

# LED **New Data from the States and the U.S. Census Bureau**

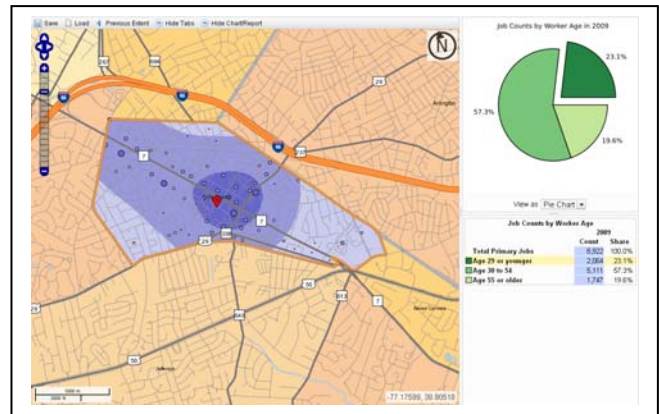
**Local Employment Dynamics**

**All About Jobs**

New time series data created under the federal-state Local Employment Dynamics (LED) Partnership provide unprecedented details about America's jobs, workers, and local economies and communities. LED creatively integrates existing data from state-supplied administrative records on workers and employers with existing censuses, surveys, and other administrative records. State-of-the-art methods to protect the confidentiality of the original respondents allow LED to release valid data for local or regional areas beyond traditional boundaries for public use on the Internet.

The LED flagship product, Quarterly Workforce Indicators (QWI), provides information about trends in employment, hiring, job creation and destruction, and earnings, with unprecedented details of geography, age, gender, and industry going as far back as 1990. Industry Focus identifies hot industries by selected criterion for worker groups in a local economy.

OnTheMap is a mapping and reporting tool showing employment and home locations of workers with companion reports for user-defined areas. It is the first synthetic data product released by the Census Bureau. OnTheMap has been selected as a representative U.S. statistical innovation for the United Nations in 2009, and received the U.S. Department of Commerce Gold Medal, its highest recognition for scientific achievement, in 2010.



LED is an integral part of the U.S. Department of Commerce Open Government Plan to unlock public access to high-value government data. In addition to the custom development of OnTheMap, LED has partnered with Google and IBM to apply their data visualization tools for QWI.

LED also partnered with the Employment and Training Administration at the U.S. Department of Labor to create the Community Economic Development (CED) HotReports for online county-based social and economic statistical reports from eleven datasets at various federal agencies.

| <a href="#">Online Tool</a>                       | Data updated /Currency      | Description                                                                                                                        |
|---------------------------------------------------|-----------------------------|------------------------------------------------------------------------------------------------------------------------------------|
| <a href="#">QWI Online</a>                        | Quarterly<br>1990-2010      | Accesses 8 QWI covering employment, new hires, job creation and destruction, and earnings.                                         |
| <a href="#">Industry Focus</a>                    | Quarterly<br>1990-2010      | Identifies hot industries by selected criterion for worker groups in a local economy.                                              |
| <a href="#">OnTheMap</a>                          | Annually<br>2002-2009       | Maps and reports on workers and jobs covering 48 states, five years of data, cross-state flows, and selectable geographic layers.  |
| <a href="#">OnTheMap for Emergency Management</a> | Real-time                   | Computes potential impact on jobs and workers when windswath of tropical storms/hurricanes reaches U.S. land.                      |
| <a href="#">Google Public Data</a>                | Quarterly<br>1990-2010      | Visualization of 24 QWIs for 7 pilot states using line charts, bar charts, and motion charts.                                      |
| <a href="#">IBM Many Eyes</a>                     | Quarterly<br>1990-2010      | Visualization of Beginning of Quarter Employment by worker gender, age, and up to 3-digit industrial classification for 48 states. |
| <a href="#">Older Worker Profiles</a>             | Multi-year interval<br>2004 | Shows comprehensive state-by-state profile of older (55+) workers released in 3 to 4 year intervals.                               |
| <a href="#">CED HotReports</a>                    | At the source<br>2008       | Integrates the most current social and economic information from eleven different sources for all counties in the U.S.             |

Go to [www.census.gov](http://www.census.gov), click on "Local Employment Dynamics" under "Business & Industry" to visit. For more information, contact [CES.local.employment.dynamics@census.gov](mailto:CES.local.employment.dynamics@census.gov).