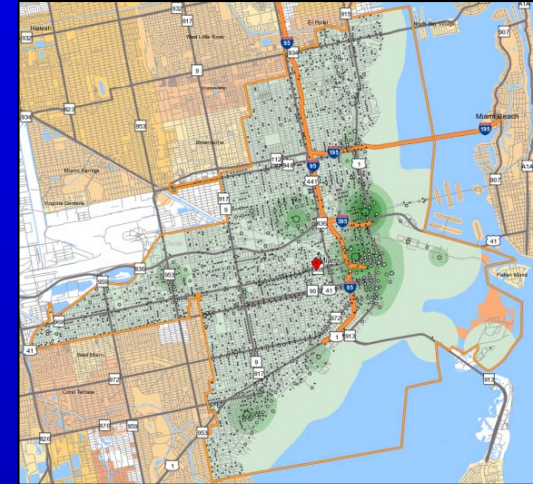
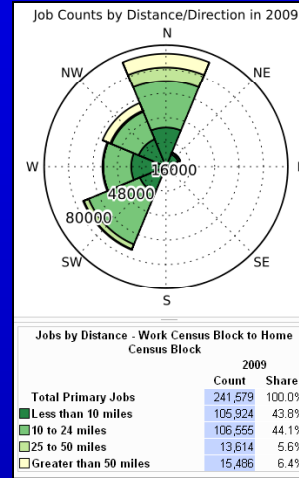
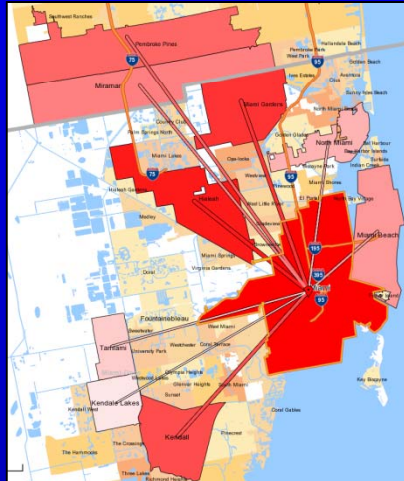
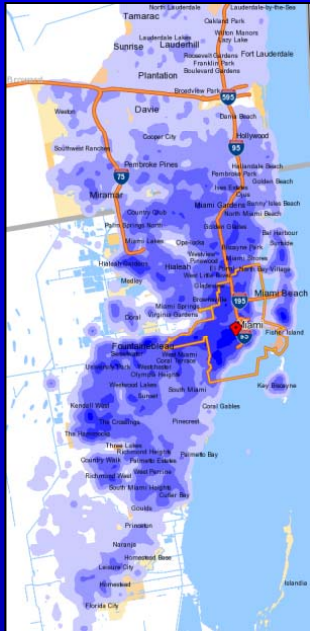


# OnTheMap *Mobile*



Heath Hayward  
Geographer – LEHD Program  
U.S. Census Bureau

2011 LED Annual Workshop  
March 9, 2011

# LED Data Access

The Geographic Distribution and Characteristics of Older Workers in Iowa: 2004

Local Employment Dynamics

## What's in This Report?

HIGHLIGHTS

THE LOCAL EMPLOYMENT DYNAMICS PROGRAM

SOURCES AND ACCURACY OF THE ESTIMATES

U.S. Census Bureau's  
Local Employment Dynamics (LED)  
Site Tour

U.S. Census Bureau's  
Local Employment Dynamics (LED)  
Site Tour

## QWI Online

## Industry Focus

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ca/	18-Feb-2010 13:55

## OnTheMap for Emergency Management Hurricanes

Getting Started Help LED Home

OnTheMap for Emergency Management provides rapid access to hurricane data. When a hurricane is forecast to impact an area, the application will provide an easy-to-use tool that provides characteristics of the local workforce, such as the affected industries.

**Note:** OnTheMap for Emergency Management computes storms' impact for Puerto Rico (PR), the U.S. Virgin Islands (VI), Massachusetts (MA), and New York (NY).

To start, select a storm from the list to the right. Jobs data will only be available for the affected area.

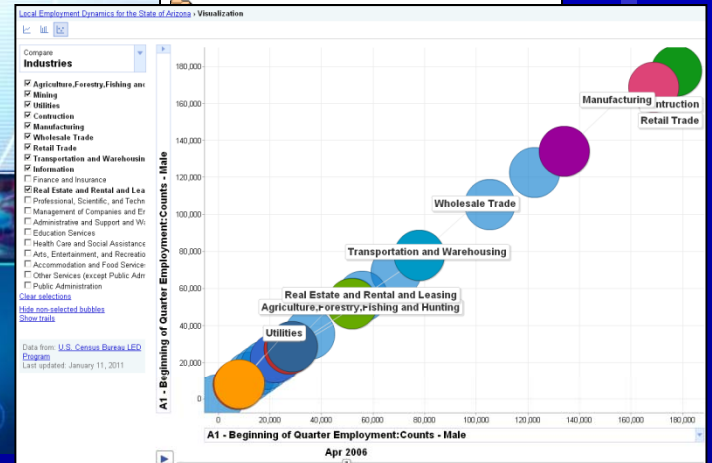
Eastern Pacific Atlantic

### Atlantic Tropical Cyclone Activity



U.S. Census Bureau's  
Local Employment Dynamics (LED)  
Site Tour

## OnTheMap



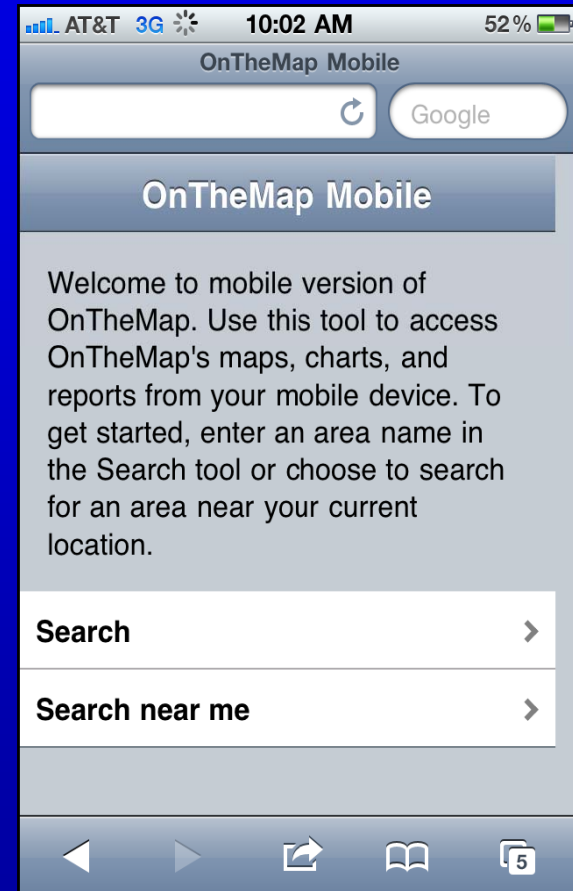
USCENSUSBUREAU

# Mobile Internet

- U.S. consumers are estimated to buy 25 million tablets and 95 million smartphones in 2011.
- Within five years, more users will connect to the Internet over mobile devices than desktop PCs.
- Mobile data speeds and coverage must continue to grow with user demand

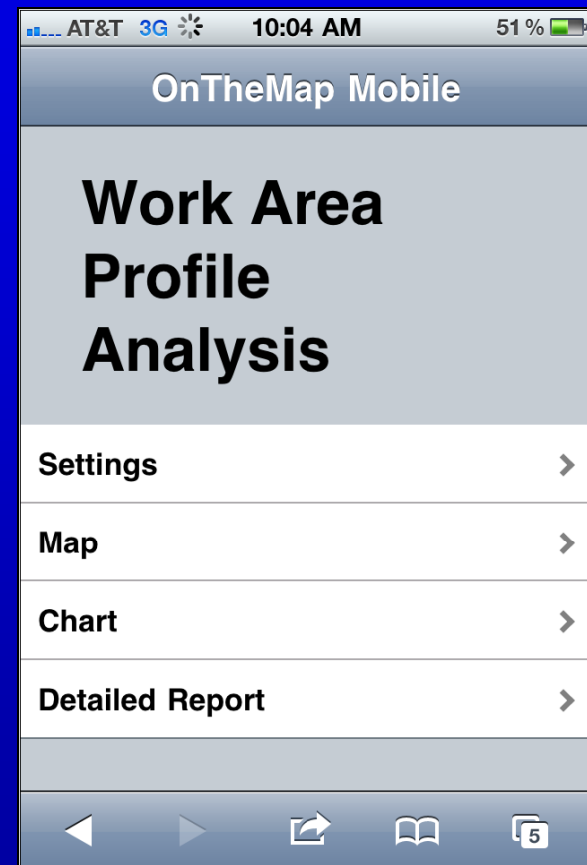
# The Business Need

- Demand for mobile-enabled tools
- Make access to our data as easy and convenient as possible
- Innovation
- Target new users



# What is OnTheMap Mobile?

- user-interface optimized for generating and viewing OnTheMap maps and reports on mobile devices (such as smartphones and tablets)
- leverage the Location-based services (LBS) functionality in mobile devices to offer an innovative new way of accessing local employment data based on your current location.



# Why Use OnTheMap Mobile?

- Convenience
- Speed
- Location Services
  - Select any geography you are currently contained within
- Compatibility
  - Operating Systems – IOS, Android, BlackBerry
  - Sizes – phone or tablet

# Video Demonstration

# Contact Us

## *Comments/Suggestions*

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## *Local Employment Dynamics*

<http://lehd.did.census.gov>

## *Join the Listservs*

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