

# OnTheMap

## Sample Area Comparison Analysis

### Local Employment Dynamics

### What are the distribution and characteristics of workers\* employed in Fond du Lac, WI, by Census Tract?

\* Represented as private primary jobs covered under the state unemployment insurance system.

#### Analysis Steps

1. From the list of applications on [lehd.ces.census.gov](http://lehd.ces.census.gov), choose **OnTheMap** (or go directly to [onthemap.ces.census.gov](http://onthemap.ces.census.gov)).
2. Enter **Fond du Lac** in the Search text box of the Start tab and click **Search**.
3. Select **Fond du Lac city, WI** by clicking on the name under the Places (Cities, CDPs, etc.) heading.

**Analysis Settings**

Area Comparison Analysis in 2021 by Private Primary Jobs

Home/Work Area	Analysis Type	Year	Job Type
Determines whether the selection area is analyzed on where workers live ("Home") or where workers are employed ("Work"). <input type="radio"/> Home <input checked="" type="radio"/> Work	Determines the type of results that will be generated for the selected area. <input type="radio"/> Area Profile Labor Market Segment: All Workers <input checked="" type="radio"/> Area Comparison Areas to Compare: Census Tracts Labor Market Segment: All Workers <input type="radio"/> Distance/Direction <input type="radio"/> Destination Destination Type: Places (Cities, CDPs, etc.) <input type="radio"/> Inflow/Outflow Note: Home/Work choice does not affect results	Determines the year(s) of data that will be processed in the analysis. <input checked="" type="checkbox"/> 2021 <input type="checkbox"/> 2020 <input type="checkbox"/> 2019 <input type="checkbox"/> 2018 <input type="checkbox"/> 2017 <input type="checkbox"/> 2016 <input type="checkbox"/> 2015 <input type="checkbox"/> 2014 <input type="checkbox"/> 2013 <input type="checkbox"/> 2012 <input type="checkbox"/> 2011 <input type="checkbox"/> 2010 <input type="checkbox"/> 2009 <input type="checkbox"/> 2008 <input type="checkbox"/> 2007 <input type="checkbox"/> 2006 <input type="checkbox"/> 2005	Determines the scope of jobs that will be processed in the analysis. <input type="radio"/> All Jobs <input type="radio"/> Primary Jobs <input type="radio"/> All Private Jobs <input checked="" type="radio"/> Private Primary Jobs

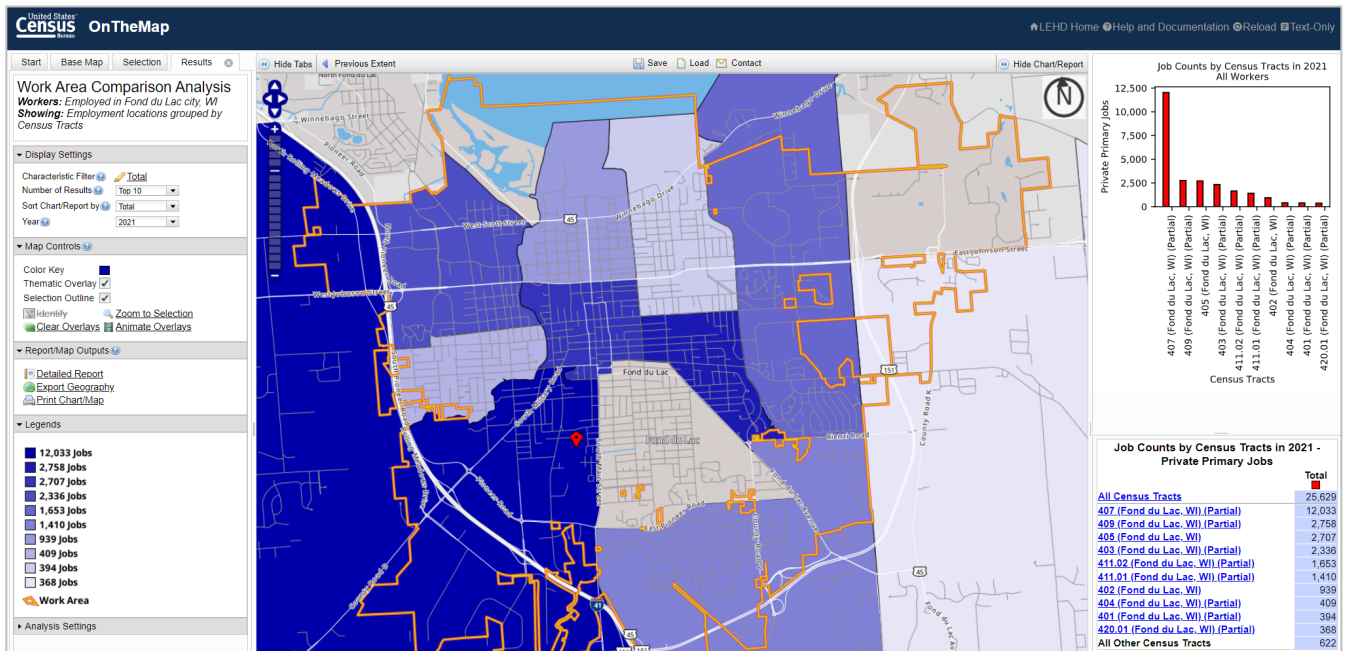
Cancel Go!

4. After the map of Fond du Lac appears, click **Perform Analysis on Selection Area** in the Selection Popup Window.
5. In the Analysis Settings popup, select **Area Comparison** as the Analysis Type then in the **Areas to Compare** dropdown select **Census Tracts**. Keep the defaults for Labor Market

Segment, Home/Work Area, Year, and Job Type options (Note: At the time of writing, 2021 was the default year). Click **Go!** at the bottom right corner of the popup window to generate the analysis.

## Results

1. When the application finishes processing, a thematic overlay and selection outline will appear on top of the base map in the map viewer. Display Settings, Map Controls, Report/Map Outputs, Legends, and Analysis Settings will appear in the control panel on the left as part of the Results tab. To the right of the map viewer is a bar chart and summary report.



2. In the map above, employment locations are represented by the blue thematic overlays, aggregated to the top 10 Census Tract contained (wholly or partially) within the city of Fond du Lac, WI, in 2021. Refer to the Legends section in the Results tab to see the count of Fond du Lac workers employed in each tract for the year of data active in the **Year** dropdown.

3. The summary report contains the count of workers employed in each of Fond du Lac's Census Tracts. The bar chart above the report displays the top 10 Census Tracts' employment totals for simple comparisons.

## Examining the Map, Chart, and Report

1. The title at the top of the Results tab reads “Work Area Comparison Analysis; Workers: Employed in Fond du Lac city, WI; Showing: Employment locations grouped by Census Tracts,” which means the results are comparing the counts of workers employed in each Census Tract in the selected area. Alternatively, if Fond du Lac would have been selected as a home area in the Analysis Settings popup, the results would show residential locations of workers living in Fond du Lac grouped by Census Tracts.

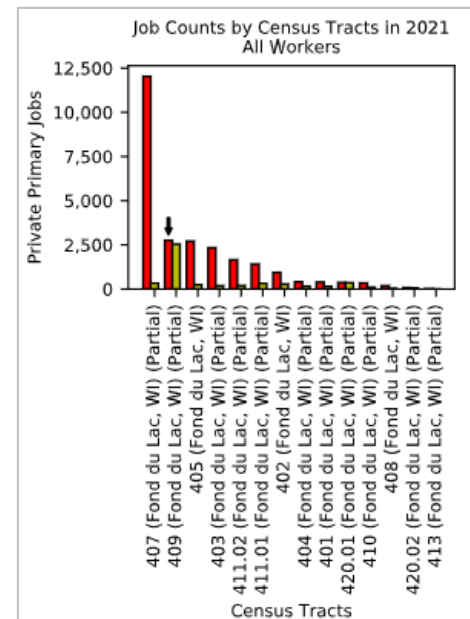
2. The chart and summary report to the right of the map viewer provide an alternate presentation of the results and allow users to click an individual area’s name to highlight this location in the results. Click **409 (Fond du Lac, WI) (Partial)** to zoom the map viewer to the area’s extent and to highlight the tract in the chart. Additionally, a breakdown of this tract’s firm/worker characteristics are now shown in the summary report (not all characteristics are available for all years).

3. Note that some of the tracts do not fall entirely within Fond du Lac city. These tracts are marked as “Partial” in the small and detailed reports as well as the bar chart in the upper right. Only the land in each tract that falls within the boundary of the selection area (Fond du Lac city) is included in the analysis.

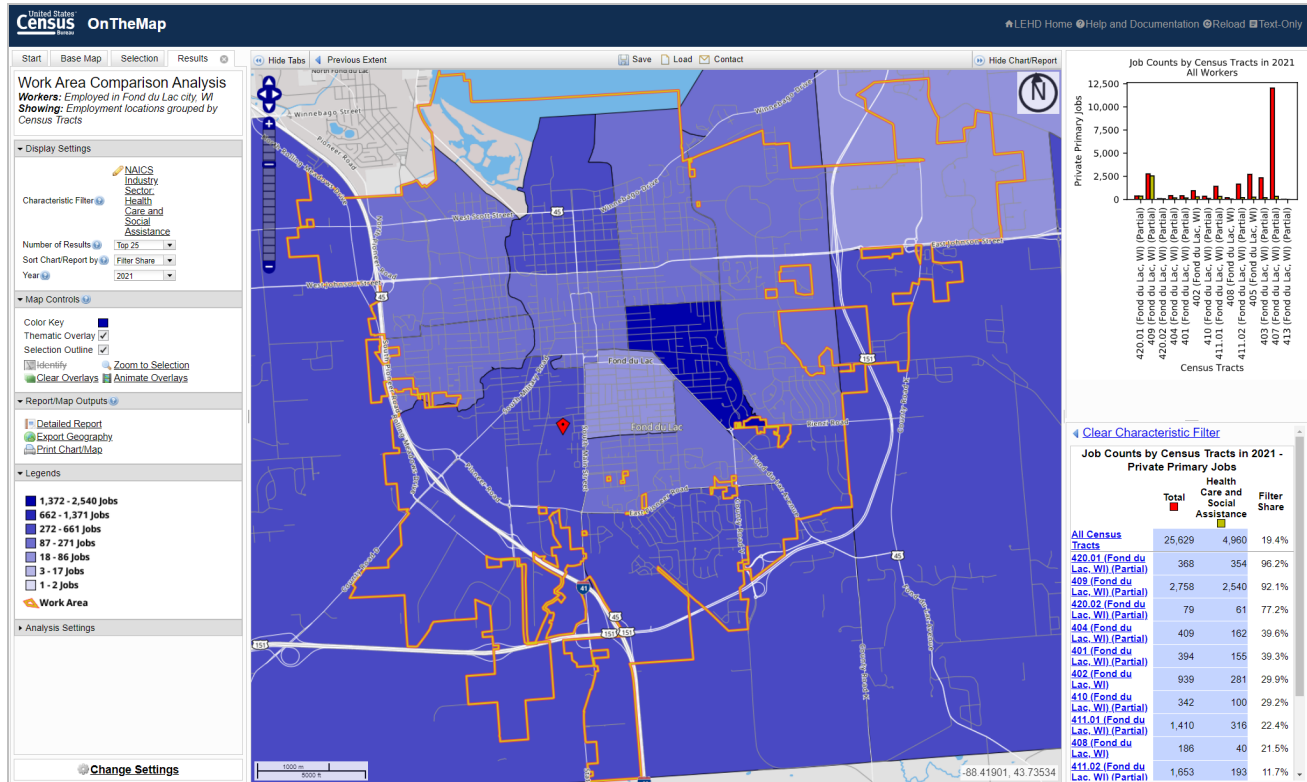
4. A characteristic filter can be enabled by clicking a row in the summary report or via the Characteristic Filter dropdown at the top of the Results tab. Let’s say we are interested in learning more about a particular industry in Fond du Lac. In the summary report, click **Health Care and Social Assistance** in the **NAICS Industry Sector** section. The map, chart, and summary report update to show counts of jobs in this industry. The chart is now grouped to show **Total** vs **Health Care and Social Assistance** job counts for the tracts in Fond du Lac. The summary report now allows for comparisons between tracts.

5. In the Display Settings section of the Results tab, you

All Census Tracts	
409 (Fond du Lac, WI) (Partial) 2021	
Total	
All Workers	2,758
Worker Age	
Age 29 or younger	597
Age 30 to 54	1,403
Age 55 or older	758
Earnings	
\$1,250 per month or less	269
\$1,251 to \$3,333 per month	911
More than \$3,333 per month	1,578
NAICS Industry Sector	
Agriculture, Forestry, Fishing and Hunting	0
Mining, Quarrying, and Oil and Gas Extraction	0
Utilities	0
Construction	0
Manufacturing	0
Wholesale Trade	9
Retail Trade	16
Transportation and Warehousing	2
Information	7
Finance and Insurance	9
Real Estate and Rental and Leasing	3
Professional, Scientific, and Technical Services	14
Management of Companies and Enterprises	0
Administration & Support, Waste Management and Remediation	114



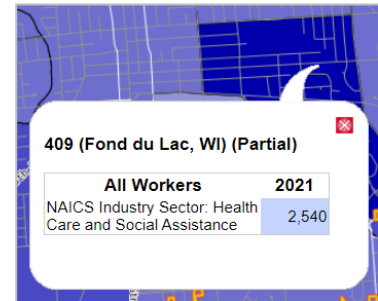
can change the number of results shown in the map overlays, chart, and summary report. Click the Number of Results dropdown and select **Top 25** to display all the tracts intersecting Fond du Lac (there are only 14 tracts). Also change the Sort Chart/Report by dropdown to **Filter Share** to rank tracts by the share of the filtered industry. The other sort options are Total, Area Name, and Characteristic. If more than one year was selected in the Analysis Settings popup, other years of data can be activated using the Year dropdown.



6. In the map above, employment locations in all Fond du Lac's Census Tracts have been filtered to show only workers employed in the Health Care and Social Assistance NAICS Industry sector in 2021. Concentrations of employment can be seen in the center and eastern edges of the city. The summary table in the bottom right corner has been sorted to show the tracts that have the highest share of workers in this industry, compared to the other Fond du Lac tracts.

7. The Map Controls section of the Results tab contains a variety of tools for changing the overlay colors, turning overlays on/off, clearing all overlays, centering the map viewer on the selection area, and overlay animation. Clicking on the blue square next to the Color Key will display a popup offering a variety of color options. Use the Thematic Overlay checkbox to toggle the thematic map overlays on and off in the map viewer. The Selection Outline checkbox turns the yellow border on and off.

8. The count of jobs working in a specific census tract can be shown by clicking in an area in the map. The **Identify** popup appears over the selected area showing the name of the area and the count of jobs for the active year. The example identify popup on the right shows that 2,540 workers are employed in the Health Care and Social Assistance NAICS Sector in Tract 409 in Fond du Lac as of 2021.



9. Click **Detailed Report**, in the Report/Map Outputs section, to display the full report results for the analysis. The Detailed Report contains data on all of the individual worker and firm characteristics (Age, Earnings, NAICS Industry Sector, Race, Ethnicity, Educational Attainment, and Sex) for all of the tracts inside the city of Fond du Lac. The report shows data for the year selected in the Year dropdown at the top of the Results tab. The Detailed Report (shown below) contains three options for exporting the analysis. Export this report to PDF, Excel (XLS), or HTML by clicking one of the links at the top of the report.

**Detailed Report View**

[Export to PDF](#) [Export to XLS](#) [Export to HTML](#)

**2021 Work Area Comparison Analysis**  
*Workers: Employed in Fond du Lac city, WI*  
*Showing: Employment locations grouped by Census Tracts*

Total Private Primary Jobs			407 (Fond du Lac, WI) (Partial)		409 (Fond du Lac, WI) (Partial)		405 (Fond du Lac, WI)		403 (Fond du Lac, WI) (Partial)		411.02 (Fond du Lac, WI) (Partial)		411.01 (Fond du Lac, WI) (Partial)		402 (Fond du Lac, WI)		404 (Fond du Lac, WI) (Partial)		401 (Fond du Lac, WI) (Partial)		420.01 (Fond du Lac, WI) (Partial)		410 (Fond du Lac, WI)	
	All Census Tracts		Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Total Private Primary Jobs	25,629	100.0%	12,033	100.0%	2,758	100.0%	2,707	100.0%	2,336	100.0%	1,653	100.0%	1,410	100.0%	939	100.0%	409	100.0%	394	100.0%	368	100.0%		

Jobs by Worker Age			407 (Fond du Lac, WI) (Partial)		409 (Fond du Lac, WI) (Partial)		405 (Fond du Lac, WI)		403 (Fond du Lac, WI) (Partial)		411.02 (Fond du Lac, WI) (Partial)		411.01 (Fond du Lac, WI) (Partial)		402 (Fond du Lac, WI)		404 (Fond du Lac, WI) (Partial)		401 (Fond du Lac, WI) (Partial)		420.01 (Fond du Lac, WI) (Partial)		410 (Fond du Lac, WI)	
	All Census Tracts		Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Age 29 or younger	6,348	24.8%	2,707	22.5%	597	21.6%	632	23.3%	870	37.2%	538	32.5%	292	20.7%	261	27.8%	105	25.7%	119	30.2%	44	12.0%		
Age 30 to 54	12,850	50.1%	6,317	52.5%	1,403	50.9%	1,280	47.3%	958	41.0%	800	48.4%	827	58.7%	427	45.5%	190	46.5%	169	42.9%	222	60.3%		
Age 55 or older	6,431	25.1%	3,009	25.0%	758	27.5%	795	29.4%	508	21.7%	315	19.1%	291	20.6%	251	26.7%	114	27.9%	106	26.9%	102	27.7%		

Jobs by Earnings			407 (Fond du Lac, WI) (Partial)		409 (Fond du Lac, WI) (Partial)		405 (Fond du Lac, WI)		403 (Fond du Lac, WI) (Partial)		411.02 (Fond du Lac, WI) (Partial)		411.01 (Fond du Lac, WI) (Partial)		402 (Fond du Lac, WI)		404 (Fond du Lac, WI) (Partial)		401 (Fond du Lac, WI) (Partial)		420.01 (Fond du Lac, WI) (Partial)		410 (Fond du Lac, WI)	
	All Census Tracts		Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
\$1,250 per month or less	4,405	17.2%	1,449	12.0%	269	9.8%	654	24.2%	760	32.5%	443	26.8%	131	9.3%	236	25.1%	138	33.7%	109	27.7%	26	7.1%		

10. The Report/Map Outputs section of the Results tab contains two more export options. The map overlays (including the selection area) can be exported to KML, Shapefile, or CSV file by clicking **Export Geography**, and alternatively, the map overlays and chart can be saved as a composite PDF or as a collection of high-quality PNG images by clicking the **Print Chart/Map** button at the bottom of the section.

### **Further Analysis**

1. The analysis results often prompt further labor force questions. OnTheMap is designed to allow users to quickly revise and resubmit a new analysis. Click **Change Settings** to return to the Analysis Settings popup. Change the Analysis Type to view other types of information on Fond du Lac's workers, and/or change the Home/Work parameter to view information about where workers are living in Fond du Lac. A complete list of sample walkthroughs for each analysis type is available [here](#).
2. Alternatively, resubmit a new analysis by clicking the Start tab and searching for a new area or clicking the Selection tab to change the selection area using the available selection tools. For more information on using the Selection tab, click [here](#).