

An Introduction to StatsAmerica's Most Popular Tools – Transcript of audio

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So what the website looks like. Here you see some specifics of the homepage. You see over here to the right, you see the option to subscribe to our newsletter which we recently started about a year ago. We have four or five additions now and we are really excited about the newsletters because we give you information about what is been released recently with upcoming events, webinars. But we also provide a spotlight on a user. Where we ask them five or six questions about how they use it with their job in the general role and so we highly encourage you to subscribe to that. It is nationally based. It doesn't matter where you are from. You should be able to find some interesting content there. I will also mention our guys that we have for economic developers, in particular, but I am sure the audience here would also find some resources out of those guides. We also encourage you through this conversation today or you can reach out to us later about in terms of guidance we can provide you. In order to make StatsAmerica the most user friendly data site online. So let's move into the tools I will be going through today. I'm going to be showing you two. The big radius tool and measuring distress. First is the big radius tool. That is probably our most used tool on StatsAmerica. Because it is so simple and it's functionality is quite unique. All you do, if you type in a location, the city, county, or metro area, then you can select a radius size from 25 to 500 miles to get a report. Data from the ACS and the bureau of labor systems. To give population and demographic and economic report. So let's go to that tool now. I will show you how it works. So as I mentioned, you just type in a center point. Let's go to, you can see that there are many different kinds of geographies that will show up as center points. I am going to choose the Lexington, Kentucky, Metro area. And let's go to a 75 mile radius here. And you can see that we don't just give you a blank screen. We show and tell you about how long it is going to load. We give you a little indicator to show that, yes, there is something happening behind the scenes. So when you see the radius, this is for you specifically, to get a summary of what, how many counties are included in this region. And you can also download that county level data in Excel directly if you would like to get the entire region population and the growth over the past 10 years. You get to see the largest counties by population and the counties by radius growth. You can see here that Jefferson County, Kentucky, which is in the Louisville Metro area is the largest county. While his county is actually the county with the largest growth in the past 10 years. They have experienced tremendous growth since 2012. 21% point you can see an estimate of the labor force in June 2022 is the most recent month for that. And the unemployment right. But another feature I think is really cool here is that you can see how the unemployment right differs among the counties and the regions you selected. So if you roll over the histogram here, you can see how many counties have been within our range. Most counties follow between three and 5% unemployment. But there are few up here that are really struggling in terms of unemployment with rights above eight to 9%. And then, finally, the last section of the report you can see the largest industries by employment. So with the latest order of data available from the BLS that was 2021. This is a pre-manufacturing heavy area. As you can see, dominated by that sector, healthcare, and then retail as well. You can see employment and then you can see earnings per job. This total column over here compares to annualized earnings per job in a particular industry to the average earnings per job. Period. So with manufacturing, you can see that this average job is 117% compared to the average. Next we will talk about measuring distress. And this tool is built specifically to built with grants. There was some interest on the economic development and administration in building and how to help people, to see if there county, region, or even neighborhood, which our census tracts, qualifies for certain grants based on their economic distress. The unemployment and income. Most recently, he revamped this tool to add the ability to draw an aggregate multiple counties with multiple census tracts

together. You can view a distress report on it. So this is what you see on the measuring distress page. We start on the county tool which you can easily move to the tracks tool if you would like to get the geographic regularity. We are defaulting to the most recent month. This is not necessarily mean that that is the most recent average unemployment right that is available . You can change this, as you see fit. If you have certain needs. You have the option to zoom to a state if you would like to. You can select counties on the map or you can type them in. So I am going to zoom Alabama. I'm going to get started here, Clay County. There is a lot in Clay. Clay, Alabama. And then, since we have the ability to drop and draw, I'm going to drop maybe a bit of a region. And third of put it over to the University, Auburn University, all around here. And once you draw that region, the data will pull automatically and populate. So you can see that some metadata here at the top point the most recent unemployment right is June, 2022. Even though August 22 was the default and the most recent data we have is from June. You can see that the per capita income figures from the ACS and from the BEA are also there. How do we read this report? We can look at the selected region. You can see the unemployment per capita personal and then per capita -- and then you see a column entitled threshold. Well, this threshold is a comparison to the U.S. team. You can see that the unemployment 24 month unemployment right for the U.S. ending June 2022 was 5.54. This region was a little bit lower than the U.S. So as a 3.91 unemployment right. That is where you get this threshold calculation. So in June, you are showing less economic distressed, at least in terms of unemployment if you have a negative number here in the threshold. You can see that most of these counties in this region are doing quite well in terms of unemployment compared to the U.S.. The exception here would be Macon County. In a planar right of 6.76. We can also read and interpret the other thresholds in the state. The certain grant requirements are not really important, the particulars of them. But there are, this tool is built for grants. The grants that we had in mind were applied using this tool that would require your region have the economics to have a per capita income of 80% or less in the U.S.. And then you would be able to, if that is the case, then you meet the economic distress criteria. You can see that many of these counties in the region as a whole does have lower per capita personal and per capita money income than the U.S. The difference between per capita personal and per capita money in town, I'm not necessarily considering them very important for this session. But I do want to refer you, if you would like to know more information, to the about tab and the help tab. Those will loosen up a little bit more about the source data behind it. So another feature we have added pretty recently with the distress tool is a demographic report. So what this does is it just provides you with some basic demographic information pulled from American community survey. On the report as a whole. You can just scroll through and see some basic information about this region. And then be reminded here at the bottom which counties are located in it. With all of our data, we have a download data option as well. To download it into Excel. Let's to the tract tool. There are also multiple ways to select tracts. You can zoom where you want to go and hold down shift and drag. You get all of the tracts that your square overlaps with. Get the data and then the report will populate. Our sources are a little bit different at the tract level because the BEA did not release the right of the per capita income at this level of the geographic detailer. So our sources restricted to the ACS. Everything else on the report is interpreted in the same way . You can see that -- you can see that in this region, there is kind of a wide range of outcomes. When it comes to the unemployment right and per capita income. It is to be expected. This is on the tract level. The tracts , they are a range of populations, generally smaller neighborhoods. You can expect kind of a wide range of outcomes here. But if you want to look at the region as a whole, you can see that the unemployment right is only slightly larger in the U.S., slightly higher than the U.S. While it is per capita income. It is only about 70% in the U.S. So this region, as a whole, if you were applying for the grant, it follows that threshold calculation. It would meet the criteria for being distressed. In terms of per capita income. So now, we are going to move on before we do the profiles that we have on site. We are going to move from in terms of geographic decisions. We are going to start with the tool that gives you the most decision that the most variety and geography

you can get to. And then we are going to end with the tool that gives you a more wide view. Starting with the anywhere USA tool. We can select the most any place in the U.S. with a large census tract and view the survey data. And then you can compare your selection to the U.S. and other geography and download. So here, you can see just a list of all of the geography that we have available. Let's go to the tool and try it out. You have a couple of options to select geography view. You can filter if you're just looking for a particular place or looking for a state, a county, or a tribal area. You can just go straight to that. Let's just start trying. Let's look at Avon, Indiana. That is not too far from where I am in Indianapolis. The report, as you can see, automatically populates. You don't have to click anything. Scroll down and see how Avon compares to the U.S.. In terms of population, education, a variety of economic indicators from the ACS. All of the data you could download yourself on data. Census.org or.gov. But the reason that we have stats is really to make some of that data simpler to download. Easier to download, instead of having to go through monster tables to know which one you want, you can just select your geography and you can get to it. So anywhere is also unique in that we have other geographies. The tribal areas, school districts. I will just type in a tribal area. So the Cherokee Oklahoma statistical area. You can see the report on this area. I also mentioned that we have a comparison tool as well. If you want to do that, you just switch over to comparison. The most recent place that you have open in the overview tab will automatically populate. You can compare multiple places. It doesn't matter. We do generally advise that if you are comparing, you want to compare apples to apples. If you're going to compare a school district, you should compare to just will districts to each other. We just kind of advise this just because it can be misleading to compare two different types of geographies to each other. You can type maybe up to five or six. I'm not sure if there's a limit to how many you can type to prepare and compare.

There is no limit.

Okay, no limit. As much is your monitor can handle.

Even beyond that, because then you can just download it.

Yeah.

I would encourage people, if you need an extra, just hundred through email at -- we would be happy to extract from the database directly if you need to compare 400 school districts to each other. It would be a lot to do.

Certainly. Easily download an Excel or Word. Just like every other profile that we have. So let's return to the slides and move on to the city and town profiles. So as I said before, we started small and we are getting up a little bit. We are moving from any geography to now the city and towns. And that gives us the opportunity to give you more data. Mainly, ACS is our source , but we also have additional sources of data including BLS on the town profiles. So just to compare what we got what we saw for Avon, Indiana and our Anywhere USA profile to our town profile. I'm going to type in Avon again and you can see a little bit more data here on the town profile. So you are presented here at the top with just a basic profile on people, employment. You can see the population. The makeup of educational attainment. Poverty and the labor force. A lot of basic profile information about Avon. You can also see the county it is located in. As you scroll down, you get your data about the population by age and race. The more information about educational attainment. And that I like to point out that we also compared to the state. That is kind of a new way to see how a place compares to the state. If it is doing well in terms of educational attainment. One thing that sticks out to me here with Avon is that a portion of its

population with a bachelors degree is quite a bit higher at 81% versus Indiana as a whole which is only 17%. That suggests to me that Avon is a more highly educated and probably wealthy, in general, in the state as a whole. And then you can see some information on household makeups. On whether it is owner or renter occupied. Some labor force and occupation estimates as well. That comparison to the state is all the way through. So for any data point, you can very easily incorporate and see how your place compares to the state that it is in. And I will just go to the about the data tab on this one. Very much all of our regional profiles also have an about tab. This gives you more information about how the tool works, where the data comes from, and some tips on how to use it. So now moving onto the county profiles. The county geography provides us the opportunity to give you even more data from additional sources. I just list the ACS, BLS, but there are multiple sources that we can pull from for the county profiles to give you a little more information than you can get from the other profiles. So on the county profile, we give you a couple of options. We give you a map selection or a drop-down box selection. So we kind of offer you a little leeway here. If you don't necessarily know the county, but the location you are looking at that you are interested in, you can just simply type the city or the town itself. It will return the county. So I want to look up Phoenix, Arizona. Maybe I don't know what county Phoenix is in. I just type in Phoenix. I see that is in Maricopa. I clicked there and then the profile from there comes up. There is so much more data here. We don't want to overwhelm you all at once. We provided on a tab so you can click through here to see other reports. You can see how Maricopa County ranks in these metrics compared to the U.S.. By default. But you can also use this checkbox and see how it compares to the state. I would imagine, Phoenix the largest city in the state, Maricopa County being one of the largest counties in the country, it is the number one county in the state in population. Growth is very high as well. The only thing that it is kind of struggling in is some struggle here, some distress here, is the poverty right. 11% which is ranked 12 in the state. You can toggle this on and off. It stays with whatever option you would like as you click through to other reports. So if you wanted to look at jobs and earnings BEA. We can see sector errors on this site. This is just a total or, yeah, this is totally here and here at the front-end at the top. You can see salary, farms and then when you go down further you can see wage and salary estimates for each of those. As well as number of jobs. And how much in that county is made up of those types of jobs. For Maricopa County, that makes up about 10%. And then you could compare it to the state. You can just go, I am not going to go through every one of these pages, but I would encourage you to click through. Find out all of the information that is available here. It is quite a bit. They are still adding more all the time. Definitely stop by the county profile at the end of this session and get a good indication on the types of data that we provide so finally, we have to state profile. The state profile divides the most amount of data out of any of our profiles. But as I mentioned before, it is only at the state level. Only at the state level. If you're not as concerned as much about making a decision and just want to get some information about estate, the state profile is the place to go. So I was looking in Vermont earlier. It is still on Vermont. There is somewhere popular tables over here on the main page. But you can also click the you all to view all of the tables that are available. Let's just look at a couple. Bankruptcy. That is one that is only offered at the state level. You can see bankruptcies over time. You can see the rank of bankruptcies. Vermont is a pretty small state in terms of population. So it is not unusual surprising that they were 51st in terms of bankruptcies. That is a good thing for them, at least. You can also see the kind of the breakdown of bankruptcies, the businesses and personal bankruptcies. Really, you can get this straight from the administrative office of the U.S. courts which is our source data. I can guarantee you you won't really get it in a clean and simple format as you do here. Research and development is also an interesting piece of the economic puzzle that has seen kind of an interest, and increased interest lately. We can look at the R&D expenditures over time. You don't have to worry about adjusting for inflation because we do that for you. Vermont also, you know, like bankruptcies. It is also behind the R&D. It is not really a heavy R&D state like Utah, North Carolina, or California. But still, it is interesting to see R&D sourced, R&D in total. Just get a little sense of what

kind of research and development activity the state has going on. Unions is another popular table that we have. We can be the rank of union membership of Vermont compared to the U.S. and then all the work. I think this is kind of interesting that Vermont is pretty low in terms of its total union membership. It is a small state. The percent of all workers, it ranks kind of near the top point so Vermont is really, by all means, a pretty heavily represented state in terms of unions. So, as we know, the union shipped is declining. You can see this change in 2010 is negative in both cases. I just wanted to show you one more table housing here. So this one, you can just get a break down of households. How many are family, how many are nonfamily households, and then you have the size of the household. These are all pretty small numbers. But I do think the couple of interesting things popped out on this page. One, the homeownership right. The amount is ranked very highly in terms of the total of people in the population that own their home as opposed to rent it. It is also sort of high in terms of seasonal or recreational housing. So we can imagine people in the winter like to have their little ski resort or ski lodge to stay at in Vermont. Maybe in the summer, they want to get away from the humidity and misery that we have in Indiana and go somewhere a little bit more pleasant. So this slide is a lot of information. We wanted to give it to you to sort of give you an idea about which of the regional profiles is best for your situation. So if you move along the X from left to right, you get more data. That is the state profile having the most data. And then as you move north to south, you get into greater precision. Like as I mentioned, Anywhere USA, although it has the least amount of data, it has the most amount in the geography. You can get that off the profile. But this is just kind of a handy little cheat sheet that may be once you get a PDF copy of the slides, you can refer to it. It will give you an idea about which profiles would be most useful for your specific case. On this slide, we have a cup or more use cases for why somebody might want to use the profiles. We also call out to the comparisons that are available in Anywhere USA. This example, I compared the Cherokee and Oklahoma to the Cherokee tribe of Alabama. So that is something that is possible, really all of our profiles offer comparison features. You want to compare to state, whether you want to compare to the U.S., or whether you want to compare to another geography. To another place with sustained geography. So one more feature that we have as well, there are a couple of more I will show you. One that we have recently added in the past year and a half or so. The centralized download center. So I know Carol mentioned earlier that we are happy to make specific data extracts for you. All you have to do is email the IBRC at their email and we will work to make that for you. But one of our more popular downloads we offer on download enter. So the Donald Center is accessible from the main page. You will see it at the very top of the toolbar. These are some of the examples that we offer. These are downloads. For example, population by race and ethnicity from the Census Bureau. That is a bulk load table of all geographies, including counties, states, I think maybe even economic development districts we have. You can download and see population by race and ethnicity all at once, for all of those places at one time. We also have more tools, tool specific downloads. The couple I mentioned here, I'm not going to talk about them today. A tool we have that is focused on innovation metrics. The county and Metro and the state levels. And we also have more research data sets that we have compiled as part of our own research. You see here that metrics for development is one of those recent stats which was a project of mine. It basically indexes counties in terms of a whole suite of economic development up dates. You can get a baseline index of how your county is, in terms of -- economic development, censoring. So we definitely encourage you to check out the download center if you are looking for more large, bulk downloads. We also have other tools and resources we can get to on StatsAmerica. These here at the top are tools that we developed ourselves. Whether through a grant with the EDA, or just another funding that we got. To fill a need that we see an economic development space. I am not going to go through them today, but I just wanted to include them on a slide you can, if you wanted to refer to this later on, you can see some of the other stuff that we offer through StatsAmerica. You also see that we have a few pertinent resources that we also link to on StatsAmerica. These are very popular. I know it is a really interesting and popular tool with some industry clusters and

how they have changed over time. We also link to a few census resources. And this one from Argonne labs is really interesting that I encourage you to check out. But please, I hope that after the session, you can poke around and get a sense about what kind of stuff that we have. These are some ways to connect to StatsAmerica. We have sent out the newsletter couple of times already. But you can subscribe here. As I mentioned, we have some news, data releases, upcoming webinars. Excuse me, each addition also has a user spotlight, questor and answer session. You can watch our old webinar recordings if you have maybe about 10 to 12 webinars that we have done so far. We have them archived on our webinars page. And on the IBC are page. And as I mentioned, you can contact us about any thing and everything. If you need our contact page which is linked here, or you can email us directly at -- through our previous seminars I wanted to highlight that these are kind of more in-depth dives to some of the tools that we have talked about today. A little bit more about measuring distress. In particular, how to use it if you are applying for grants. I would definitely encourage you to check out that webinar. If you want more of a deeper dive into our regional profiles, you can look at this one right here. The using StatsAmerica profiles. This is only a small selection, so definitely go to the webinars page to check out all of them. With that, that concludes the session. We're happy to take questions. I know Carol has been answering some in the chat. But if there any that you would like to bring up here now, Carol, we can discuss them.

Oh, that would be great. We have been getting some really good questions that I have been responding to. Hopefully, my answers have helped. There are a couple that I think are worth bringing to the fold right now. One of them is really about -- data. And this concerns -- thank you, Bruce, for that. Don't we all love that? Or at least the latest available data alternatives as the comparisons that are not available. And Bruce is saying that with the radio tool and Bruce, we will take a look at that with our web developers. We have some issues right now with the latest data that we have gotten from our sources for Virginia. In particular. And I think you know likely enough about those independent cities. Versus the county issue. And so we will let you know, Kathy, what we might do is send you an email, Kathy. You can let folks know when we have that issue resolved. With the series, we are working on a new feature for StatsAmerica with work tool that is going to provide more graphical data as well as a time selection option. And a more robust comparison option. All of which will be accompanied by the velvety to download into an Excel file. You can also get it through the data download. So those extracts are not -- they are actually multi, not single. We do understand that. So much of what users of bound very useful on StatsAmerica is the fact that they can hone in on a variety of geography. And obtain current data. We do include in the profile certain levels of change. But yeah, that series has been helpful. So Holly Chambers mentioned, have we considered including -- indicators? Pollution, health, other data? Quality-of-life data or social determinants data. And yes, we have. Absolutely. And Holly, I'm going to ask you to send us an email for all of you who are interested the health dimension and quality of life within our community. Send that to us. We have been selecting feedback on that. We have been developing some tough tables. And we would like to spread it through all of the profiles. At the same time, balance it with our data. That is a constant trickle, isn't it?

That's right, that's right.

Trying not to overwhelm everybody. An I do know that some health metrics are included. In the metrics for the elements download.

That's right.

So you can look at our user guide and see all of the variables that are available in the index. But you can see that there are some that have to do with the quality of life. There are some things food access. There is some health metrics. So obesity and diabetes. So we do have some health metrics that are included some areas of the site. But we do need to a little bit better with clearly telling people where we can get this stuff point and also, working with our partners, including you all, to provide us with the feedback about what is most important to you. So kind of what Carol mentioned point balancing the impulse to show everything with not wanting to overwhelm people.

Yeah, and we showed no toll so, Riley, if you can go to the tab at that page. And under tools, go to the other resources. Because we don't assume that we have everything. You shouldn't assume we have everything. And what I want you to notice is that we went out here -- fan to stick tools from the Census Bureau on the map for the national accounts -- the quarterly resource indicators. We do want to let people know where there are some other good resources available. If you have suggestions for this, again, we don't want everything. I think what we are focusing on is the every data site. Or the tools on a particular [Indiscernible] and of course, no webinar would be complete without people asking if they can get the slides. And will there be a recording? And I think we will turn it back you all or if you wanted to open it up?

Thanks, Carol. Now, Holly also had questions. Do any of the tools used data from individual facilities? With that address?

It wasn't. Thank you, thank you for that. We don't. But I am going to pose this question to the colleagues on the webinar. I'm wondering if there is -- that you are thinking of in particular that you would like to see there for your state and other states. And South America where the government is not [Indiscernible] what would that be? Or are you looking for a functionality where you could upload? State data to it. And make it available? I think there are two ways to look at it. Okay, I think there are two ways to look at it.

Did you get the question, are you able to select different data other than ACS five year average as well?

Yes , oh, yeah. And there are two parts to that I think or two different questions. With the margin of error, what we do is we tell people, we say to people, if you are noticing something huge. Especially when we are looking at small geographies. Please go to the Census Bureau to see margins of error. We are trying to keep it simple. I know that on the Census Bureau data. Census.gov, that they, I don't know when, but they eventually have a -- sorry. A margin of error. Which is nice if you are trying to just understand the data and haven't gotten too far. The other question about the census is, the Census Bureau has not yet released the full set of product from the 2020 census. What is available now is the redistricting data which is population 18 and older and under, no, recalculating. [Indiscernible] So we are not going to start pulling that into the profiles until we got this whole summary detail.

Okay. Carol, I want to follow up that I wasn't thinking of anything in particular or any state. I am in New York.

Yeah, you know, Holly, feel free to email me at -- first name last name first initial. So feel free to email me if you want to have a chat about data. I am always, always happy to talk about data. And let's see if we can just poke that question around. Bruce and others who have questions, or those of you who haven't, feel free to reach out to us. We are very open and excited about data. And I don't think people use it.

Okay. I think -- most everyone has asked questions. If you still have a question, chat it in now. And then I would like Ashley to post the survey link. Thank you. And it is a very brief survey. We really appreciate if you would comment on this webinar. We will be sharing the survey with Riley and Carol.

Oh, gosh. Thank you so much for inviting us and being so welcoming. And to be part of this group. It is much appreciated.

Oh, oh, you are very welcome. As I told you, it is a very innovative site for selecting data.

Thank you.

Thank you. We were very excited. Excited to hear from you, Kathy, about participating. So thank you, again. To you and to all of the participants.

Yes. I would like to also say thank you to you and Carol. How you agreed to present. And thanks to everybody who stopped in today for this webinar. And I talk to, I chatted in, you will see at the beginning a link to this recording and the web slides. And it doesn't look like there are any more questions. I am going to close with that and everyone, have a great day!

Thank you!

Goodbye, everybody.

Thanks for using WebEx. Visit our website at www.webex.com.

[Event Concluded]