

Accessing the Quarterly Workforce Indicators in Census Business Builder

A Local Employment Dynamics Webinar
June 26th, 2019

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U.S. Census Bureau



Census Business Builder

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)

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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

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

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>

Updates in Release 2.5 and Earlier

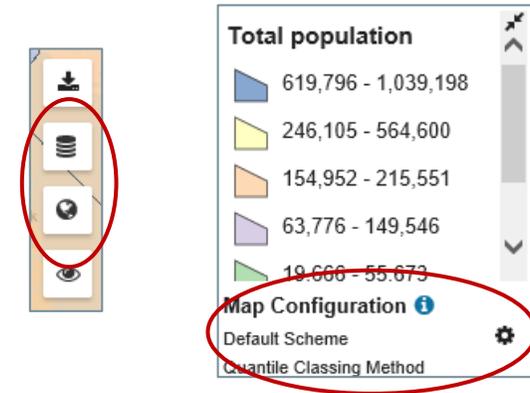
- Functionality

- SBE and RAE

- Add reference layers and to change the basemap
 - Change the default map color palate and classing scheme

- RAE only

- Build regions of all supported geographic areas
 - Build regions of 2+ different types of areas



- Data

- SBE & RAE

- Residential building permits data
 - Upload your own data
 - Workforce data from the QWI

The figure shows a dialog box titled 'Please Select a Map Variable'. Under the 'Primary Category' section, there are five tabs: 'Customers', 'Businesses', 'Workforce', 'Building Permits', and 'My Variables'. The 'Workforce' and 'My Variables' tabs are circled in red. Under the 'Secondary Category' section, there are three radio button options: 'Demographic Characteristics' (selected), 'Socioeconomic Characteristics', and 'Housing Characteristics'.

Our Scenario... Researching the Trucking Shortage in the U.S.

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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.)

Accounting

Architects

Consulting

Insurance
 Trucking - Includes businesses that primarily provide general freight trucking, including both local and long-distance (NAICS 4841)

Real Estate

Systems Design

Trucking

your type of business or Search for

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

Click "Go to Map" to browse the information about the potential customers and competitors for the location you are researching. (Note: You must choose a Type of Business and Location.)

Go To Map

Click "Create Report" to go straight to the report for your type of businesses and location. (Note: You must choose a Type of Business and Location.)

Create Report

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America Keeps on Truckin'

Employment

Number of Truckers at All-Time High

JANUARY CHASSAMAN DRY AND ANDREW H. HAY | JUNE 06, 2019

The trucking industry has bounced back from its decline during the recession and the number of truck drivers is at an all-time high.

In 2018, the number of employer and self-employed (nonemployer) trucking businesses reached 711,000, surpassing the pre-recession high.

Among younger truckers under age 35, more of them are women, Hispanic and more educated than their older counterparts age 55 and older.

More than 3.5 million people work as truck drivers, an occupation dominated by men who hold more than 90% of truck driving jobs. Driving large tractor-trailers or delivery trucks is one of the largest occupations in the United States.

Truckers and Trucking Business Establishments

Business data not available yet for 2017.
 Source: U.S. Census Bureau, 2005 Through 2017 American Community Survey, 2018 Through 2018 County Business Patterns and Socioeconomic Statistics.

What Is Ahead for the Nation's Aging Workforce?

The percentage of employed older people increased during the past two decades and those workers are leaving more on average than older workers in the past.

Jobs With the Largest Gender Pay Gaps in Finance, Sales

The gender pay gap persists in almost all occupations but is much greater in some jobs.

Who's Behind the Wheel?

Truckers are older on average than other workers. Their median age is 40 compared with 41 for all workers.

How Many Work in Manufacturing?

The Annual Survey of Manufactures shows manufacturing receipts and

America Counts

<https://www.census.gov/library/stories/2019/06/america-keeps-on-trucking.html>

Key Changes for Release 2.6 (scheduled for August 2019)

- Data

- Bureau of Labor Statistics [Quarterly Census of Employment and Wages \(QCEW\)](#) data
 - More recent data than Census has, wages data, and highlights seasonal industries

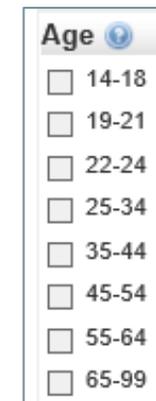
- Functionality

- SBE and RAE

- View data from selected programs on a **3rd dimension**
 - Employment size (CBP), revenue size (NES), or **worker age (QWI)**

- RAE only

- Build regions via **pin drop/radius** and **free-hand select**
- **Links** from list of area components of region on cover page of Region report to reports for each individual area



Age 

- 14-18
- 19-21
- 22-24
- 25-34
- 35-44
- 45-54
- 55-64
- 65-99

Charlotte area is comprised of:

- Charlotte city, North Carolina
- Weddington town, North Carolina
- Matthews town, North Carolina
- Pineville town, North Carolina
- Mint Hill town, North Carolina

Key Changes for Release 2.7 and Beyond

- Release 2.7 (December 2019)
 - Data
 - Updating the vintage of nearly all data sources (to 2018)
 - Functionality
 - Updating the NAICS and Geography vintages from 2012 to 2017
 - Address API “challenges”
- 2.8 and beyond
 - Data
 - International Trade data by country; 2017 Economic Census
 - Functionality
 - Drill down to expanded or full NAICS hierarchy in RAE
 - Create own variables in map and/or report
 - Implement new Esri tech – more geographic areas displayed, auto-refresh filter
 - Multiple map variables
 - Improved geographic and variable searching

Error fetching data for place
12000,41960,43480,52220,71680

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12000,41960,43480,52220,71680

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12000,41960,43480,52220,71680

Q & A and Thank You!

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