

OnTheMap

Sample Area Profile Analysis

Local Employment Dynamics

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

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

Analysis Steps

1. Go to the **Quick Links** section at <http://lehd.did.census.gov> and choose **OnTheMap Version 5**.
2. Enter **Columbia** in the Search text box of the Start tab and click **Search**.
3. Select **Columbia, 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 Area popup.

Analysis Settings

Area Profile Analysis in 2008, 2007 and 2006 by Primary Jobs

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

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.

2009
 2008
 2007
 2006
 2005
 2004
 2003
 2002

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

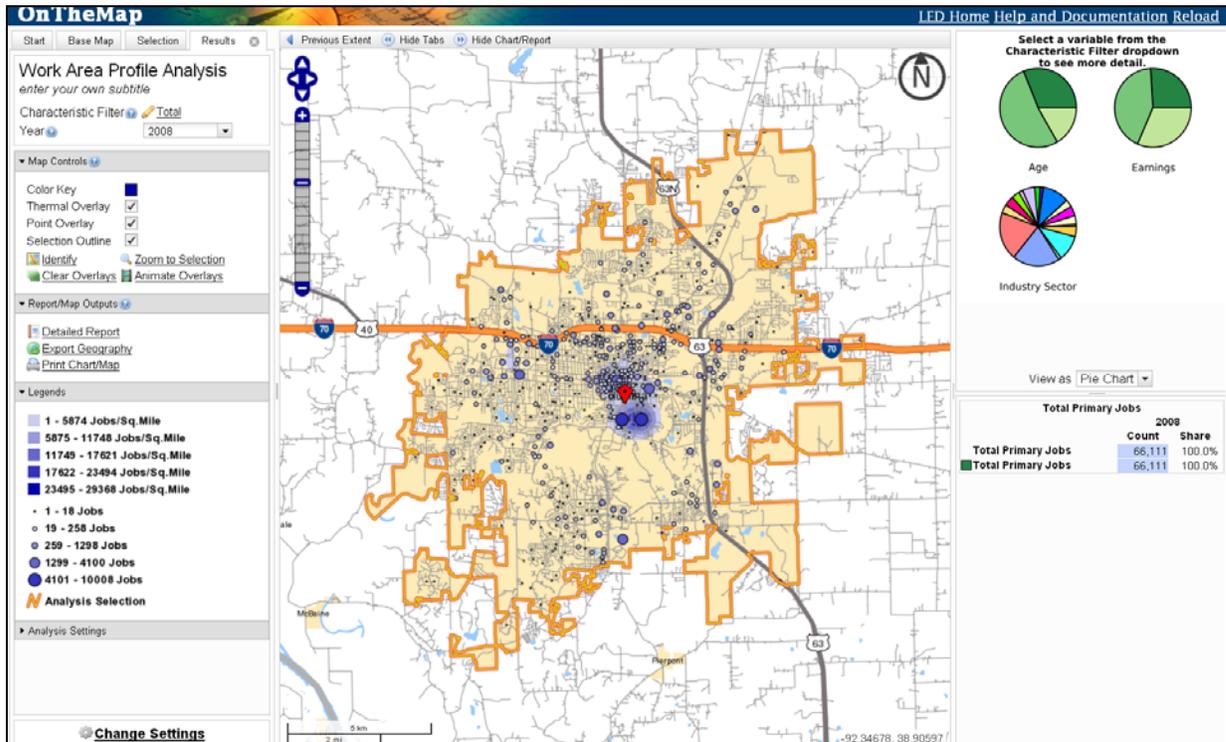
All Jobs
 Primary Jobs
 All Private Jobs
 Private Primary Jobs

Cancel Go!

5. In the Analysis Settings popup, select **Area Profile** as the Analysis Type. Keep the defaults for the Home/Work Area, Year, and Job Type options. 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. The Results tab will become active in the control panel, containing two dropdown options, Map Controls, Report/Map Outputs, Legends, and Analysis Settings sections. To the right of the map viewer is set of pie charts and summary report.



2. In the map above, employment locations in Columbia in 2008 are represented by the blue thermal density overlay showing jobs per square mile. Employment locations are also aggregated to census blocks in the Points Overlay with each block represented by a blue dot. A blue dot will not appear for census blocks with no employment. Refer to the Legends section in the Results tab to see the estimated number of workers employed in each block for the selected year.

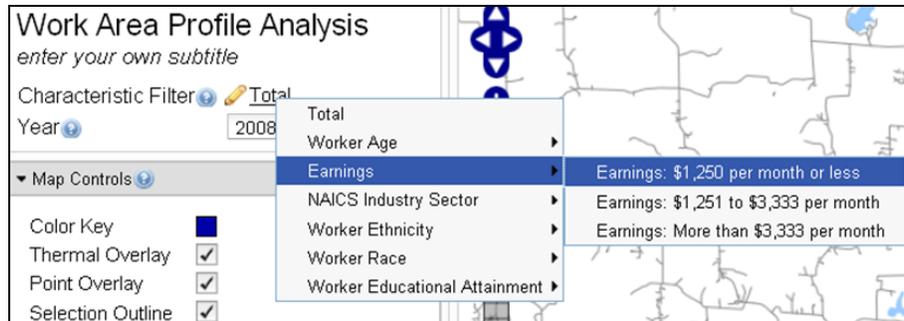
3. The summary report at the bottom of the panel on the right contains the count of workers employed in Columbia for the selected year. The chart above the report displays miniature versions of the characteristic group pie charts.

Interpret the Results

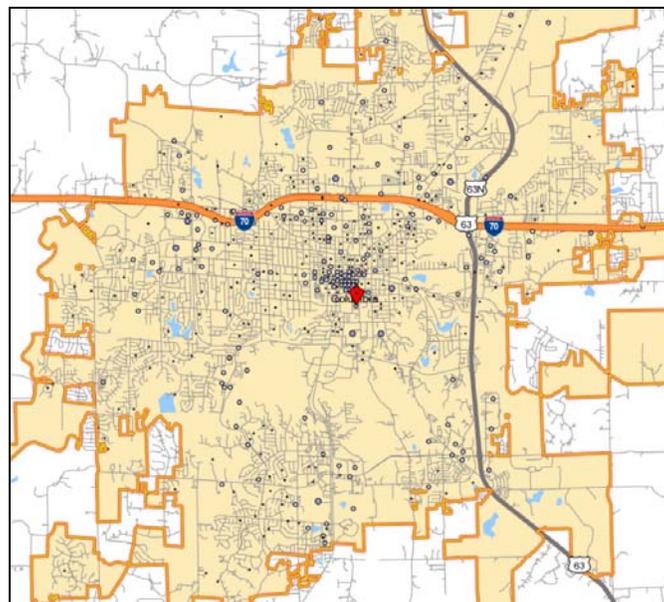
1. The title at the top of the Results tab reads "Work Area Profile Analysis," which means the analysis highlights workers employed in the selected area. Alternatively, if Columbia would have been selected as a home area in the Analysis Settings popup,

the title would be “Home Area Profile Analysis,” profiling workers living in the city of Columbia.

2. On the top of the Results tab, using the Characteristic Filter dropdown menu (shown below), click **Total** and select **Earnings**, then arrow over to **Earnings: \$1,250 per month or less**. In addition to Earnings characteristics, the Characteristic Filter dropdown includes options for age, industry, race, ethnicity, and educational attainment characteristics. To see other years of data shown in the results components, simply select the desired year from the Year dropdown.



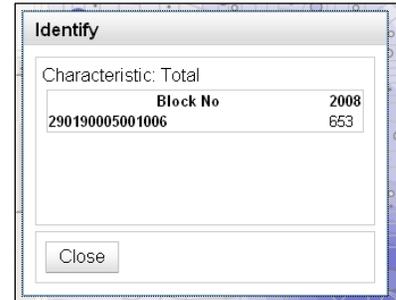
3. In the map below, the point and thermal overlays shown in Columbia are filtered to only show workers making \$1,250 per month or less in 2008. Employment is concentrated in the central downtown area, stretching westward along the I-70 corridor. Turn the Characteristic Filter back to **Total** for now.



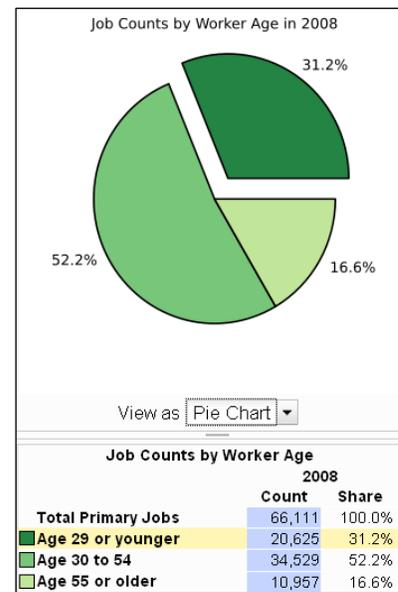
4. The Map Controls section of the Results tab contains a variety of tools for changing the overlay colors, turning overlays on/off, identifying individual points in the Points Overlay, clearing all overlays, centering the map on the selection area, and overlay animation. Clicking on the blue square 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.

5. Use the **Identify** tool (in Map Controls) to see the count of jobs employed in an individual census block. After clicking **Identify**, immediately click in the center of one of the point features. The 15-digit block number and count of jobs will appear for each mapped year of data. The **Identify** button must be clicked each time before identifying a new block.



6. The panel to the right of the map viewer contains additional information about the analysis. The summary report displays the count of jobs employed in the selection area and the chart displays miniature versions of each available pie or bar chart. Select **Age: 29 or younger** from the dropdown in the Results tab as the Characteristic Filter. The chart and summary report will update to display the share and total for each worker age segment. The colored boxes next to the characteristic categories in the summary report serve as the legend for the chart. As shown in the report and chart to the right, 31.2 percent of the workers employed in Columbia are aged 29 or younger.



7. Click **Detailed Report**, in the Report/Map Outputs section, to popup the full report results for the analysis. The Detailed Report contains data on all of the individual characteristics (Age, Earnings, NAICS Industry Sector, Race, Ethnicity, and Educational Attainment) for all of the years selected in the **Analysis Settings** popup. 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 window.

Detailed Report View

Export to PDF | Export to XLS | Export to HTML

Work Area Profile Report

	2008		2007		2006	
	Count	Share	Count	Share	Count	Share
Total Primary Jobs	66,111	100.0%	64,390	100.0%	62,020	100.0%

	2008		2007		2006	
	Count	Share	Count	Share	Count	Share
Age 29 or younger	20,625	31.2%	20,111	31.2%	19,526	31.5%
Age 30 to 54	34,529	52.2%	34,251	53.2%	33,343	53.8%

Close

8. The Report/Map Outputs section of the Results tab contains two other export options. The map overlays (including the selection area) can be exported to KML, Shapefile, or CSV file by clicking **Export Geography**, and a print-ready HTML or PDF image of the map overlays, chart, and summary report can be exported 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 was 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 Columbia's workers, and/or change the Home/Work parameter to view information about where workers are living in Columbia. A complete list of sample walkthroughs for each analysis type is available [here](#).

2. Alternatively, resubmit a new analysis 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](#).