

OnTheMap

Sample Area Profile Analysis

Local Employment Dynamics

What are the distribution and characteristics of workers* employed in Columbia, Missouri?

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

Analysis Steps

1. Go to the Quick Links section at <http://lehd.ces.census.gov> and choose **OnTheMap**.
2. Enter **Columbia** in the Search text box of the Start tab and click **Search**.
3. Select **Columbia city, MO** by clicking on the name under the Places (Cities, CDPs, etc.) heading.
4. After the map of Columbia appears, click **Perform Analysis on Selection Area** in the Selection Popup Window.

Analysis Settings

Area Profile Analysis in 2009 by Primary Jobs

Home/Work Area
Determines whether the selection area is analyzed on where workers live ("Home") or where workers are employed ("Work").

Home
 Work

Analysis Type
Determines the type of results that will be generated for the selected area.

Area Profile
Labor Market Segment:
All Workers

Area Comparison
Areas to Compare:
Places (Cities, CDPs, etc.)
Labor Market Segment:
All Workers

Distance/Direction

Destination
Destination Type:
Places (Cities, CDPs, etc.)

Inflow/Outflow
Note: Home/Work choice does not affect results

Year
Determines the year(s) of data that will be processed in the analysis.

2010
 2009
 2008
 2007
 2006
 2005
 2004
 2003
 2002

Job Type
Determines the scope of jobs that will be processed in the analysis.

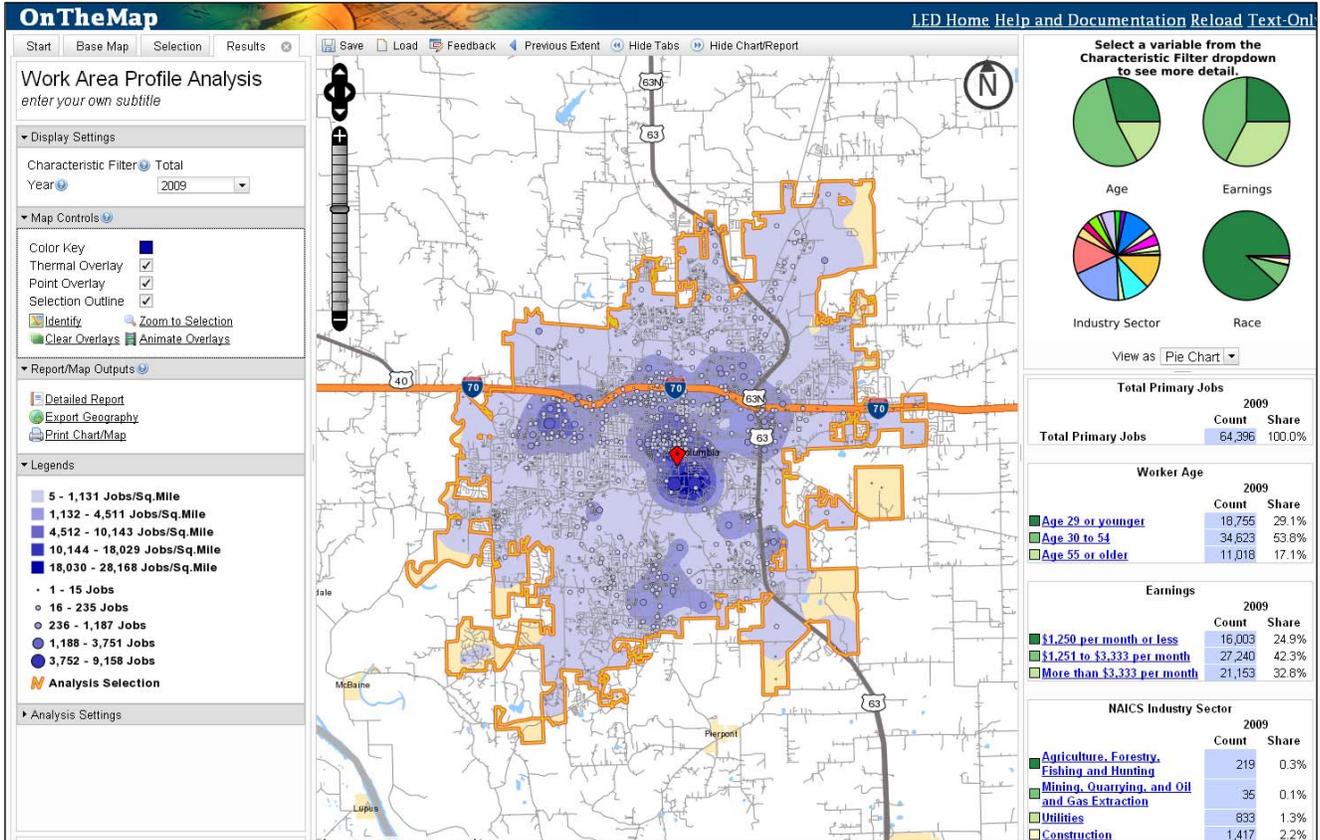
All Jobs
 Primary Jobs
 All Private Jobs
 Private Primary Jobs

Cancel Go!

5. In the Analysis Settings Popup, select **Area Profile** as the Analysis Type parameter. Keep the default parameters for the Home/Work Area, Year, and Job Type options (Note: At the time of writing, 2009 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, overlays of points, thermals, and a 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. In the panel to the right of the map viewer, a selection of pie charts will appear above a summary report.



2. In the map above, employment locations in Columbia, MO in 2009 are represented by the blue thermal density overlay showing jobs per square mile. Work locations are also aggregated into census blocks in the Points Overlay – each block represented by one blue dot. Census blocks with no employment will not show a blue dot. Refer to the Legends section in the Results tab to see the estimated number of workers employed in each block for the selected year. As you can see, employment in Columbia is concentrated in the central downtown area and stretching east and west along the I-70 corridor.

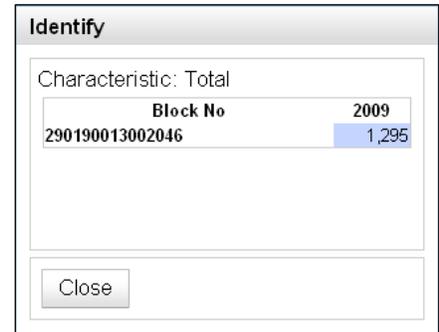
3. A set of four small pie charts appear at the top of the panel to the right of the map viewer. These charts provide previews of worker age, earnings, industry sector, and worker race characteristic groups. To view a detailed version of each chart, simply click on one of the group's characteristics in the summary report. The type of chart can also be changed to a Bar Chart by toggling the **View As:** dropdown at the bottom of the chart section.

3. The summary report at the bottom of the panel on the right contains the count of workers employed in Columbia, followed by job counts broken out by clickable worker and firm characteristics. Users can filter the type of jobs shown in the map, chart, and summary report by clicking on one of the available characteristics.

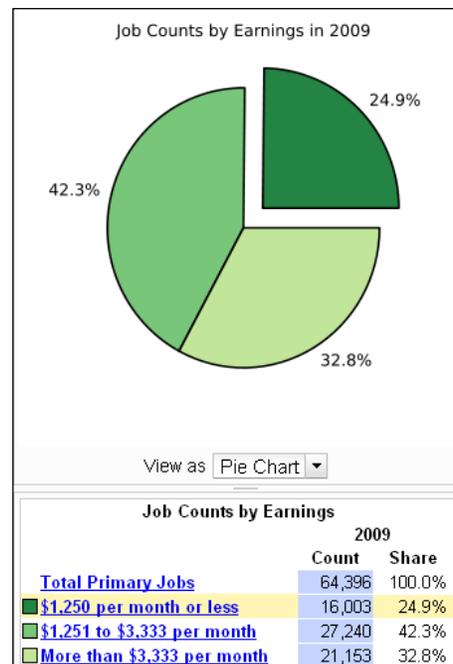
Examining the Map, Chart, and Report

1. The Map Controls section of the Results tab contains a variety of tools for changing the overlay colors, turning overlays on/off, identifying individual points in the Points Overlay, clearing all overlays, and overlay animation. Clicking on the blue square next to Color Key will display a popup offering a variety of color options. Use the Thermal and Point Overlay checkboxes to toggle thermals and points on and off in the map viewer. The Selection Outline checkbox turns the yellow border on and off.

2. The **Identify** tool allows you to view the count of jobs working in a specific census block. After clicking **Identify**, immediately click in the center of one of the point features in the map viewer. The 15-character census block identifier and the count of jobs will pop-up for each mapped year of data. The **Identify** button must be clicked each time before identifying a new block.



3. The chart and summary report to the right of the map viewer provide an alternate view of the results, and allow users to filter results by one of the available worker or firm characteristics. Scroll down to the earnings section of the report and click **\$1,250 per month or less**. The map overlays update to show points and thermals for only low-wage job locations, and the chart and report update to display information on the earnings characteristics. The colored boxes next to the characteristic categories in the summary report serve as the legend for the pie and bar charts. As shown in the report and chart to the right, 24.9% of the workers employed in Columbia earn \$1,250 per month or less. Click **Total Primary Jobs** in the summary report to remove the earnings filter from the results.



4. In the Report/Map Outputs section of the Results tab, click **Detailed Report** to view the full report results of the analysis. The Detailed Report contains full data on all of the individual characteristics (Age, Earnings, NAICS Industry Sector, Race, Ethnicity, Educational Attainment, and Sex) for all of the years selected in the **Analysis Settings** popup. The Detailed Report (shown below) contains three options for exporting the data table. Export this report to PDF, Excel spreadsheet, or HTML by clicking one of the links at the top of the window.

Detailed Report View		
Export to PDF Export to XLS Export to HTML		
Work Area Profile Report		
Total Primary Jobs		
	2009	
	Count	Share
Total Primary Jobs	64,396	100.0%
Jobs by Worker Age		
	2009	
	Count	Share
Age 29 or younger	18,755	29.1%
Age 30 to 54	34,623	53.8%
Age 55 or older	11,018	17.1%
Jobs by Earnings		
	2009	
	Count	Share
\$1,250 per month or less	16,003	24.9%
\$1,251 to \$3,333 per month	27,240	42.3%
More than \$3,333 per month	21,153	32.8%
Jobs by NAICS Industry Sector		
	2009	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	219	0.3%
Mining, Quarrying, and Oil and Gas Extraction	35	0.1%
Utilities	833	1.3%

5. Back in the Results tab, there are two more export options in the Report/Map Outputs section. The map overlays (including the selection area) can be exported to KML, Shapefile, or CSV file by clicking Export Geography. And finally, 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 inspire further labor force questions. OnTheMap is developed to allow users to quickly revise and resubmit a new analysis. Click **Change Settings**, and the Analysis Settings popup will reappear. Change the Analysis Type to view other types of information on Columbia workers, and/or change the Home/Work parameter to view information where workers are living in Columbia. A complete list of sample walkthroughs for each analysis type is available [here](#).

2. Alternatively, click the Start tab to search for a new area or Selection tab to change the selection area using the available selection tools. For more information on using the Selection tab, click [here](#).