



LMI Tuesdays

Session 2022-5 & 6: Drill Down on Demographic Data for LMI

March 1 & March 15, 2022

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NC Department of Commerce

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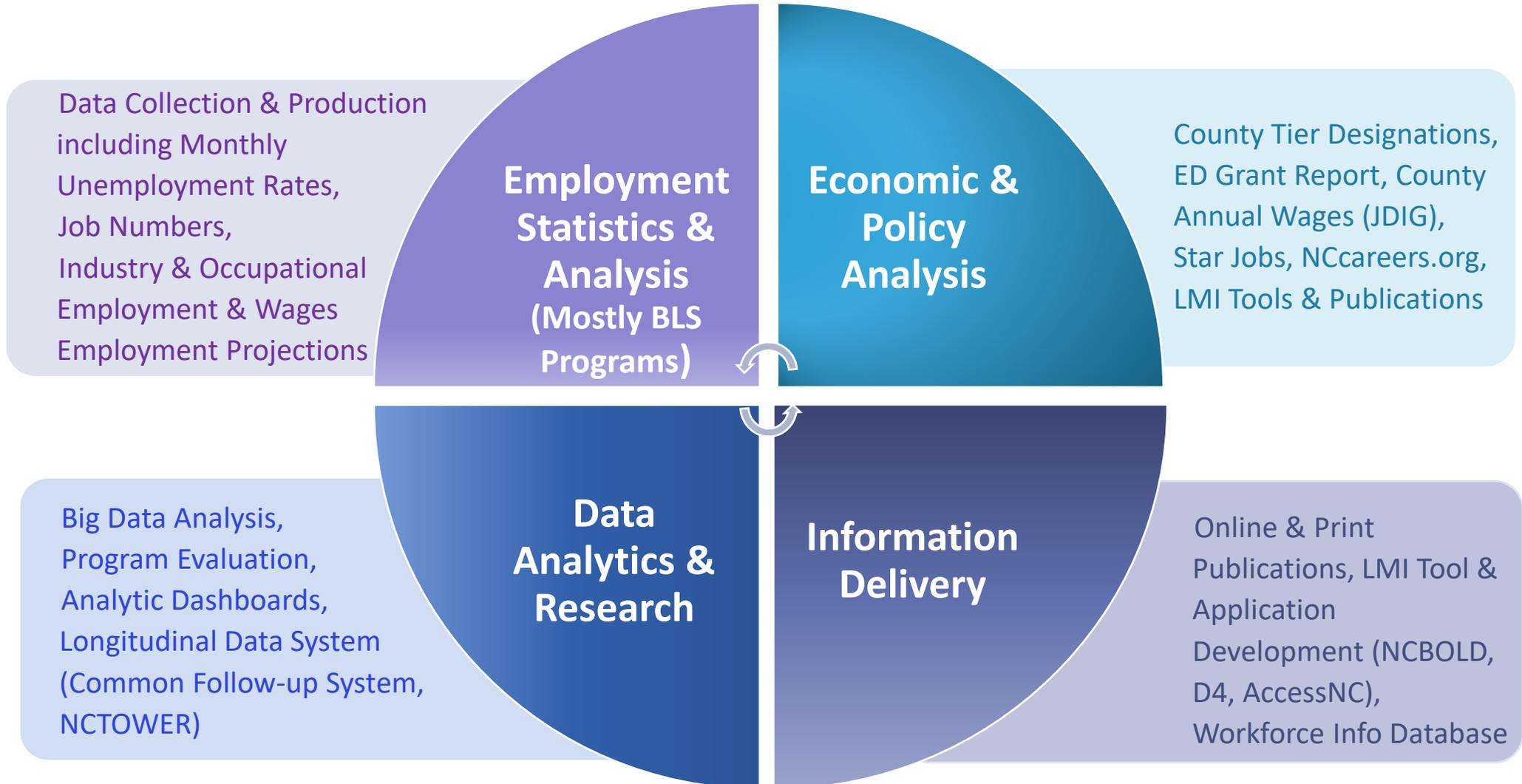
Manager, Occupational Analysis Team

Labor & Economic Analysis Division

NC Department of Commerce

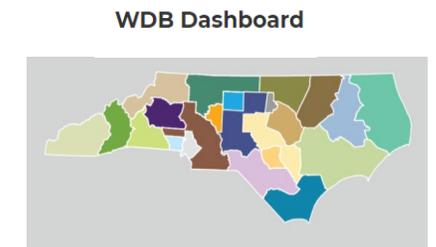
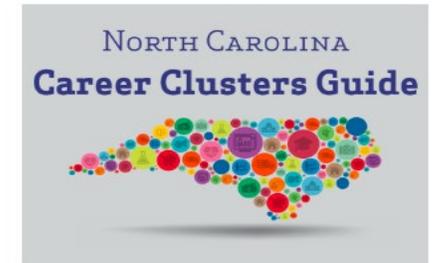


LEAD TEAMS





SAMPLE LIST OF PRODUCTS AND TOOLS



We're hiring!



Labor Market Data Analyst

The primary purpose of the LEAD Data Analyst is to transpose complex data and information on North Carolina's labor market into meaningful insights that help local and state customers better understand the economy and make informed business, employment, and educational decisions.

Responsibilities include but are not limited to:

- Analyze public and confidential datasets using statistical software and prepares presentations, briefs, articles, reports, and visualizations to communicate results and implications to a wide variety of audiences - from state leaders to students and job seekers.
- Combine subject knowledge of economics, statistics, and social science research with creativity and curiosity to identify and initiate research and analyses to solve labor market challenges.
- Respond to customers' data and labor market questions; contributing technical support to other research, statistical, and analytical work; and turning analyses into products that can be readily consumed by a variety of customers.

We're hiring!



Data Analyst

This position is located in LEAD's Data Analytics and Research Team which carries out research projects that focus on the design, development and analyses of the effectiveness and operation of North Carolina's education, employment and training programs and services. The work includes the oversight, research, and analyses for the NC Common Follow-up System (CFS) (<https://nccareers.org/CFS/>); data collection, analyses and reporting for federal and state program performance requirements; and oversight of “big data” research projects which support local, regional, and statewide educational, workforce and economic development efforts.

Outline

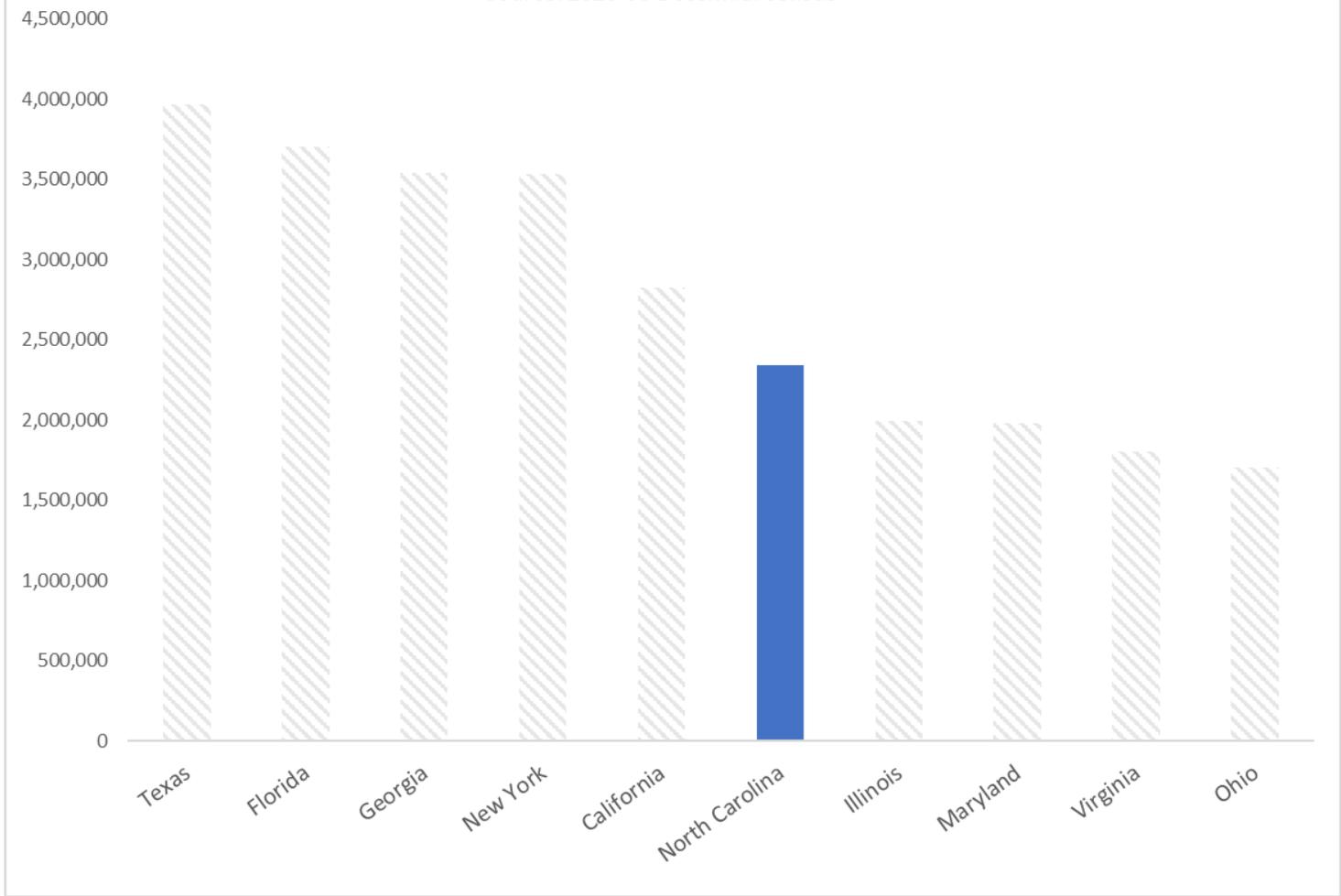
- Population figures
- Labor Force Statistics based in households
- Workers based on jobs from industries
- Owners of businesses
- Conclusion

Population Figures

- For frequencies- [US Census Bureau](#) or [State OSBM](#)
- For projections- [State OSBM](#)

States with the Largest Black or African American Population

Source: 2020 US Decennial Census



Source: US Census Bureau 2020 Decennial Census; Data includes individuals identifying with multiple races including Black or African American

Tables >

View: 10 | 25 | 50

Decennial Census

H1 | OCCUPANCY STATUS

2020: DEC Redistricting Data (PL 94-171)

Decennial Census

P1 | RACE

2020: DEC Redistricting Data (PL 94-171)

Decennial Census

P2 | HISPANIC OR LATINO, AND NOT HISPANIC OR LATINO BY RACE

2020: DEC Redistricting Data (PL 94-171)

Decennial Census

P3 | RACE FOR THE POPULATION 18 YEARS AND OVER

2020: DEC Redistricting Data (PL 94-171)

Decennial Census

P4 | HISPANIC OR LATINO, AND NOT HISPANIC OR LATINO BY RACE FOR THE POPULATION 18 YEARS AND OVER

2020: DEC Redistricting Data (PL 94-171)

Decennial Census

P5 | GROUP QUARTERS POPULATION BY MAJOR GROUP QUARTERS TYPE

2020: DEC Redistricting Data (PL 94-171)

[VIEW ALL TABLES \(6\)](#)

P1 | RACE

Universe: Total population

 Notes	 Geos	 1 Year	 Topics	 1 Survey	 123	 Hide	 Transpose	 Restore	 Excel	 Download	 Print	 More Data	 Map
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Label	Alabama	Alaska	Arizona	Arkansas
▼ Total:	5,024,279	733,391	7,151,502	3,011,524
▼ Population of one race:	4,767,326	643,867	6,154,696	2,797,949
White alone	3,220,452	435,392	4,322,337	2,114,512
Black or African American alone	1,296,162	21,898	339,150	453,783
American Indian and Alaska Native alone	33,625	111,575	319,512	27,177
Asian alone	76,660	44,032	257,430	51,839
Native Hawaiian and Other Pacific Islander alone	2,984	12,698	16,397	14,533
Some Other Race alone	137,443	18,272	899,870	136,105
▼ Population of two or more races:	256,953	89,524	996,806	213,575
▼ Population of two races:	243,473	81,221	948,897	203,299
White; Black or African American	45,429	5,987	60,610	28,910
White; American Indian and Alaska Native	79,559	38,129	84,795	76,042
White; Asian	18,510	9,815	62,979	11,859
White; Native Hawaiian and Other Pacific Islander	1,449	1,599	7,025	1,281
White; Some Other Race	80,617	17,735	687,131	75,317
Black or African American; American Indian and Alaska Native	6,301	2,039	7,977	3,149
Black or African American; Asian	2,049	547	4,322	865
Black or African American; Native Hawaiian and Other Pacific Islander	492	319	864	214
Black or African American; Some Other Race	5,421	948	11,926	2,817
American Indian and Alaska Native; Asian	266	1,215	1,492	199
American Indian and Alaska Native; Native Hawaiian and Other Pacific Islander	77	607	570	101
American Indian and Alaska Native; Some Other Race	1,941	622	10,400	1,347

Population Projections from State OSBM

- Located here: <https://www.osbm.nc.gov/facts-figures/population-demographics/state-demographer/countystate-population-projections>
- From 2000-2050
 - Age, race, and sex by county
- From 2010-2050
 - Ethnicity and sex by county

Labor Force Statistics by Demographics

- National level from Current Population Survey (<https://www.bls.gov/cps/demographics.htm#women>)
 - Can break these out to more detail, but not geographic detail, like by state
- National, State and local levels from American Community Survey (<https://data.census.gov>)
- Current Population Survey (CPS) does not equal American Community Survey (ACS)
 - Different size
 - Different time periods
 - Different geographies
 - Different levels of depth for economic statistics

Labor Force Statistics by Sex National

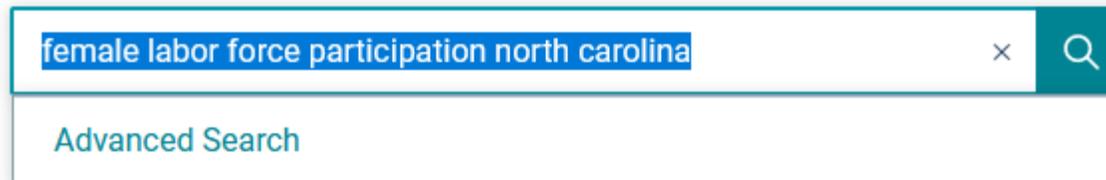
- National level- can see detailed [occupations](#)
 - (ACS 2019): Women make 81 cents/Male \$ for Full-Time Year-Round Workers
 - 3 occupations where women make more than men
 - Meeting, convention, and event planners (\$53,177 v. \$48,050)
 - Computer network architects (\$101,160 v. \$96,066) (but only 7.9% female representation)
 - Healthcare Social Workers (\$51,169 v. \$44,289)
 - How many occupations where men make more than women?
 - 267

Labor Force Statistics by Demographics National/State/Local

- State and local levels from American Community Survey (<https://data.census.gov>)
 - Use like google search box– ‘female labor force participation’ or ‘African-American unemployment rate’

Explore Census Data

The Census Bureau is the leading source of quality data about the nation's people and economy.



female labor force participation north carolina

Advanced Search

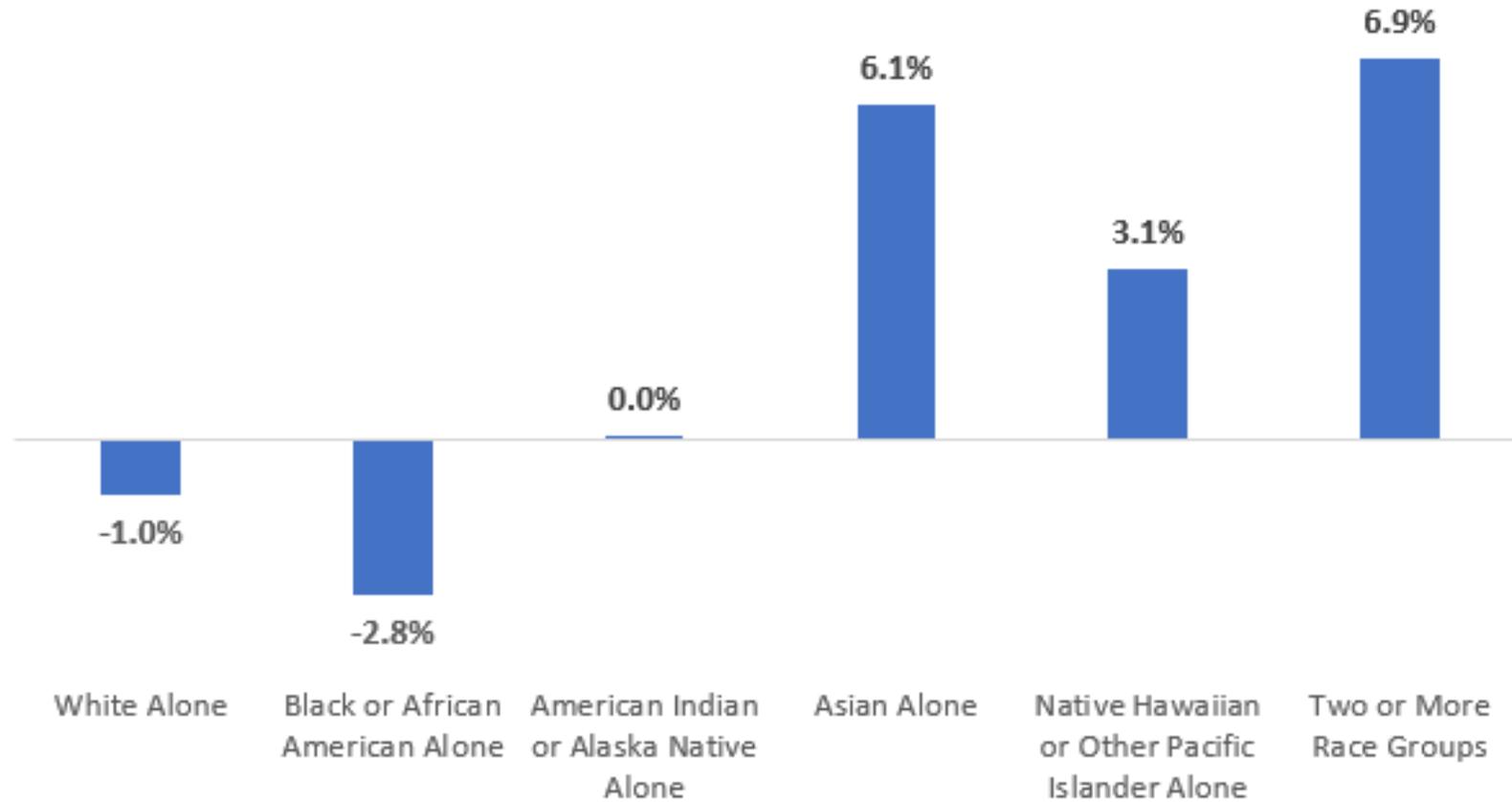
- Will have a future session which dives directly into using the American Community Survey where we'll work live

Workers Based on Jobs from Industries

From Census Bureau:

[Quarterly Workforce Indicators](#)

% Change in Total Employment, Q1 2019 to Q1 2021



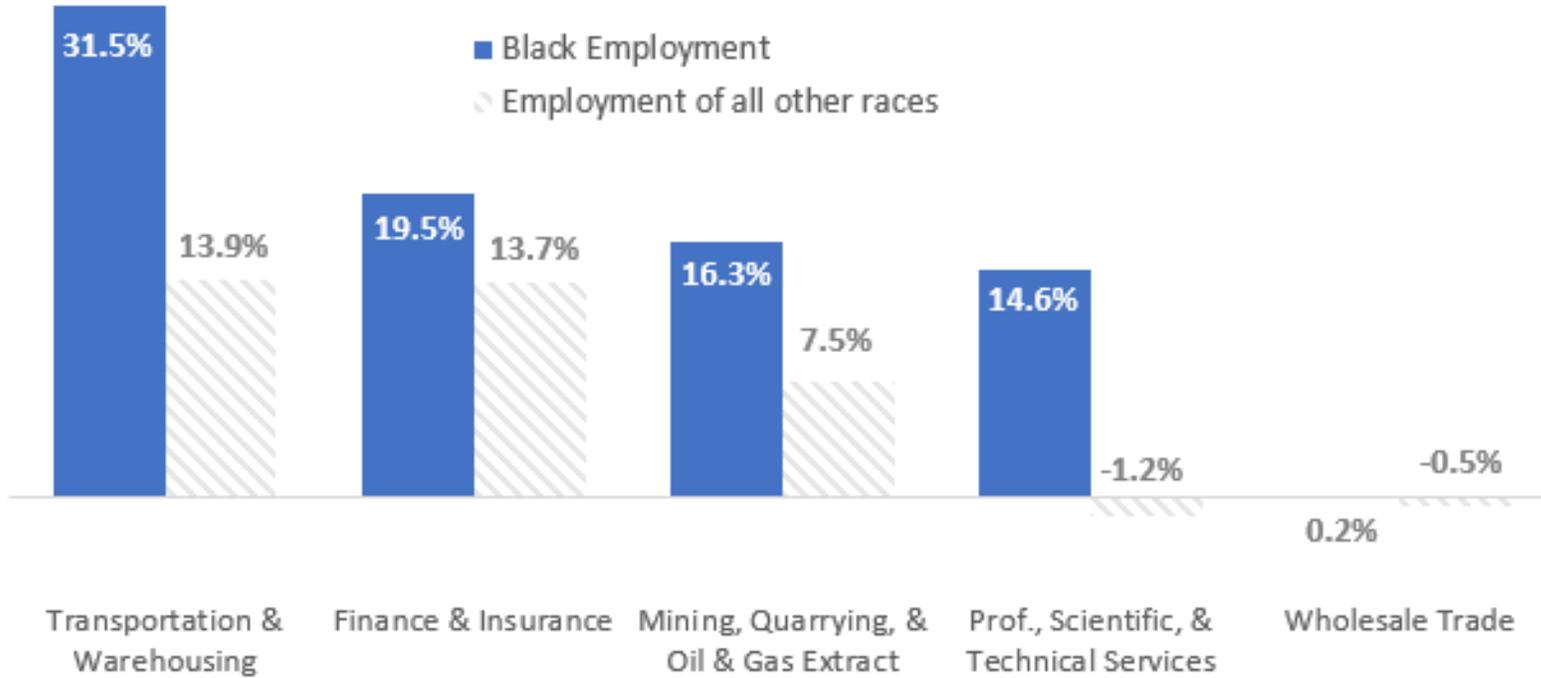
Source: Chart generated by LEAD using U.S. Census Bureau QWI Explorer; Q1 2019 & Q1 2021

Industry Employment by Black / African American Workers, Q1 2021

	Black / African American Employment	% of Total Employment
Health Care & Social Assistance	173,379	28.9%
Retail Trade	127,913	24.3%
Manufacturing	110,416	24.0%
Admin. & Support & Waste Mgmt. & Remediation Svcs.	103,708	34.2%
Accommodation & Food Services	94,618	25.9%
Educational Services	75,411	21.4%
Transportation & Warehousing	67,903	37.8%
Public Administration	53,734	24.5%
Finance & Insurance	40,298	20.4%
Professional, Scientific, & Technical Services	35,360	13.0%
Wholesale Trade	29,078	15.9%
Construction	21,991	9.6%
Other Services (except Public Administration)	18,625	16.8%
Management of Companies & Enterprises	17,536	21.6%
Information	14,053	19.5%
Real Estate and Rental & Leasing	9,600	16.2%
Arts, Entertainment, & Recreation	6,706	11.9%
Agriculture, Forestry, Fishing & Hunting	3,767	15.9%
Utilities	1,768	12.5%
Mining, Quarrying, & Oil & Gas Extraction	221	7.3%

Source: Chart generated by LEAD using U.S. Census Bureau QWI Explorer; Q1 2021

Industry with Employment Gains by Black / African American Workers Q1 2019 to Q1 2021



Source: Chart generated by LEAD using U.S. Census Bureau QWI Explorer; Q1 2019 & Q1 2021

**Industry Average Monthly Real Earnings for Black / African American Workers
Q1 2019 to Q1 2021**

	Avg. Monthly Earnings Q1 2021	Avg. Monthly Earnings Growth Q1 2019-Q1 2021
Finance & Insurance	\$6,537	0.6%
Utilities	\$6,420	-8.9%
Management of Companies & Enterprises	\$5,654	5.0%
Information	\$5,353	5.8%
Professional, Scientific, & Technical Services	\$4,958	2.9%
Mining, Quarrying, and Oil & Gas Extraction	\$4,855	-4.9%
Wholesale Trade	\$4,155	-0.1%
Manufacturing	\$3,989	-1.6%
Public Administration	\$3,941	9.4%
Construction	\$3,534	-1.7%
Educational Services	\$3,471	2.1%
Real Estate and Rental & Leasing	\$3,294	4.5%
Health Care & Social Assistance	\$3,143	10.6%
Arts, Entertainment, & Recreation	\$2,838	27.9%
Transportation & Warehousing	\$2,793	-10.4%
Agriculture, Forestry, Fishing & Hunting	\$2,718	-3.0%
Other Services (except Public Administration)	\$2,604	6.4%
Admin. & Support & Waste Mgmt. and Remediation Svcs.	\$2,440	7.3%
Retail Trade	\$2,249	3.7%
Accommodation & Food Services	\$1,480	0.8%

Source: Chart generated by LEAD using U.S. Census Bureau QWI Explorer; Q1 2019 & Q1 2021; For the analysis, Q1 2019 wages were adjusted for inflation using Bureau of Labor Statistics Consumer Price Index (CPI)

QWIExplorer.ces.census.gov

Geography Level

North Carolina

Indicator

Emp - Beginning of Quarter Employment: Count

Get Data

Share

Get Report

Filters/Aggregations

Time: X-Axis

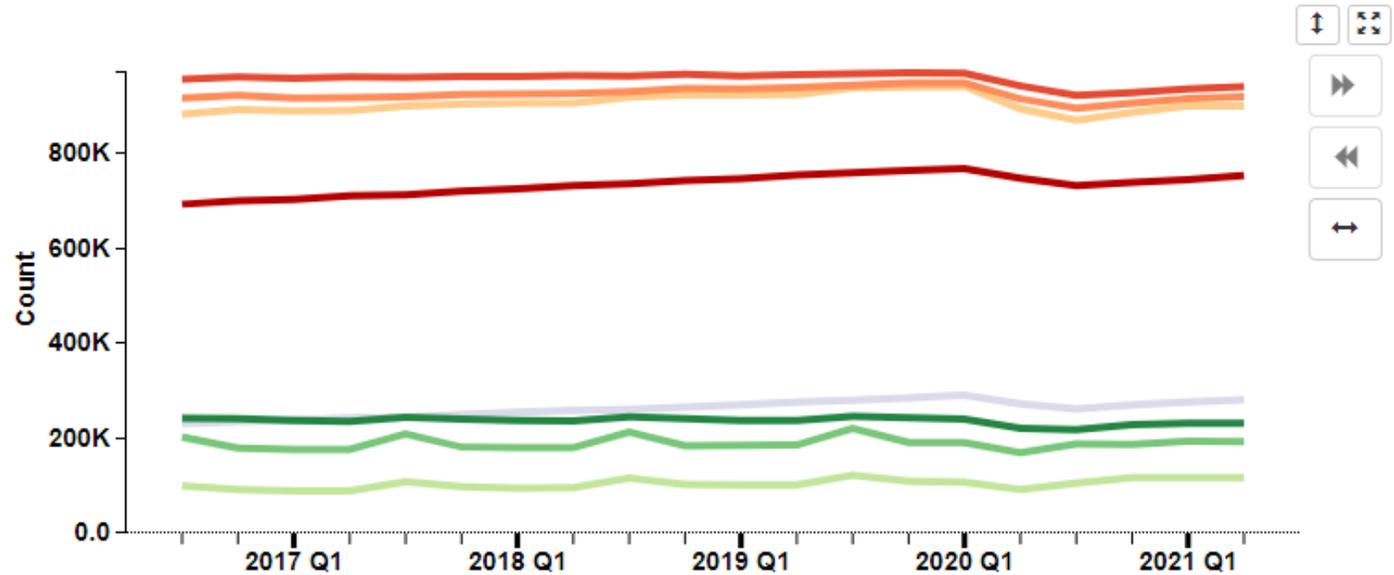
Geography: [None](#)

Industries: [None](#)

Firm Ownership: [All Ownership](#)

Firm Age/Size: [None](#)

Worker Characteristics: [None](#)



X-Axis

Quarters

20 Quarters Selected

Normalize on X-Axis

Group

Age

Eight Age Groups Selected

Normalize on Group

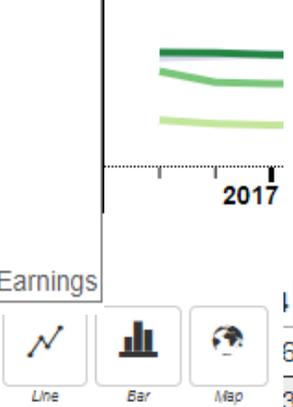
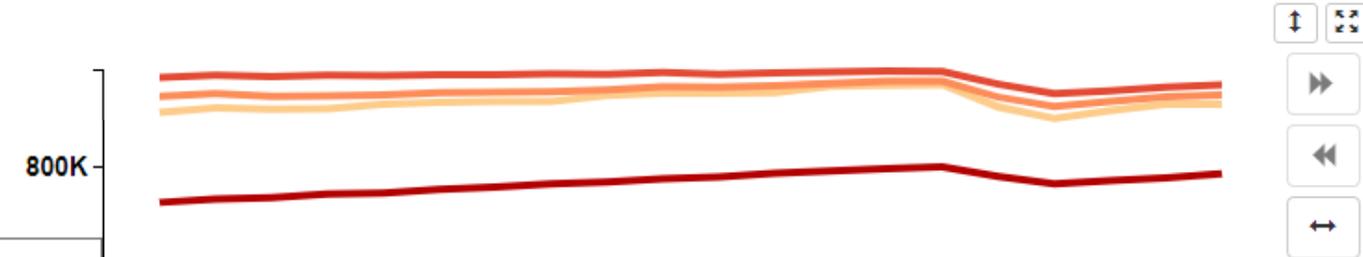
Geography Level

North Carolina

Indicator

Emp - Beginning of Quarter Employment: Count

- Employment**
 - Emp - Beginning of Quarter Employment: Counts
- Employment Change, Individual**
 - HirA - Hires All: Counts (Accessions)
 - Sep - Separations: Counts
 - TurnOvrS - Turnover (Stable)
- Employment Change, Firm**
 - FrmJbGn - Firm Job Gains: Counts (Job Creation)
 - FrmJbLs - Firm Job Loss: Counts (Job Destruction)
 - FrmJbC - Firm Job Change: Net Change
- Earnings**
 - EarnS - Full Quarter Employment (Stable): Average Monthly Earnings



X-Axis

Quarters

Time

- Quarters
- Yearly Averages

Geography

- States
- Counties
- Metro/Micropolitan Areas
- Workforce Investment Areas

Firm Characteristics

- NAICS Sectors
- NAICS 3-digit Subsectors
- NAICS 4-digit Industries
- Firm Age
- Firm Size

Worker Characteristics

- Sex
- Age
- Education
- Race
- Ethnicity

0 936,152 963,377

Group

Age

- No Group
- Time
 - Quarters
 - Yearly Averages
- Geography
 - States
 - Counties
 - Metro/Micropolitan Areas
 - Workforce Investment Areas
- Firm Characteristics
 - NAICS Sectors
 - NAICS 3-digit Subsectors
 - NAICS 4-digit Industries
 - Firm Age
 - Firm Size
- Worker Characteristics
 - Sex
 - Age
 - Education
 - Race

5-6
1,3
1,9
1,9
1,4
1,3
0,6
1,1
1,9
1,1
1,2

1,347 271,196

QWI Example by Gender

Quarterly Workforce Indicators (QWI):

- Sex and Age
- Sex and Education
- Can find this by Industry and other characteristics like detailed geography
 - How many women (and men) are in Manufacturing in NC?
 - How may this vary by industry or county?

Owners of Business by Demographics

Annual Business Survey (ABS):

- Provides information based on selected economic and demographic characteristics for businesses and business owners by sex, ethnicity, race, and veteran status.
- Collected on firm basis
- Replaces Survey of Business Owners for employer businesses, the Annual Survey of Entrepreneurs, and the Business Research & Development and Innovation for Microbusinesses surveys.
- Check out table [AB1900CSCB01](#): Annual Business Survey: Business Characteristics of Respondent Employer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas: 2019.

States with the Most Black Owned Employer Businessses



Census Annual Business Survey Program

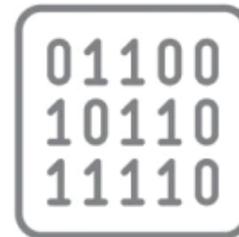
Annual Business Survey (ABS) Program

The ABS Program combines data results from survey respondents and administrative records to produce data on business ownership. The survey is collected from employer businesses and the nonemployer data are compiled from administrative records.

[Read More](#)



About



Data



Information for Respondents

Owners of Business by Gender

Table [AB1900CSCB01](#): Annual Business Survey: Business Characteristics of Respondent Employer Firms by Sector, Sex, Ethnicity, Race, and Veteran Status for the U.S., States, and Metro Areas: 2019.

- 34,671 Female Owned Firms in North Carolina
 - 2,046 Female Black or African American Owned Firms
 - 4,307 Female Owned firms in Retail Trade Sector

Owners of Business by Gender (continued)

Annual Business Survey (ABS):

- The Nonemployer Statistics by Demographics (NES-D) augments the ABS.
 - <https://www.census.gov/programs-surveys/abs/data/nescd.html>
 - Owner Characteristics of Nonemployer Firms (AB1800NESD04)
 - Statistics for Employer and Nonemployer Firms (AB1800CSA04)

Outline with Resources

- Population figures ([US Census Bureau](#) or [State OSBM](#))
- Labor Force Statistics based in households ([US Census Bureau](#))
- Workers based on jobs from industries ([QWI Explorer](#))
- Owners of businesses ([Annual Business Survey](#))
- Conclusion

Conclusion

- Many different ways to consider demographics with Labor Market Information
- Knowing the right data source will help answer questions clearly
- Remember WTP (what, time, place) for everything we do
- Governmental data will give you a solid overview and (largely) be comparable over time
- Feel free to let us guide you



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Questions?

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Topic for April 5

Session 2022-7: North Carolina Economic Overview

Andrew Berger-Gross (LEAD) will give a short overview of the economy.



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Thank You!

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