

*CPAR Presents:*



UNIVERSITY OF NEBRASKA AT OMAHA  
CENTER FOR PUBLIC  
AFFAIRS RESEARCH

# A Data and Research Series for Community Impact

August 24, 2022 | #NebraskaByTheNumbers



# Tips for Getting Started Accessing Data:

Available Data on Economic Topics

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U.S. Census Bureau

# Census Economics

*Highlighting Quarterly Workforce Indicators QWI Explorer*

**August 24, 2022**

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## Agenda

- Economics of Census
- Economic Programs
- Economic Data Resources & Products
- Quarterly Workforce Indicators Explorer
- Resources & Contact Information
- Q&A

# Economics of Census

## *Key Economic Census Terms*

### **NAICS (North American Industry Classification System)**

- Our primary data dimension
- Adopted in 1997 to replace the Standard Industrial Classification (SIC) system
- Updated every 5 years (Revised 12/21 for 2022)

### **Establishments (vs. Companies, Firms, etc.)**

- Our collection/tabulation level

### **Employers (vs. Nonemployers)**

- Economic Census only covers employer businesses

### **U.S. Code Title 13 and 26**

- Protects business privacy

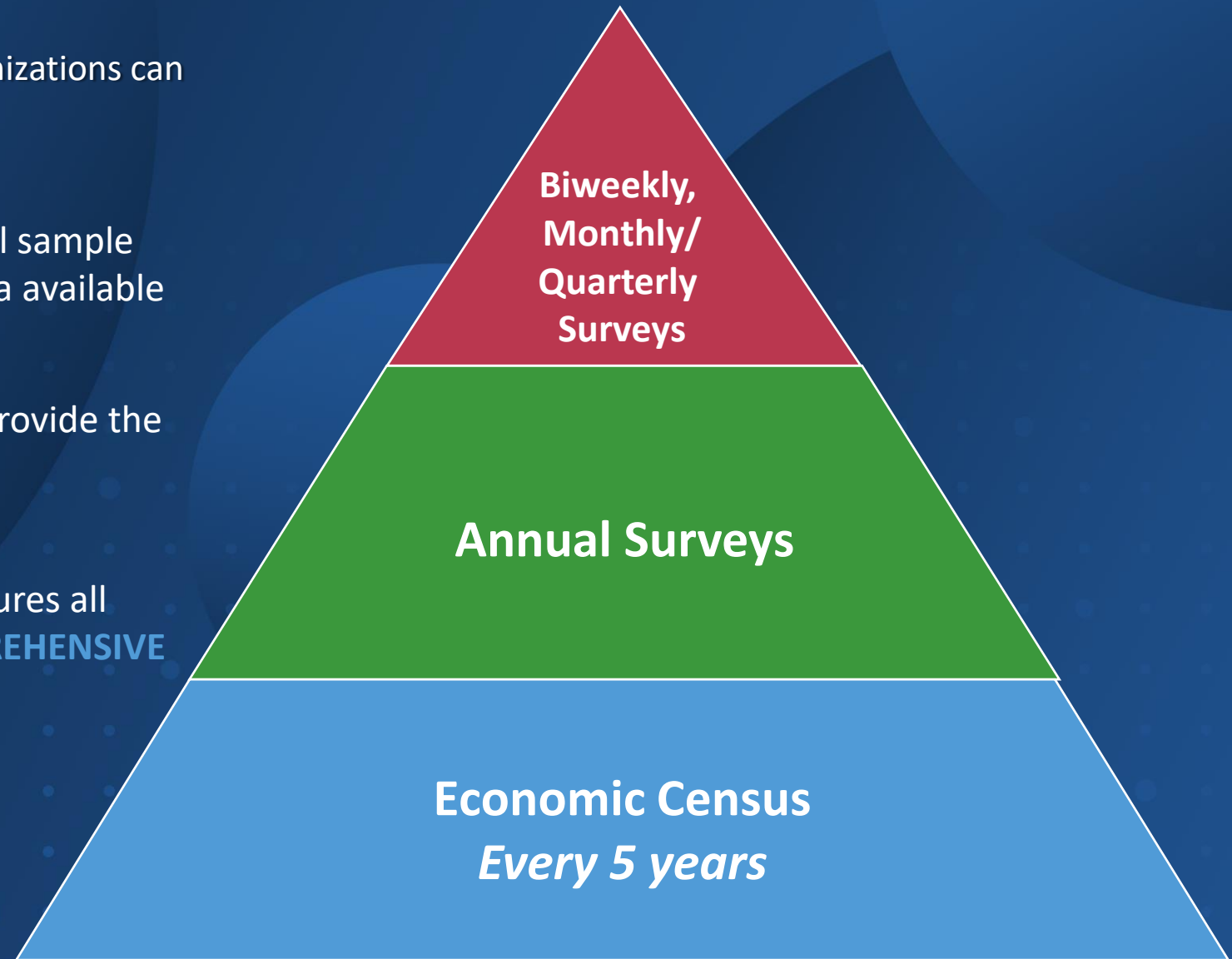


# Census Economic Programs

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Key source for official statistics, companies and organizations can use:

- Biweekly, Monthly and Quarterly are small sample surveys that provide the most **TIMELY** data available
- Annual surveys have larger samples and provide the most up-to-date **TREND** data available
- Every 5 years, the Economic Census measures all businesses and provides the most **COMPREHENSIVE** data available





# Frequent Data

New

Bi-Weekly,  
Monthly, &  
Quarterly  
Surveys

## Business Trends and Outlook Survey (BTOS)

<https://www.census.gov/data/experimental-data-products/business-trends-and-outlook-survey.html>

## Business Formation Statistics

<https://www.census.gov/programs-surveys/bfs/technical-documentation/faq.html>

## Economic Indicators

<https://www.census.gov/economic-indicators/>

## International Trade

[census.gov/foreign-trade/data/index.html](https://www.census.gov/foreign-trade/data/index.html)  
& USA Trade Online (<https://usatrade.census.gov/>) for the data

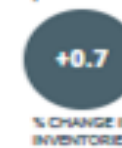
### Advance Retail Inventories

June 28th, 2022

May 2022



April 2022 <sup>U</sup>



Released: June 28th, 2022  
Next Release: July 27th, 2022

May 2022 end-of-month inventories were \$705.3 billion, up 1.1 percent (+/- 0.2%) from last month.

Press Release

I Want To... ^

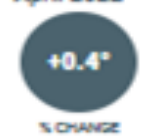
### Advance Report Durable Goods

June 27th, 2022

May 2022



April 2022 <sup>U</sup>



Released: June 27th, 2022  
Next Release: July 27th, 2022

New orders for manufactured durable goods in May increased \$1.9 billion or 0.7 percent to \$267.2 billion

Press Release

I Want To... ^

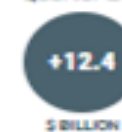
### Quarterly Profits - Retailers'

June 7th, 2022

1<sup>st</sup> Quarter 2022



4<sup>th</sup> Quarter 2021 <sup>U</sup>



Released: June 7th, 2022  
Next Release: September 7th, 2022

Seasonally adjusted aftertax profits for retail corporations with assets of \$50 million and over were \$37.4 billion for the first quarter of 2022 (the 3 months ending April 30, 2022), down \$21.3 (+/- 0.7) billion from fourth quarter 2021 (the 3 months ending January 31, 2022).

Press Release

I Want To... ^

### Quarterly Profits - Manufacturers'

June 7th, 2022

1<sup>st</sup> Quarter 2022



4<sup>th</sup> Quarter 2021 <sup>U</sup>



Released: June 7th, 2022  
Next Release: September 7th, 2022

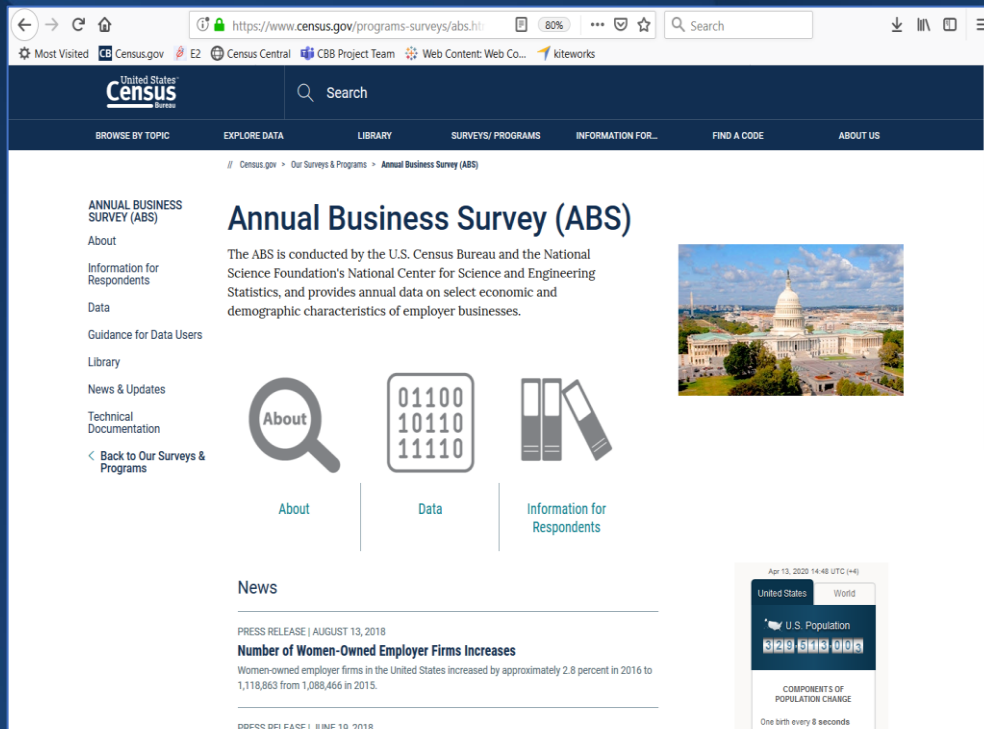
Manufacturing corporations' seasonally adjusted aftertax profits were \$261.9 billion for the first quarter of 2022, down \$2.8 (+/- 0.9) billion from fourth quarter of 2021.

Press Release

I Want To... ^

# Annual Economic Programs

## Annual Surveys



20 Census Bureau surveys that provide annual economic statistics for nearly every sector

- Sample surveys or administrative data
- Shown primarily at the national level, except:

**County Business Patterns:** National, State, Metro, County, ZIP Code, Congressional District

**Nonemployer Statistics:** National, State, Metro, County

**Annual Survey of Manufacturers:** National & State

**Annual Business Survey:** Nation & State by 2- thru 6-digit NAICS

County, Metro, & Place for NAICS 00

- Other Related Annual Programs, including Retail eCommerce Sales (E-Stats) & Annual Capital Expenditures Survey
- Released on data.census.gov, QuickFacts, Census Business Builder, & other Census tools



# Economic Census

Economic Census  
Every 5 years

**DATA FROM THE  
NATION'S BUSINESSES**

+

**STATS ON EVERY INDUSTRY  
AND GEOGRAPHY**

=

**ONE VALUABLE RESOURCE  
FOR YOUR BUSINESS**

**THE ECONOMIC CENSUS.  
SEE HOW IT ALL ADDS UP.**

Learn more at [census.gov/EconomicCensus](https://census.gov/EconomicCensus)



NAICS: **Every** 2- thru 6-digit code covered by the Census Bureau

Geography: National, state, metro, county, **economic place**, & ZIP Code levels

Other Dimensions: Data by **business size** (establishment & firm; employment & revenue)

Over **200 data variables** shown, including number of establishments, employment, payroll & sales plus sector-specific variables

Some industry exclusions:

*Public Hospitals*

*Highway construction performed by government employees*

*Publicly-operated buses and subway systems*

*Administrative and Support and Waste Management and Remediation Services*

Census of Governments provides these data.

[census.gov/programs-surveys/economic-census](https://census.gov/programs-surveys/economic-census)

# Where does the data come from?



<https://www.census.gov/programs-surveys/surveys-programs.html>

// Census.gov > Our Surveys & Programs > Surveys & Programs

## List of All Surveys & Programs

The U.S. Census Bureau conducts more than 130 surveys and programs each year, including our nation's largest:

- household survey, the American Community Survey
- business survey, Quarterly Services Survey

To find more information on a specific survey or program please select it from the list below.

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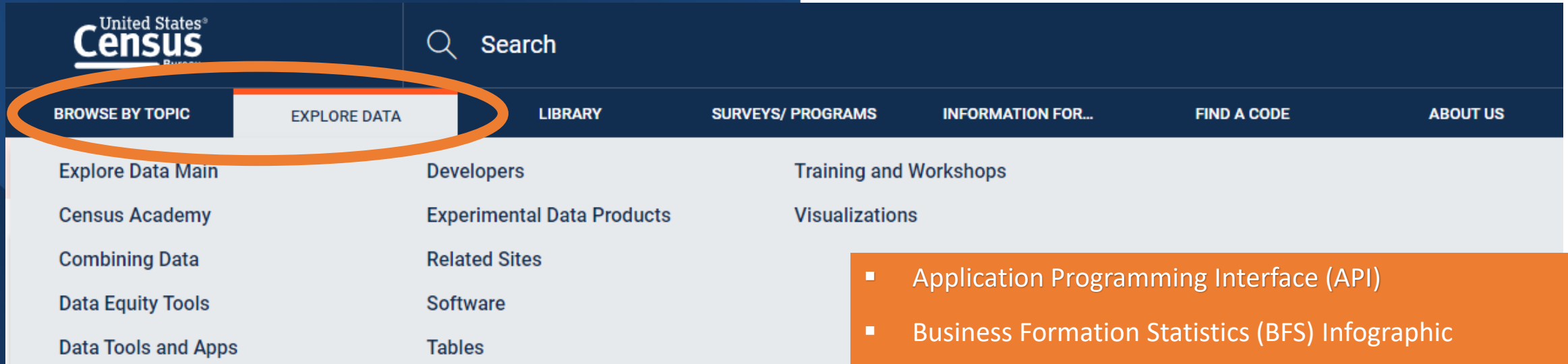
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**2020 Census User Experience Survey**  
The 2020 Census User Experience Survey is a brief survey asking respondents how satisfied they were with their online questionnaire experience.

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**2020 Census. Shape Your Future. START HERE.**  
Learn about the 2020 Census - how to respond, and why it matters. Shape your future. START HERE.

# Where can economic data be found?



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

- Application Programming Interface (API)
- Business Formation Statistics (BFS) Infographic
- Census Business Builder
- Data.census.gov
- Indicators Dashboard
- My Congressional District
- Experimental Data Products
- QuickFacts
- USA Trade Online
- Longitudinal Employer-Household Dynamics

# Longitudinal Employer–Household Dynamics (LEHD) Products

United States Census Bureau

You are here: [Census.gov](#) • [Business & Industry](#) • [Center for Economic Studies](#) • [Longitudinal Employer-Household Dynamics](#)

## Longitudinal Employer-Household Dynamics

[Main](#) | [Applications](#) | [Data](#) | [Learn More](#) | [Research](#) | [State Partners](#) | [LED in Action](#)

### Applications

- J2J Explorer
- LED Extraction Tool
- OnTheMap
- OnTheMap for Emergency Management
- PSEO Explorer
- QWI Explorer
- VEO Explorer

### Useful Links

- [Center for Economic Studies](#)
- [J2J Data](#)
- [LODES Data](#)
- [PSEO Data](#)
- [QWI Data](#)
- [VEO Data](#)
- [LED Workshop](#)

### Contact Information

Email us:

[General](#)

[LODES/OnTheMap](#)

[QWI/QWI Explorer](#)

[J2J/J2J Explorer](#)

or

Census Call Center: [301.763.1810](#) / [4638](#) or [800.923.8282](#)

[Further contact information](#)

[Partner With Us](#)

### What is LEHD?

Until recently, many interactions between workers and firms were unobservable because there existed no link between employer and household data in the U.S. statistical system.

Since 1999 the Longitudinal Employer-Household Dynamics (LEHD) program at the U.S. Census Bureau has sought to fill this gap in the nation's statistical infrastructure by building a comprehensive database of longitudinally linked jobs data. The potential uses of the LEHD jobs data are far-reaching, both for answering important economic questions and for the provision of new statistical products.

### The Employer-Employee Linked LEHD Data

**Firm Data**  
Quarterly Census of Employment and Wages  
Longitudinal Business Database

**Jobs Data**  
Wage data from state UI  
OPM federal worker data

**Household Data**  
Decennial Census Residential address data  
American Community Survey  
Census Numerical

### What's New?

- 09/30/22: PSEO Expanded to Include Institutions in Six Additional States

[View all announcements](#)

### About Us

The Longitudinal Employer-Household Dynamics (LEHD) program is part of the [Center for Economic Studies](#) at the [U.S. Census Bureau](#). The LEHD program produces cost effective, public-use information combining federal, state and Census Bureau data on employers and employees under the [Local Employment Dynamics \(LED\) Partnership](#). State and local authorities increasingly need detailed local information about their economies to make informed decisions. The LED Partnership works to fill critical data gaps and provide indicators needed by state and local authorities.

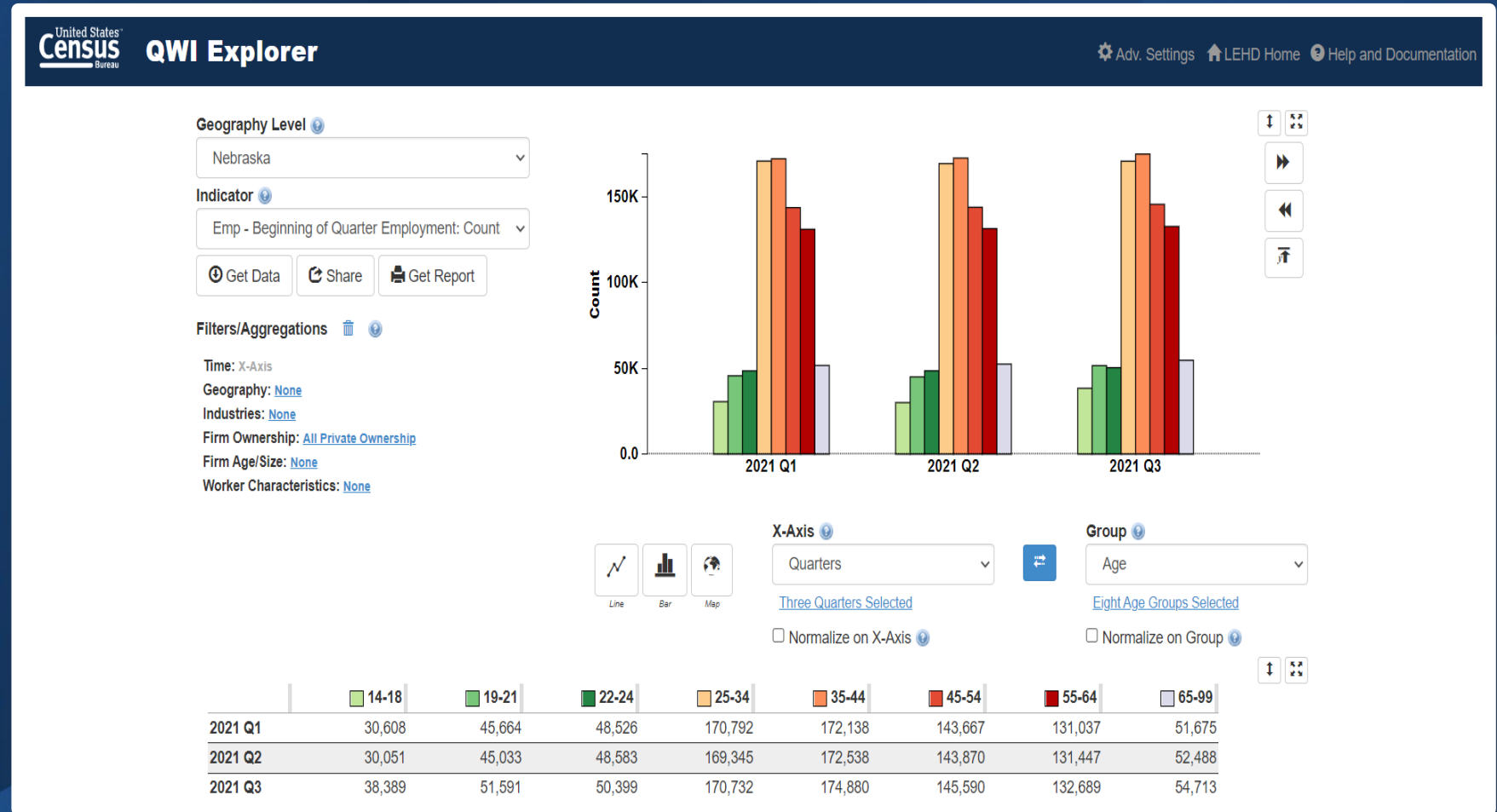
Under the LED Partnership, states agree to share Unemployment Insurance earnings data and the Quarterly Census of Employment and Wages (QCEW) data with the Census Bureau. The LEHD program combines these administrative data, additional administrative data and data from censuses and surveys. From these data, the program creates statistics on employment, earnings, and job flows at detailed levels of geography and industry and for different demographic groups. In addition, the LEHD program uses these data to create partially synthetic data on workers' residential patterns.

All fifty states, the District of Columbia, the Commonwealth of Puerto Rico, and the U.S. Virgin Islands may participate in the LED Partnership. Composition of the LED Partnership can vary as each eligible member determines their participation and/or navigates the agreement process. The [LED Partnership Map](#) provides the most current LED Partnership status.

The LEHD program staff includes geographers, programmers, and economists. Our mission is to provide new dynamic information on workers, employers, and jobs with state-of-the-art confidentiality protections and no additional data collection burden. [See this one-page document on LED](#) (245 x 8) for more information.

- Post-Secondary Employment Outcomes (PSEO)
- Veteran Employment Outcomes (VEO)
- LEHD Origin-Destination Employment Statistics (LODES)
- OnTheMap
- OTM for Emergency Management
- Job-to-Job Flows (J2J)
- LED Extraction Tool
- Quarterly Workforce Indicators (QWI) Explorer

# QWI) Explorer **LIVE DEMO**





# Data Dissemination and Training

- ✓ **Bring our data experts to you.**  
Request a free data training for your organization.

**Kimberly Davis**  
**U.S. Census Bureau**

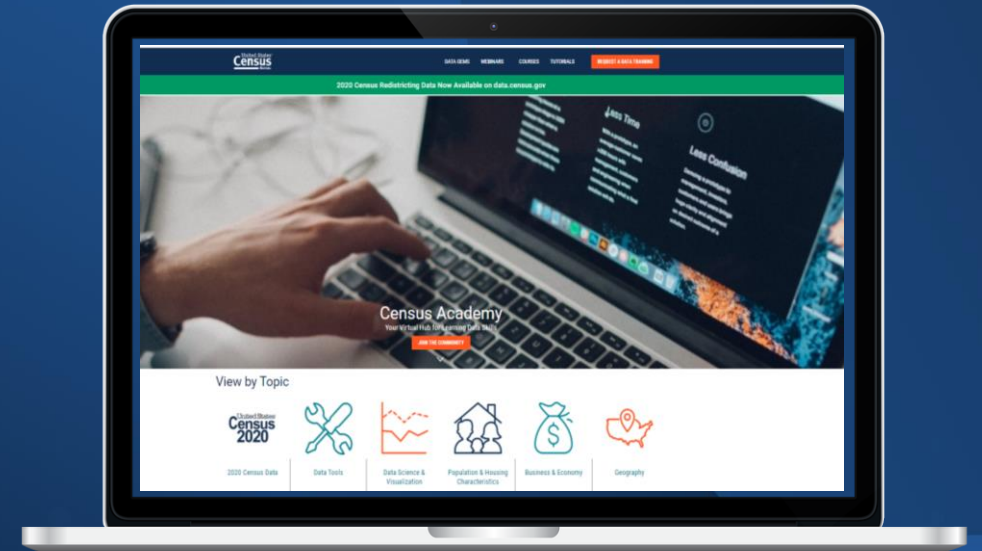
**Data Dissemination and Training Branch**

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**303-895-7500**

**Data Dissemination and Training Branch**

**census.askdata@census.gov**

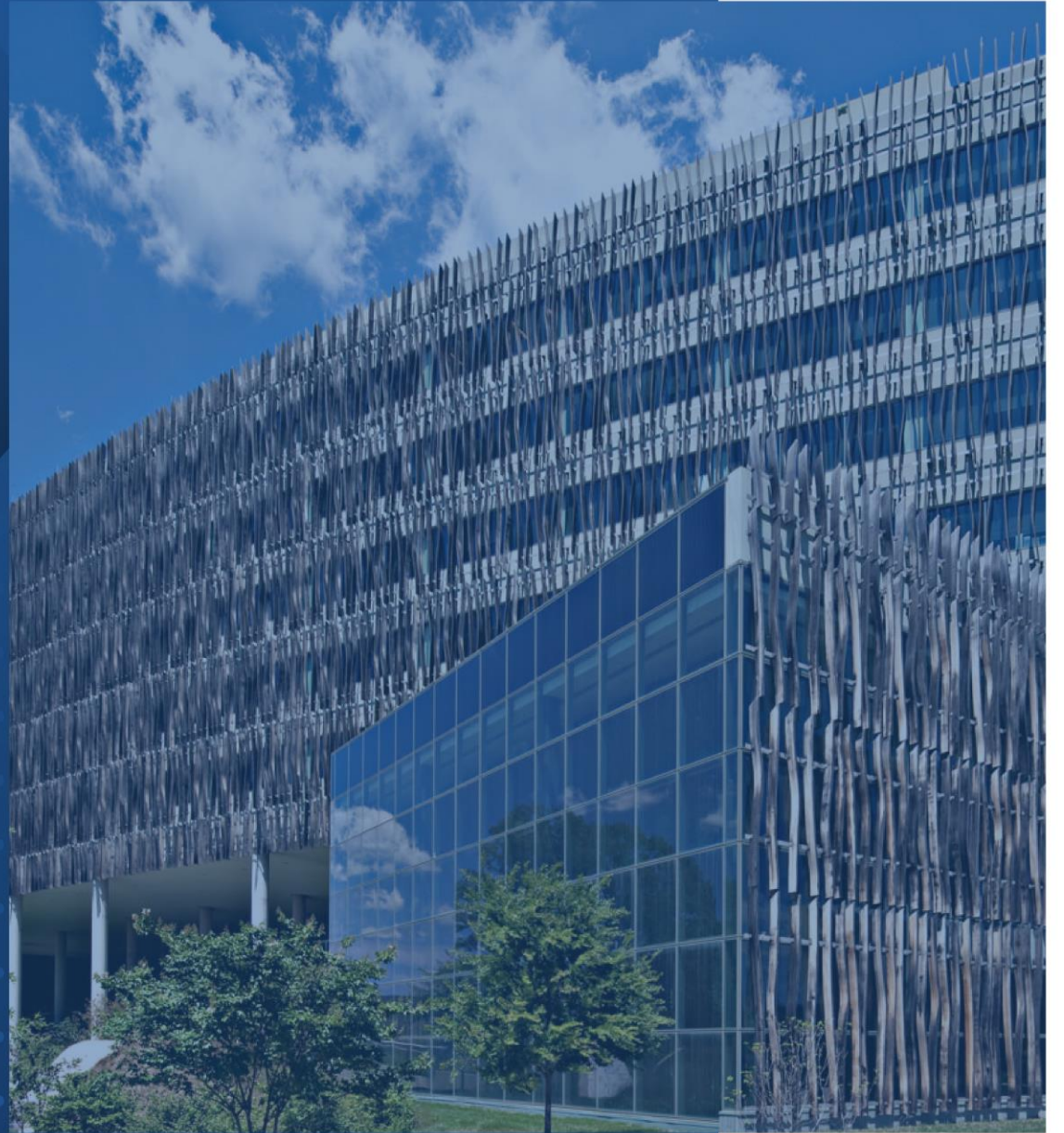
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## Census.gov/Academy

- ✓ **Receive our Data Gems.**  
These short “how-to” videos are an easy and quick way to increase your knowledge of Census data. Get them in your inbox!
- ✓ **Get access to our Courses.**  
You will learn-at-your-own-pace with these video-tutorials designed for different skill levels.
- ✓ **Interact with our instructors via Webinars.**  
Learn about our data releases and tools while attending these live virtual classes.

# Questions?



THANK YOU FOR ATTENDING THE  
2022 A DATA AND RESEARCH SERIES  
FOR COMMUNITY IMPACT!

[ **C P A R . U N O M A H A . E D U** ]

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