Meet Your Instructor

Alexandra Barker is the founder and manager of Census Academy, the new digital hub of the Census Bureau for learning data skills. She is also a supervisor for the Data Dissemination and Training Program of the U.S. Census Bureau.

Prior, she served as a Supervisory Survey Statistician overseeing operations for the American Community Survey in MA and PR. She also worked as a media specialist during the 2010 Census.

She graduated from PUC-Rio (Brazil) with a bachelors in Communications and earned her Masters of Science in Public Affairs & International Relations from University of Massachusetts Boston. She is currently pursuing a graduate degree in Leadership and Management from the University of Maryland.
Data Dissemination and Training

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Goals

✓ Become better equipped to conduct analysis of jobs and workforce data
✓ Learn how to access and create visualize these key data
Outline

Behind the Scenes
✓ What is OnTheMap?
✓ What Can I Use It For?
✓ Where Do the Data Come From?
✓ Can I Get Data for My Area?
✓ Important to Know!

On Stage
✓ The Tool and Its Main Features
✓ The Five Data Analyses
✓ Customizing My Analysis Area
What is OnTheMap?

- Access and visualize jobs and labor force data.
- Produce data analysis for local areas.
- Create jobs and labor force reports
- Customize analysis area.

Where Do the Data Come From?

Local Employment Dynamics (LED) Partnership

- Begun in late 1990s with a few states
- Some states have time series back to 1990 (AZ goes back to 2004)
- Not currently producing data for *Alaska, Arkansas, Mississippi, Puerto Rico, and Virgin Islands

*Alaska, Arkansas, & Mississippi data available in Quarterly Workforce Indicator (QWI) Explorer tool
Where Do the Data Come From?

QCEW* = Quarterly Census of Employment and Wages
UI* = Unemployment Insurance
OPM* = Office of Personnel Management

Linked National Jobs Data

Public-Use Data Products...

QCEW = Quarterly Census of Employment and Wages
UI = Unemployment Insurance
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What Can I Use It For?

You can answer questions such:

- Where do workers live?
- Is there a concentration of jobs in my area?
- Where are workers from my area going to work?
- What percentage of high-wage workers live and work within a city?
- How many workers earn more than $3,333/month?
- How many potential customers/employees in a specified location?
Can I Get Data for My Area?

- ZCTA
- Congressional District
- School District
- Voting District
- County Subdivision (CCD)
- Block*
- Block Group
- Tract
- County
- State
- Nation

*Not available for ACS data
Important to Know!

- Contains only UI-covered jobs: no US Post Office, no military jobs, no self-employed, 1099s, etc.
- Excludes some secretive 3-letter agencies, etc.
- Employment and wages measured at start of Q2.
- “Distance” is a straight-distance calculation: reported primary place of work, reported home location. Not on a road network, not a commute measurement.
- Industry: 2-digit NAICS.
Home Block:
- Number of Workers
- Worker Characteristics
  - Age (3)
  - Earnings (3)
  - Industry (20)
  - Race (6)
  - Ethnicity (2)
  - Educational Attainment (4)

Work Block:
- Number of Workers/Jobs
- Worker Characteristics
  - Age (3)
  - Earnings (3)
  - Industry (20)
  - Race (6)
  - Ethnicity (2)
  - Educational Attainment (4)

Home and Work Block:
- Number of Workers/Jobs Sharing Origin & Destination
- Define Origin/Destination Universe by "Segment"
  - All Workers
  - Age (3)
  - Earnings (3)
  - Industry (3)
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THANK YOU