Workforce Data Resource Guide

Whether you’re a policy maker, college administrator, job training provider, or business executive, you know that timely and accurate data is crucial to making informed decisions about the workforce who will fill the jobs of today and those of the years to come. Where can you find this information, and how can it help you? This resource guide, prepared in consultation with the NC Department of Commerce’s Labor & Economic Analysis Division (LEAD), is an attempt to answer those questions. Below you’ll find various ways of making sense of the data that’s out there, from trusted sources like LEAD who know this state and its workforce.

The brief descriptions introducing each linked site are adapted from those resources with edits for clarity and brevity. Take some time to tour these resources and identify the ones presenting the data and analysis that will meet your specific needs.

I. NC Commerce LEAD Sites

D4 (Demand Driven Data Delivery System)
Access to the most recent published labor market data, which LEAD produces under contract with the U.S. Department of Labor’s Bureau of Labor Statistics (BLS).

Employment Projections by Industry and Occupation

- Statewide and sub-state industry and occupation projections
  Every 2 years, in conjunction with BLS, the NC Department of Commerce publishes 10-year industry and occupation employment projections for statewide and sub-state areas. These projections are an estimate of the future demand for workers based on historical employment data and various economic factors.

- Searchable table of industry and occupation projections
  For industry, projections are available by sector (e.g., Manufacturing) and sub-sector (e.g., Wood Product Manufacturing). For occupation, projections are available by major occupation group (e.g., Healthcare Support) and detailed occupation (e.g., Nursing Assistants).

<table>
<thead>
<tr>
<th>Occupation Title</th>
<th>Employment</th>
<th></th>
<th>% Growth</th>
<th>Total Openings</th>
<th>Wage</th>
<th>Education, Experience and Training</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2014</td>
<td>2024</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nursing Assistants</td>
<td>63,520</td>
<td>67,781</td>
<td>14,281</td>
<td>2.3%</td>
<td>12,098</td>
<td>14,251</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Occupation Title</th>
<th>Employment</th>
<th></th>
<th>% Growth</th>
<th>Total Openings</th>
<th>Wage</th>
<th>Education, Experience and Training</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>2014</td>
<td>2024</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Nursing Assistants</td>
<td>63,520</td>
<td>67,781</td>
<td>14,281</td>
<td>2.3%</td>
<td>12,098</td>
<td>14,251</td>
</tr>
</tbody>
</table>
• **Prosperity Zone sub-regional projections**
LEAD recently created additional sub-state industry projections for a total of 16 new Prosperity Zone sub-regions using regional industry data. A Prosperity Zone sub-region is a collection of counties that represent a more detailed geography than the eight existing Prosperity Zones.

![Industry Projections by Prosperity Zone Sub-Regions](image)

• **North Carolina Staffing Patterns**
This tool contains data that can help you: (1) determine the types of jobs in a particular business or industry; (2) inform career planners and job seekers of the industries most likely to hire people in specific occupations; (3) find baseline data on share of occupations within an industry; and (4) link industry information with occupation data to plan new academic programs.

**State Labor Market Conditions**
Provides an expanded overview of the workforce across North Carolina. Presents state labor force, employment, and unemployment data in narrative and graphical formats comparing the current month to the previous month and year. Also reports unemployment insurance activities.

Example: May 2019 edition

**County Labor Market Conditions**
Same as above but presents data at the metropolitan statistical area (MSA) and county level.

Example: May 2019 edition

**NC Today**
A monthly review of labor market conditions in North Carolina with comparative data from the U.S. and selected southern states on various aspects of the economy. Topics include employment and unemployment statistics, industry employment and wage measures, unemployment insurance benefits paid, and quarterly updates on employer cost for employee compensation.

Example: June 2019 edition
Industry Data

The Quarterly Census of Employment and Wages (QCEW) provides detailed quarterly industry data on establishments, average employment and average weekly wages, as well as a listing of the Top 25 employers in each of North Carolina's 100 counties. The Current Employment Statistics (CES) provides monthly estimates of employment and earnings by industry in the state. Below are also links to information on economic trends through industry projections, available sites and locations and business information on companies throughout the state.

- Projections
- Top employers
- Business information
- Buildings and sites

Workforce Development Board (WDB) Labor Market Overviews

Monthly fact sheets composed of economic and labor market data specific to each of the 23 WDB areas. Most of the included data has been selected by the WDBs themselves, and includes unemployment rates, unemployment insurance claims, new corporations, and civilian labor force figures, in addition to other topics of interest to the boards.

Example: July 2019 edition for Capital Area WDB
Star Jobs

LEAD’s new and simplified way to identify promising occupations. Star ratings are assigned based on wages, projected growth rate, and projected job openings, with each occupation assigned a rating from one to five stars. Occupations with five stars are considered to have better career prospects than occupations with fewer stars. This year, LEAD created regional Star Jobs for the 16 new Prosperity Zone sub-regions.

- **Star Jobs searchable table**
  Allows you to search more than 700 occupations in North Carolina by geography, wage, education, and career cluster with detailed occupation information and customizable sorting.
**AccessNC Dashboard**

Quick facts and links to related databases, such as **Demographics** and the **Open Data Portal**.

- **Demographics**
  Census and other data compiled to create comprehensive area and commuting profiles.

  **Area profiles** are available at the following levels:
  - County
  - Council of Government
  - Metropolitan Statistical Area
  - Prosperity Zone
  - Workforce Development Board

  **Commuting profiles** are available only at the county level.

- **Open Data Portal**
  Though still in refinement, this tool has all of the labor market data contained in LEAD’s Demand Driven Data Delivery System (D4), plus over 40 other state and national datasets from sources like the NC Department of Public Instruction, BLS, the Census Bureau, and the U.S. Bureau of Economic Analysis.

**II. Other Helpful Sites for Workforce Data**

**NC Commerce’s NC Works**
Click “Find LMI data” for an information-rich dashboard that includes wage rates, employment statistics, top occupations, and long-term industry projections.
**NC Commerce’s North Carolina Tool for Online Workforce and Education Reporting (NC Tower)**

Select "Community Colleges" or "Public Universities" and click "Go" to view information about the workforce and educational outcomes of programs at those institutions (e.g., median wage 5 years after graduation). Scroll down to see statistics describing North Carolina’s state-funded education programs.

---

**BLS’s Occupational Outlook Handbook**

Select occupations by 2018 median pay, required entry-level education, amount of on-the-job training, projected number of new jobs, and projected growth rate.

**BLS’s Quarterly Census of Employment and Wages**

Single-screen interface for employment and wage data by county, industry, ownership type, establishment size, and data type.

**U.S. Department of Labor’s O*NET Online**

Extensive information covering the knowledge, skills, abilities, tools, and technologies needed for almost 1,000 current occupations.