

Picture This! Making QWI Results Mean Something to Legislative Leaders

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United States™
**Census
2010**

**OKLAHOMA
COMMERCE**

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Quarterly Workforce Indicators

<http://lehd.did.census.gov/led/index.html>

- Comes from Local Employment Dynamics partnership
- Combines Census demographic information with Labor Market Information agencies
- Produces information not available before
- Includes 8 indicators
- Available for all states, excluding
 - Connecticut
 - Massachusetts
 - New Hampshire
 - Ohio (coming online)

U.S. Census Bureau
Longitudinal Employer-Household Dynamics

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QUICK LINKS	WHAT'S NEW?	Q&A
<ul style="list-style-type: none"> Tools <ul style="list-style-type: none"> OnTheMap Version 3 (Help) QWI Online (Help) Industry Focus Older Worker Profiles CED HotReport Learning <ul style="list-style-type: none"> e-Learning Webinars Workshops In Action Reading Classes Partnership <ul style="list-style-type: none"> State Partners Partners Only Save the Date Data Download <ul style="list-style-type: none"> VirtualRDC State Only 	<ul style="list-style-type: none"> 11/25/08: Washington State Wins WID Innovation Award for LED Dashboard 11/25/08: Release of North Dakota Older Worker Profile 11/24/08: New York QWI Data on LED Website 11/20/08: Release of Missouri Older Worker Profile 11/10/08: Release of Virginia Older Worker Profile <p>Click here to send an email to join the OnTheMap listserv.</p> <p>Mark your calendar: March 5-6, 2009 LED Partnership Workshop, Washington, DC.</p> <p>Call for Proposals for Workshop: Submission Forms (PDF, 88KB)</p> <p>OnTheMap Version 3 Webinar</p> <p>Date: September 17, 2008 Estimated attendees: 273</p> <p>Download recorded version here. Download presentation slides here. Download transcript here.</p> <p>A registered account with http://www.workforce3one.org/ is required for the download, but there is no cost to register.</p> <p>OnTheMap is supported by the Employment and Training Administration (ETA) and the state partners under the Local Employment Dynamics (LED) partnership with the U.S. Census Bureau.</p>	<ul style="list-style-type: none"> What is LEHD? What is LED? What is the difference between LEHD and LED? What are the QWI?
	<p>DID YOU KNOW?</p> <p>...that of the industries in Missouri that employed more than 500 workers 65 years and older in 2002, the highest paying was legal services (\$4,122 a month)?</p>	

[PDF] or denotes a file in Adobe's [Portable Document Format](#). To view the file, you will need the [Adobe® Acrobat® Reader](#) available **free** from Adobe.

- Click the “QWI Online” link circled in red

- When page refreshes, choose appropriate state

<http://lehd.did.census.gov/led/index.html>

Print

QWI Online [NAICS]

LEHD State of Oklahoma County Reports - Quarterly Workforce Indicators
 Select Criteria below. A new report will be created below as selections change.

Year: 2007 | Geographic Grouping: County | or Information by Detailed Industry
 Quarter: Q2 | County: 001 Adair
 Sex: Male and Female | Industry: All NAICS Sectors
 AgeGroup: 14-99 | Ownership: All(1-5)

QWI Quick Facts

	Adair (Q2)	Adair (Avg: Selected + 3 Prior qtrs)	Oklahoma (Q2)	Oklahoma (Avg: Selected + 3 Prior qtrs)
Total Employment	5,598	5,341	1,473,855	1,451,227
Net Job Flows	-91	37	36,275	10,729
Job Creation	289	277	119,898	86,218
New Hires	1,136	1,053	334,114	294,599
Separations	1,447	1,194	375,489	333,504
Turnover	13.5%	11.5%	12.1%	11.7%
Avg Monthly Earnings	\$2,330.00	\$2,125.75	\$3,043.00	\$3,006.50
Avg New Hire Earnings	\$1,783.00	\$1,485.50	\$2,141.00	\$1,948.25

[View Detailed Comparison Reports](#)
[For more information](#)

A – Drill down options

B – County level data, including requested quarter and prior year's data

C – State level data, including requested quarter and prior year's data

D – Quick compilations of data

Oklahoma's QWI Options

- **Year** – Oklahoma goes back to 2000 (limited 1q2000 data)
- **Quarter** – Can find partial information as of 1q2008, full information available for prior quarters
- **Gender** – male, female, or both
- **Age** – 14-99; 14-18; 19-21; 22-24; 25-34; 35-44; 45-54; 55-64; 65-99
- **Geography** –
 - County (77 Counties)
 - Metro (21 Metropolitan and Micropolitan Statistical Areas, plus nonmetro/nonmicro area)
 - WIA – (12 Workforce Investment Areas)
- **Industry** – Can drill to the 4 digit NAICS level

For Those Who Want It All

- Cornell Institute for Social and Economic Research (CISER) provides full access to public use data files
- Users assumed to know and understand statistics
- VirtualRDC account is required to access Cornell site
- Contact VirtualRDC administrators and request information on how to access Census Bureau's Quarterly Workforce Indicators dataset
 - virtualrdc@cornell.edu
- Cornell site makes data available in *.gz file format (Gunzip)
- SAS, Oracle, SQL Server or other database tool needed to view and manipulate data



VRDC Data

QWI R2008Q4

QWI Public Use files

These are public-use data files as published by the U.S. Census Bureau, [LEHD Program](#). These files are provided as a convenience for the community. You can also purchase a DVD with these data from the Census Bureau, see [announcement on LEHD website](#). No support or guarantees are offered, but feedback is appreciated. Files are organized by state. For start dates of each state, go [here](#). If you are looking for *OnTheMap* data, you are in the wrong place. Please go to the [VirtualRDC OnTheMap minisite](#).

Name	Last modified	Size
Parent Directory		-
ak/	13-Jan-2009 14:19	-
al/	13-Jan-2009 14:19	-
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az/	13-Jan-2009 14:19	-
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cn/	13-Jan-2009 14:19	-

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[Front page](#)
[Available resources](#)
[Data](#)
[Classes and Tutorials](#)
[Help for RDC proposal writers](#)

Recent articles

[Events](#)
[General](#)
[Hardware](#)
[Library](#)
[Software](#)

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- Oklahoma was granted access to Cornell data
- We downloaded information in bulk
- We used database software to build *.xls files

Some QWI cautionary notes we kept in mind

- Definitions
 - Reported employment is as of beginning of the quarter
 - Full definitions available at http://lehd.did.census.gov/led/library/techpapers/Brookings_QWI.pdf
- Confidentiality
 - Where values are small, Census protects confidentiality
 - Reported figure may be distorted or “fuzzed”
 - Fuzz factor stays constant over time
 - Data may be suppressed if fewer than 3 individuals meet criteria
- Consistency
 - Data is “raked” at the county level to ensure consistency with BLS reported county level employment totals

Cornell data includes columns with guidance on data adjustment

- 2 No employers operate in this category during this quarter
- 1 Required historical or future wage record data are not available
- 0 No employment in this age, sex category
- 1 The value is not significantly affected by the disclosure protections
- 5 This value has been suppressed because it does not meet Census Bureau publication standards
- 9 The value has been significantly distorted to protect confidentiality



- Report delivered to Governor and Legislature in June 2008
- Has been well received by
 - State and local officials
 - Educators
 - Researchers
 - Others seeking insight into Oklahoma's workforce situation

We focused on a few key points:

- Time (2000 – 2006)
- Gender
- Age
- Industry at the 2 digit NAICS level
- Beginning of the quarter employment

We could just as easily have looked at:

- New hires
- Separations
- End of quarter employment
- Other criteria

Painting the Picture

- Ah ha! The lame inspiration for this presentation's cheesy title becomes clear!
- US Bureau of Labor Statistics figures for employment and unemployment show the outlines of the overall picture
- QWI introduces new depth and clarity to important local employment characteristics
- Through familiarity with the QWI tool, it becomes possible to paint a more complete picture

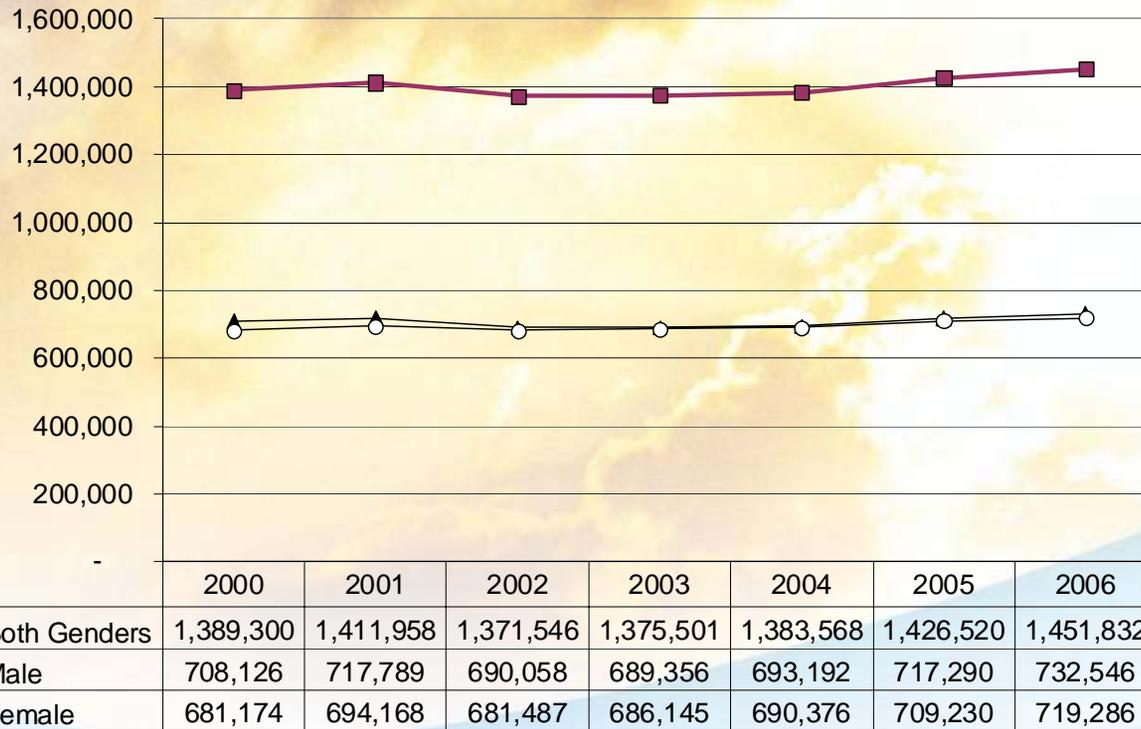
A Picture is Worth 1000 Words

- We created 3 graphs and 1 table for each age category, showing:
 - Simple average annual employment by age group as value and percent of total
 - Simple average annual employment within that age group by gender
 - Year over year growth rates within simple average by gender
 - Table of top five industries by percentage of jobs held, by gender, within that age group
- We supplemented statewide data with similar analysis at the county level

A Sampling of Oklahoma's Findings

- What follows is a sampling of the findings included in Oklahoma's analysis of QWI data
- This is representative of only part of the analysis possible using the QWIOOnline tool

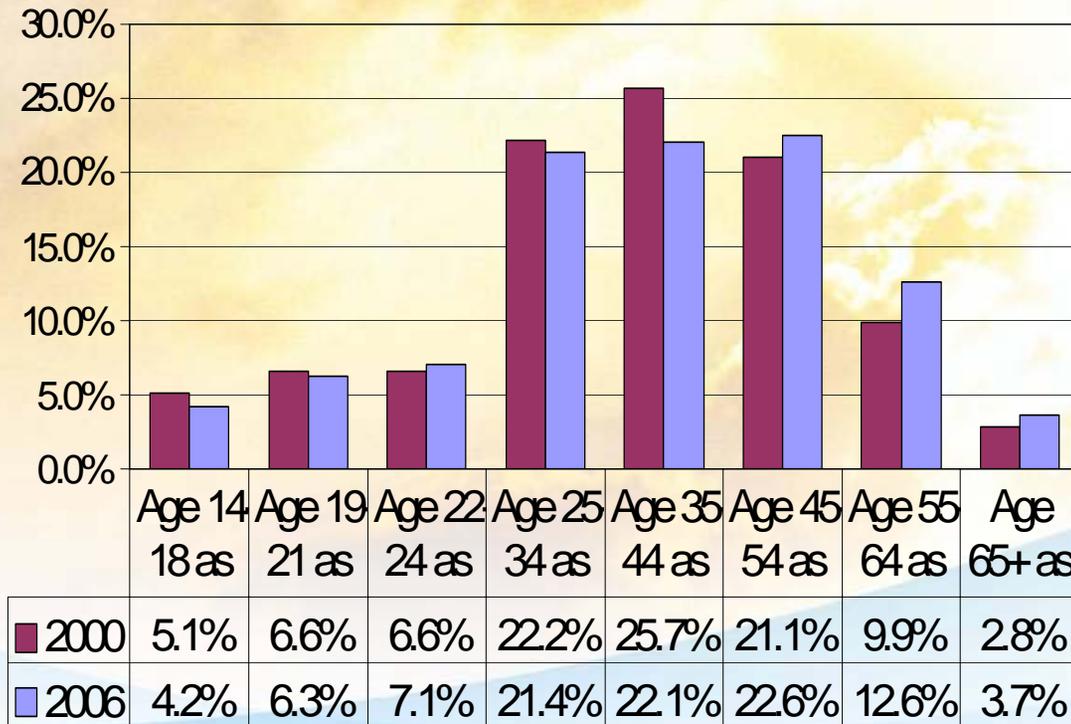
OKLAHOMA'S AVERAGE ANNUAL EMPLOYMENT
Statewide Workforce by Gender



- Average annual jobholder count grew from 1.39 million to 1.45 million.
- Analysis at county level showed growth was not evenly distributed.

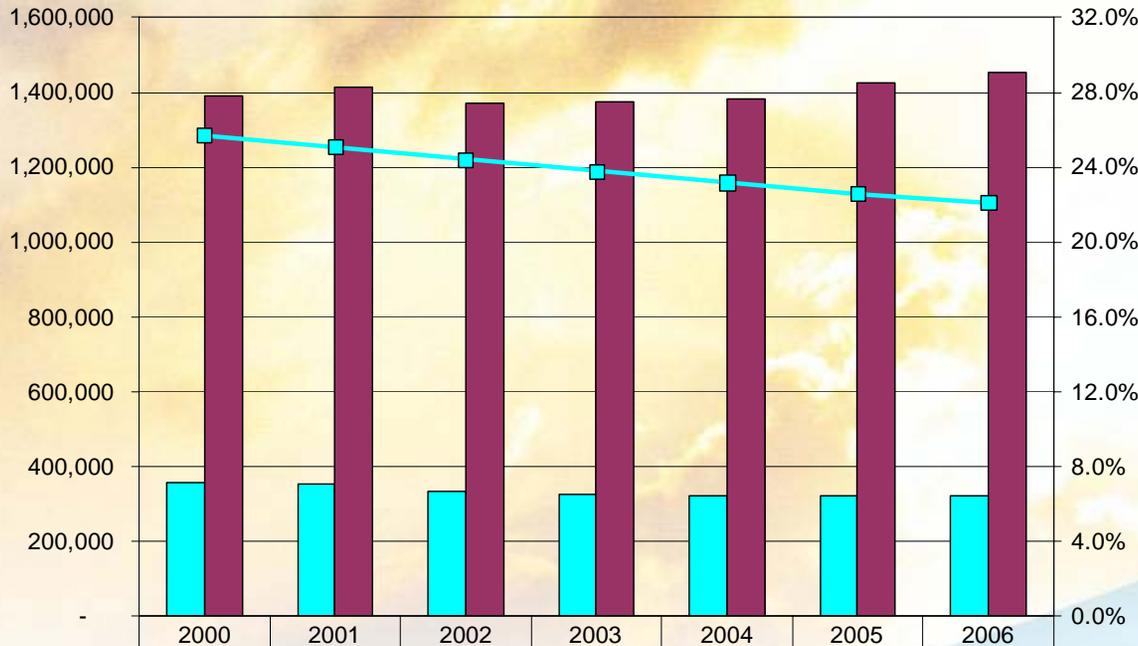
Oklahoma's Findings

OKLAHOMA'S AVERAGE ANNUAL EMPLOYMENT
 Age Group as Percent of Total Employment



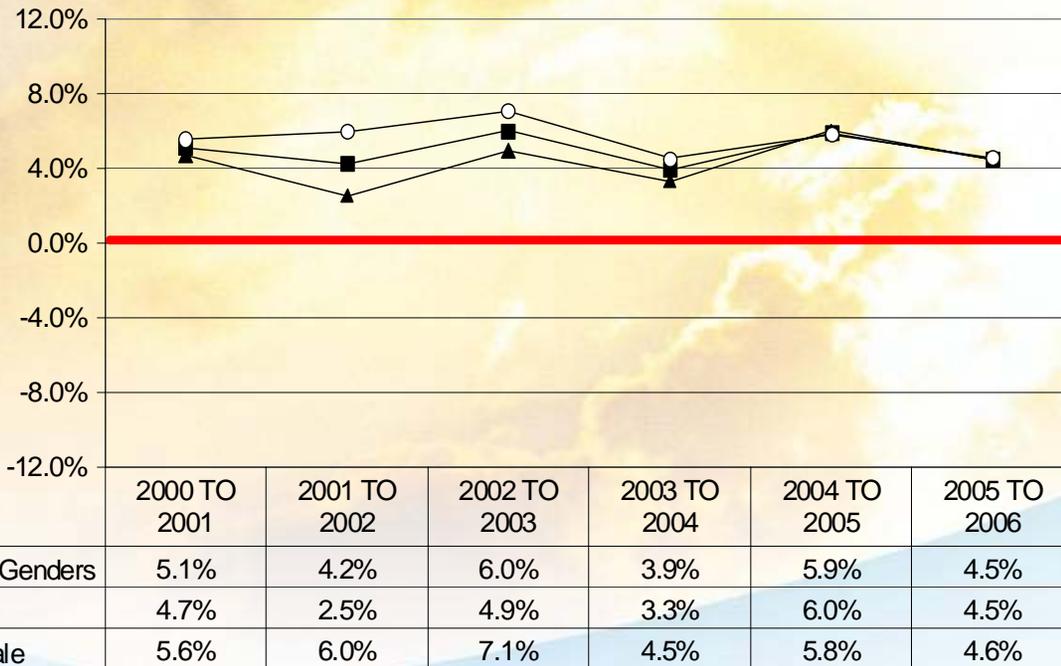
- Oklahoma experienced net gains in jobs held by population aged 55 and over
- Analysis by gender showed gain was more pronounced among women in that age group

OKLAHOMA'S AVERAGE ANNUAL EMPLOYMENT Workers Aged 35 to 44



- Between 2000 and 2006 the number of Oklahoma jobholders aged 35 to 44 dropped from one in four, moving closer to one in five.

OKLAHOMA'S YEAR OVER YEAR GROWTH RATES
 Changes in Average Annual Job Counts by Gender
 For Workers Aged 55 to 64



- Between 2000 and 2005, workers aged 55 to 64 had either the first or second fastest year over year growth rate among all age groups

**TOP FIVE INDUSTRIES BY PERCENTAGE OF JOBS HELD
 OKLAHOMA JOBHOLDERS - AGED 45 TO 54 BY GENDER
 BASED ON 2006 ANNUAL AVERAGE EMPLOYMENT**

MALE	FEMALE	BOTH GENDERS
Educational Services (7.4%)	Educational Services (18.3%)	Educational Services (13.0%)
Administrative & Support Services (6.5%)	Hospitals (7.9%)	Administrative & Support Services (5.9%)
Professional, Scientific, & Technical Services (4.5%)	Ambulatory Health Care Services (7.5%)	Hospitals (5.0%)
Specialty Trade Contractors (4.3%)	Administrative & Support Services (5.3%)	Ambulatory Health Care Services (4.7%)
Machinery Manufacturing (3.9%)	Professional, Scientific, & Technical Services (4.6%)	Professional, Scientific, & Technical Services (4.6%)

- Educational Services was the top employer for all jobholders over the age of 45
- At least one in six working females between the ages of 45 and 54 were employed in the Educational Services industry

To Access Our Full Report

- Go to link at bottom of this slide
- Scroll down the page to “Biennial State of the State Report”
- Click on “2008 Demographic State of the State”
- You’re there!

The screenshot shows the Oklahoma Department of Commerce website. The header includes 'OKLAHOMA'S ADVANTAGE' and 'OKLAHOMA DEPARTMENT OF COMMERCE'. A search bar is visible. The main navigation menu on the left lists: Home, Site Selection, New & Existing Businesses, Communities, International, Workforce, Data & Research (selected), Workforce Data, Demographics & Population Data (highlighted in green), Economic & Business Data, Research FAQs, Maps, and Community Profiles. The 'Data & Research' section is active, showing 'Data & Research' and 'Demographics & Population Data'. A 'Related Content' bar includes links for 'Contacts', 'Downloads', 'Events', and 'Useful Links'. The 'Demographics & Population Data' section contains a paragraph of text and a list of links: 'Census Highlights 2006' and '2007 American Community Survey'. A 'Oklahoma Data Center News' banner with a 'DOWNLOAD NOW' button and a 'PREVIOUS DOWNLOADS' button is also present.

• <http://www.okcommerce.gov/ocdc>

The good ...

- QWI gives workforce insight that wasn't previously available
- Extremely valuable information for Economic Development and Business Recruitment efforts
- Works great if you have a specific industry, age group, or geographic area of focus

...the bad...

- Can be cumbersome if you want large volume insight while browsing, but improvements are in development
- Large blocks of data by different geographies can be difficult to gather without access to Cornell site
- Data is not occupational specific

...and the unknown.

- What happens when QWI results are cross compared against other tools?
 - Bureau of Labor Statistics occupational specific data?
 - Census Bureau's Equal Employment Opportunity data?
 - Third party fee based services?
 - Other suggestions?
- Census is sure to welcome comments as users become more familiar with this tool

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