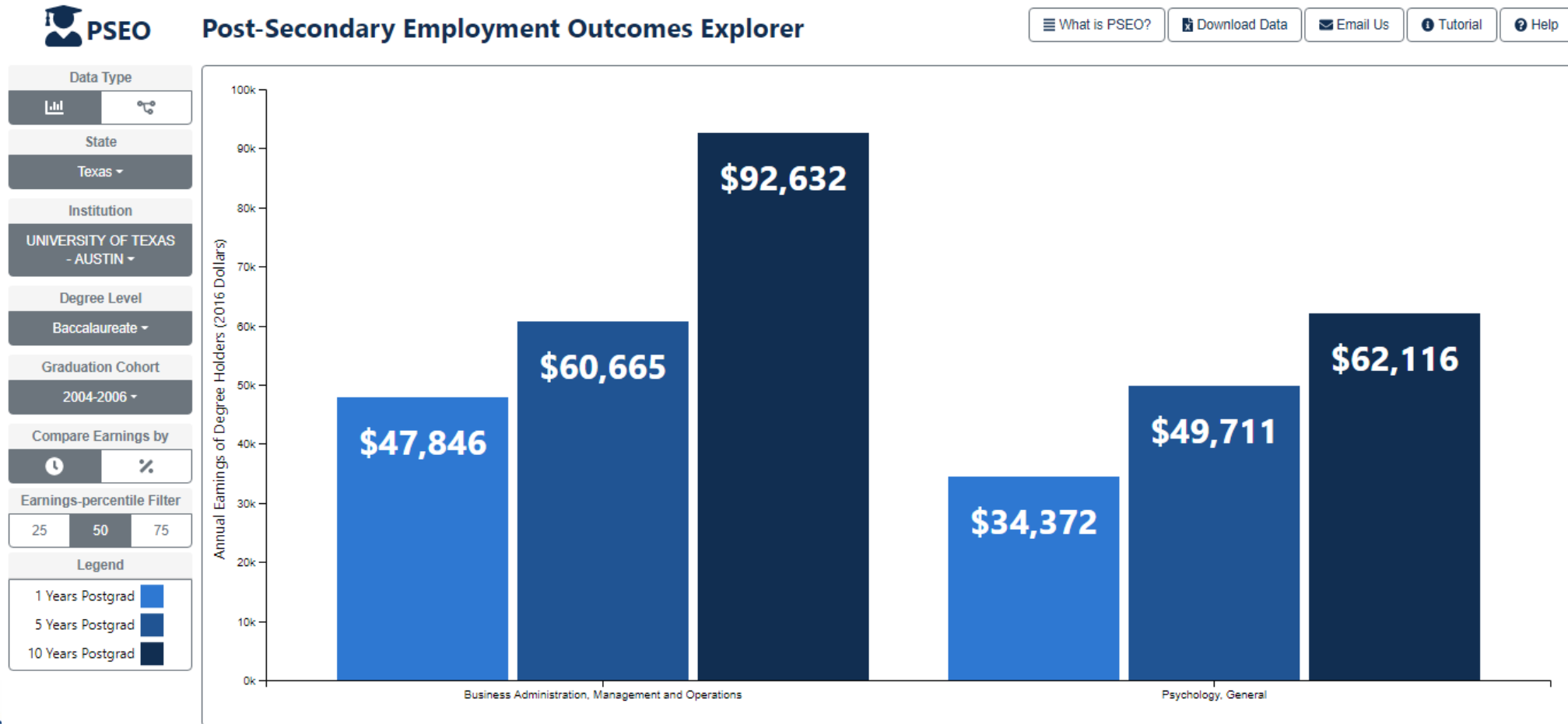
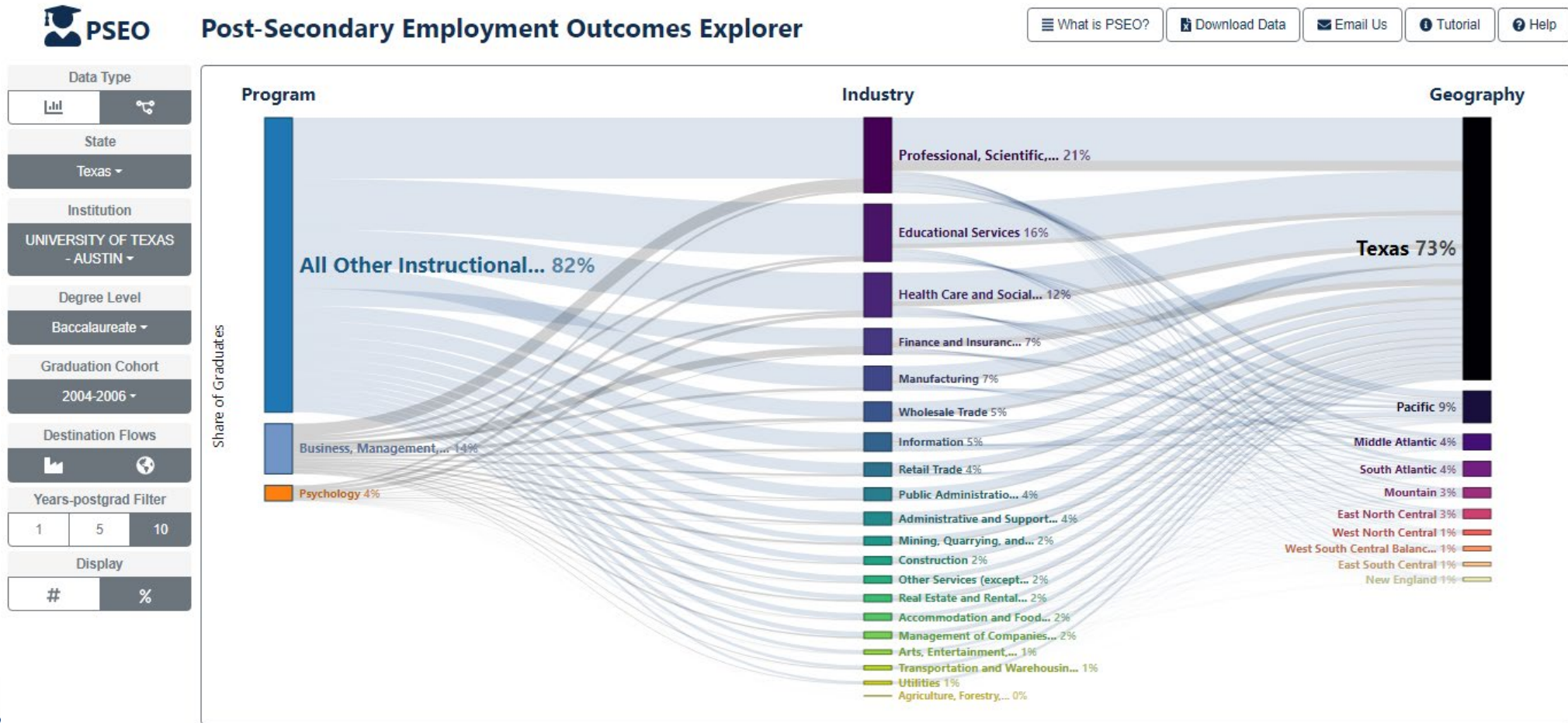# Where are UT Austin Graduates Working? 1-Year Post-Graduation

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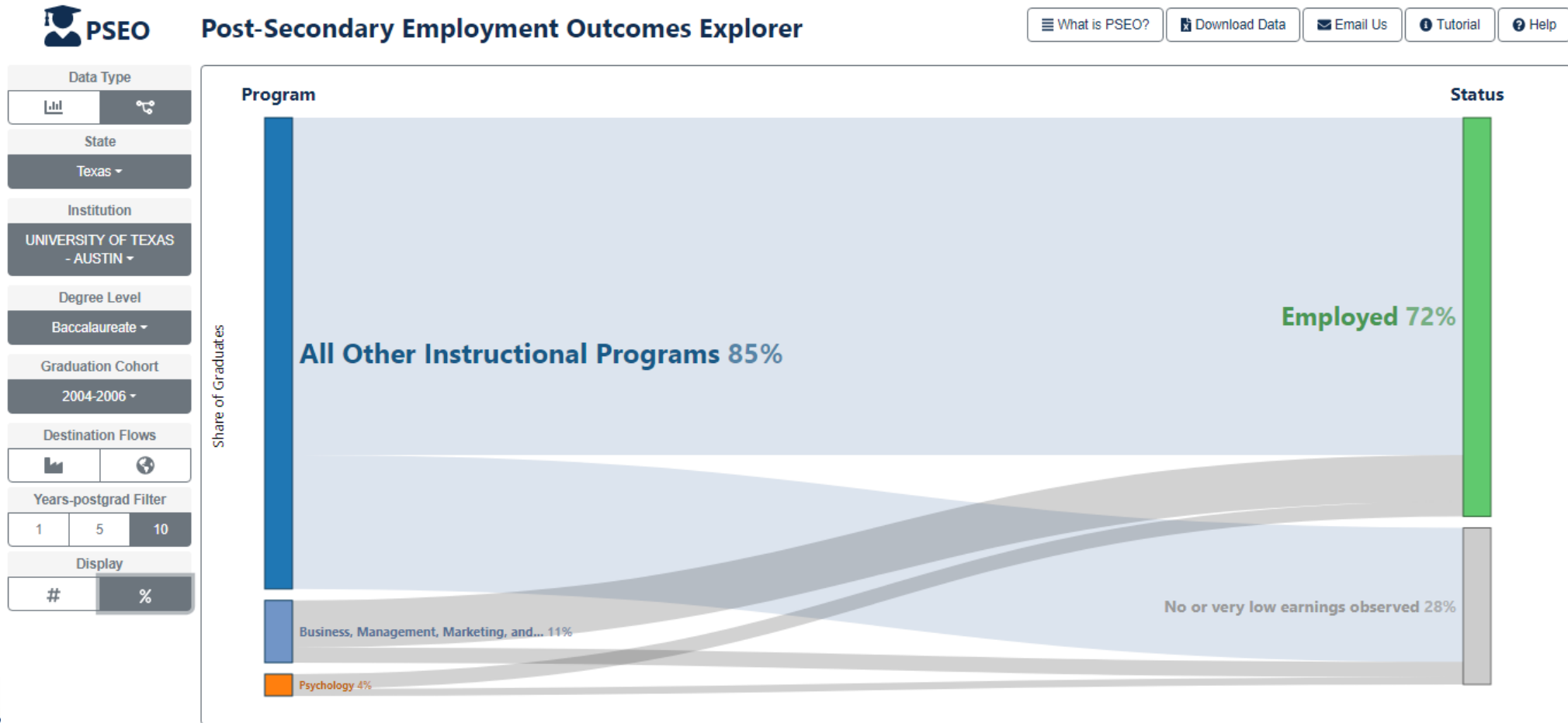# 5-Years Post-Graduation

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

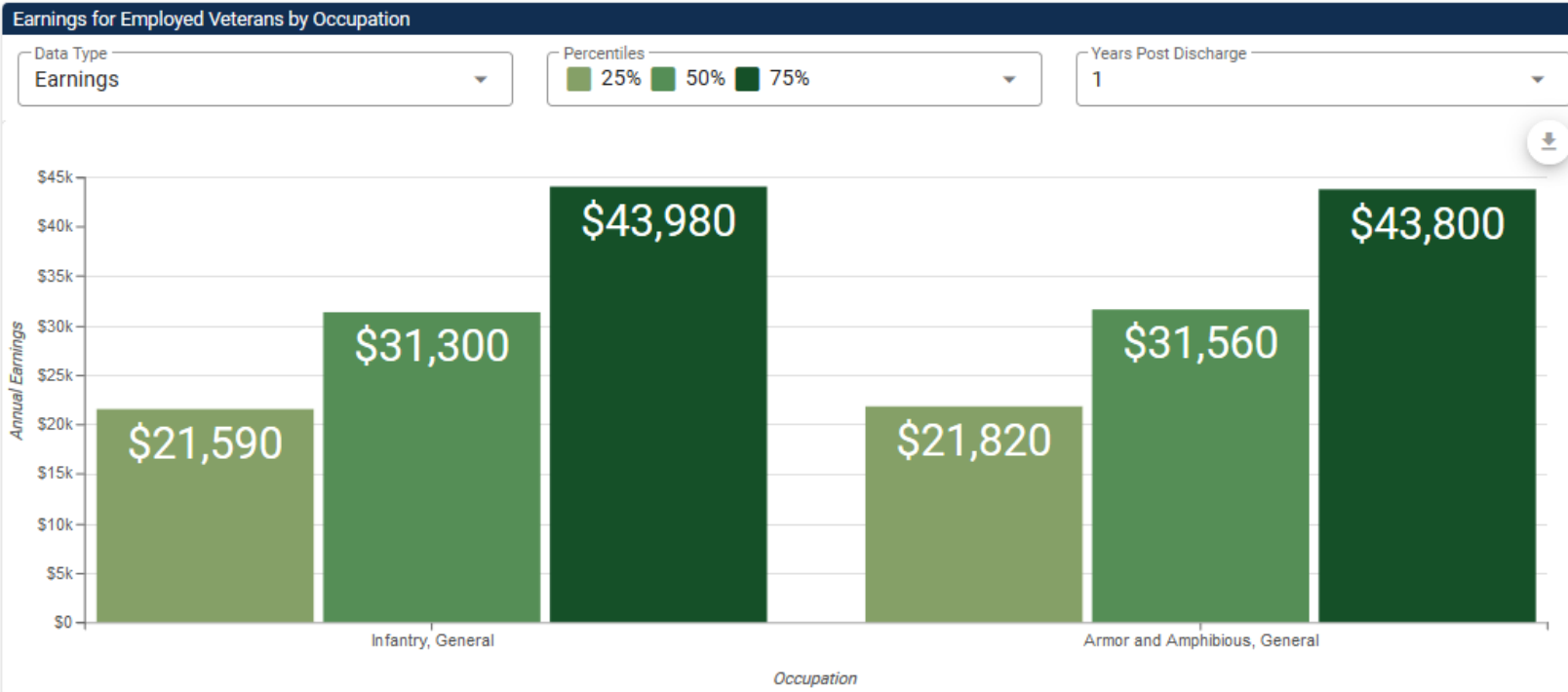# Where are UT Austin Graduates Working? 10-Years Post-Graduation

Where are UT Austin Graduates Working? 10-Years Post-Graduation
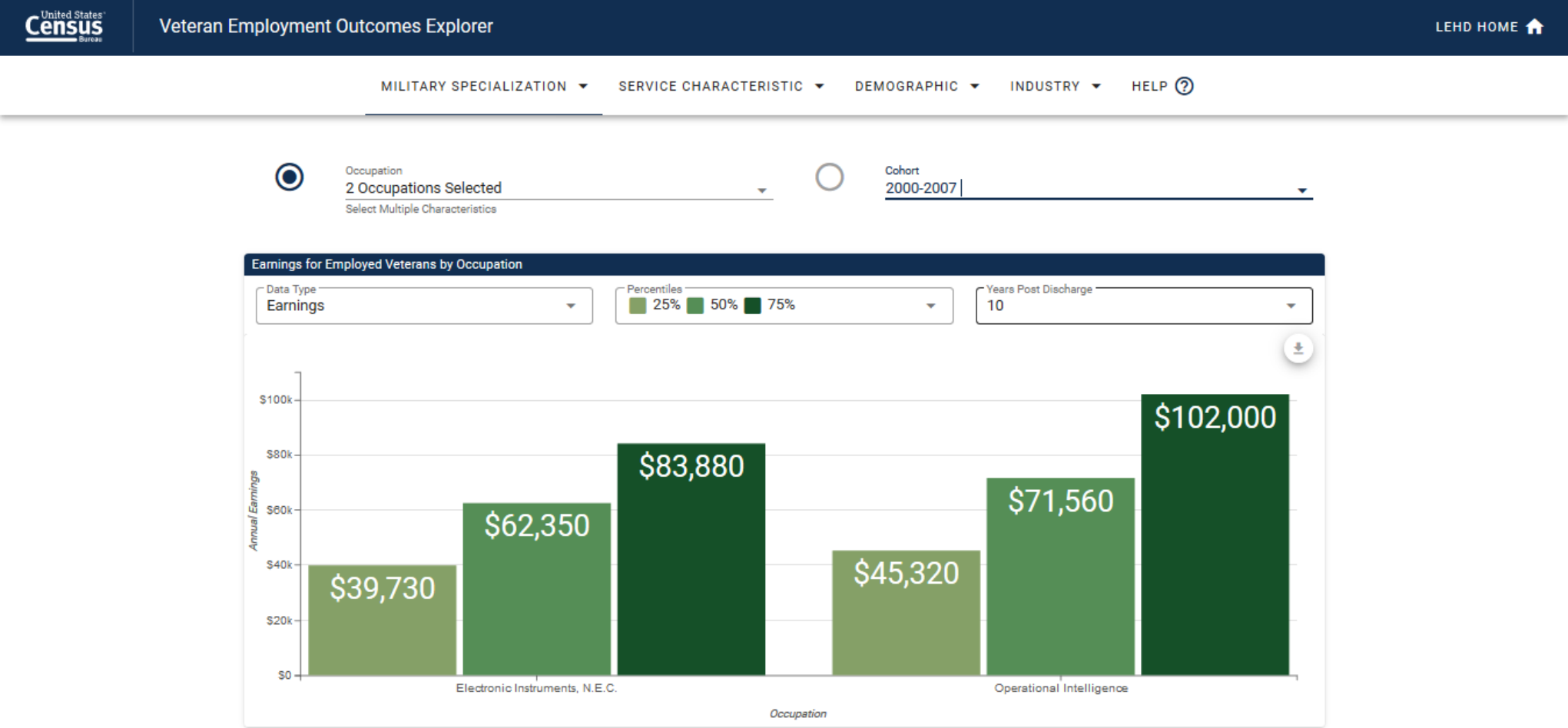
Veteran's Employment Outcome

Earnings
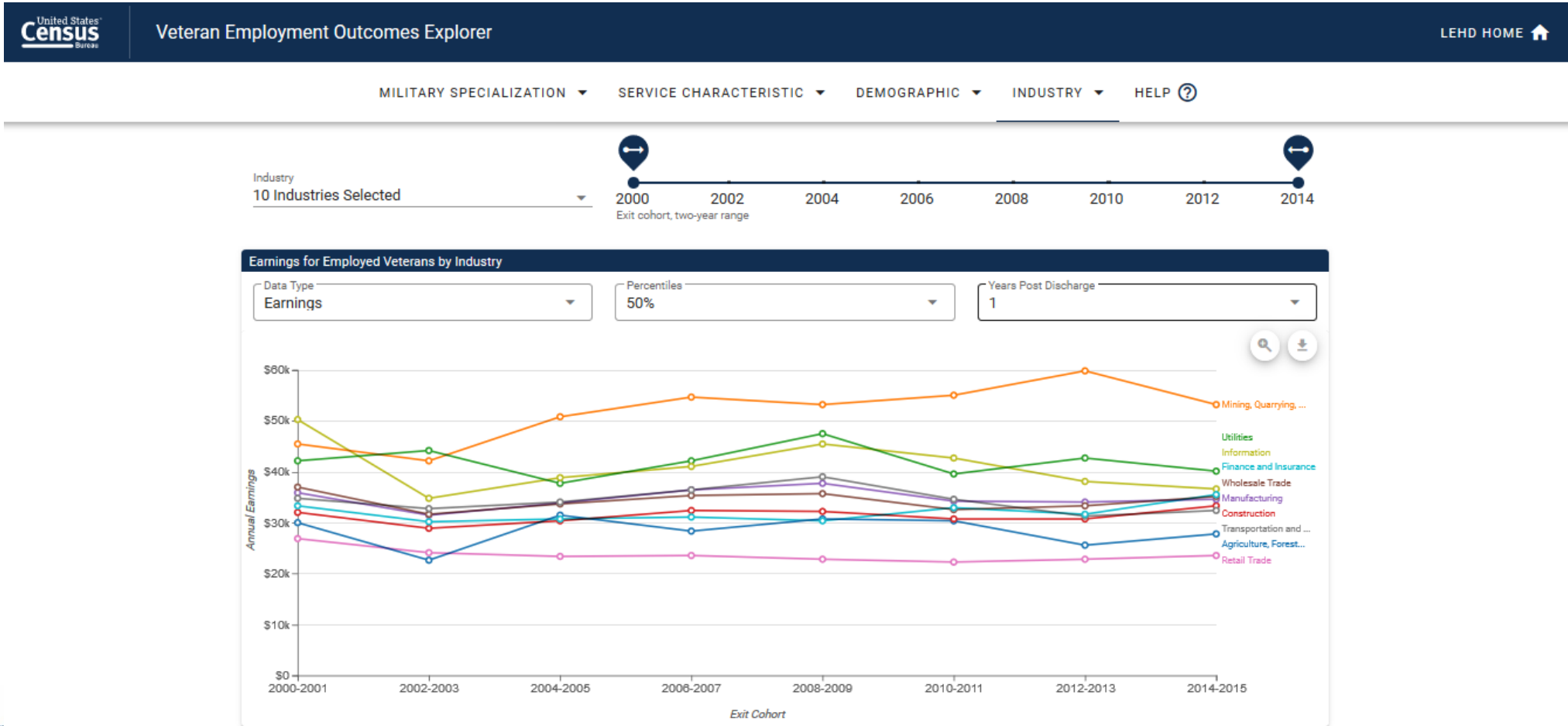
Industry

Employment Rates
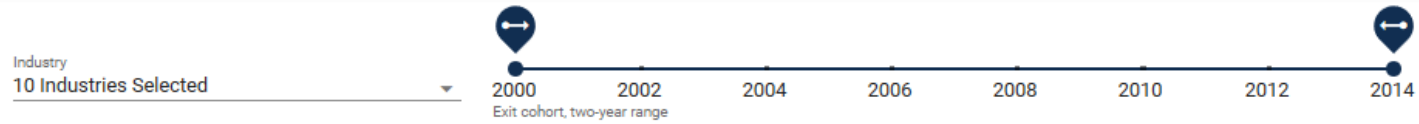
Takeaways: Why Are LED Data Tools Important?

- Accessibility
- "Explorability"
- Provide context
- Visualizations lead to insight
- Promote/market the data
- Provide "value-add" for our state partners
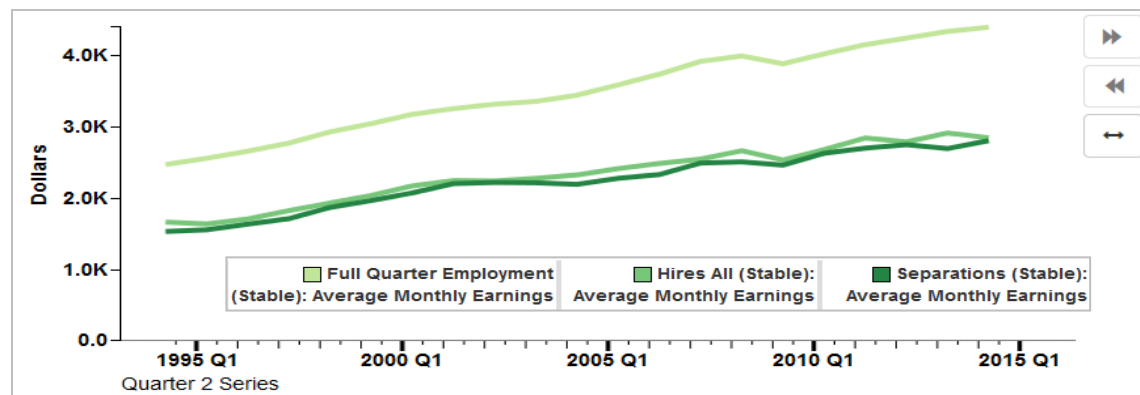
To Sum Up:

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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