

# 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 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 **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.
4. After the map of Fond du Lac appears, click **Perform Analysis on Selection Area** in the Selection Pop-up Window.

Analysis Settings

Area Comparison 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:  
Census Tracts  
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

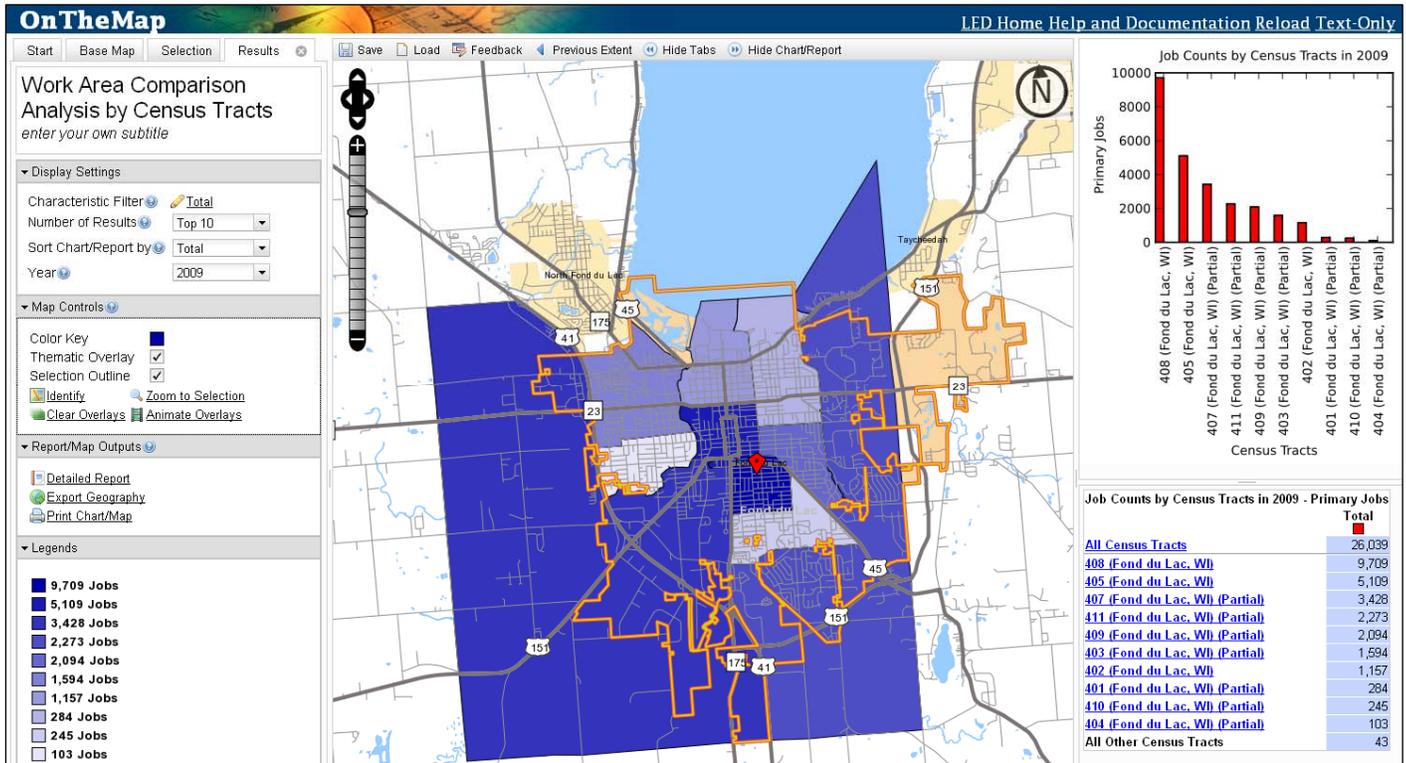
**Job Type**  
Determines the scope of jobs that will be processed in the analysis.  
 All Jobs  
 Primary Jobs  
 All Private Jobs  
 Private Primary Jobs

Cancel Go!

5. In the Analysis Settings popup, select **Area 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, 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, 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 2009. 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.

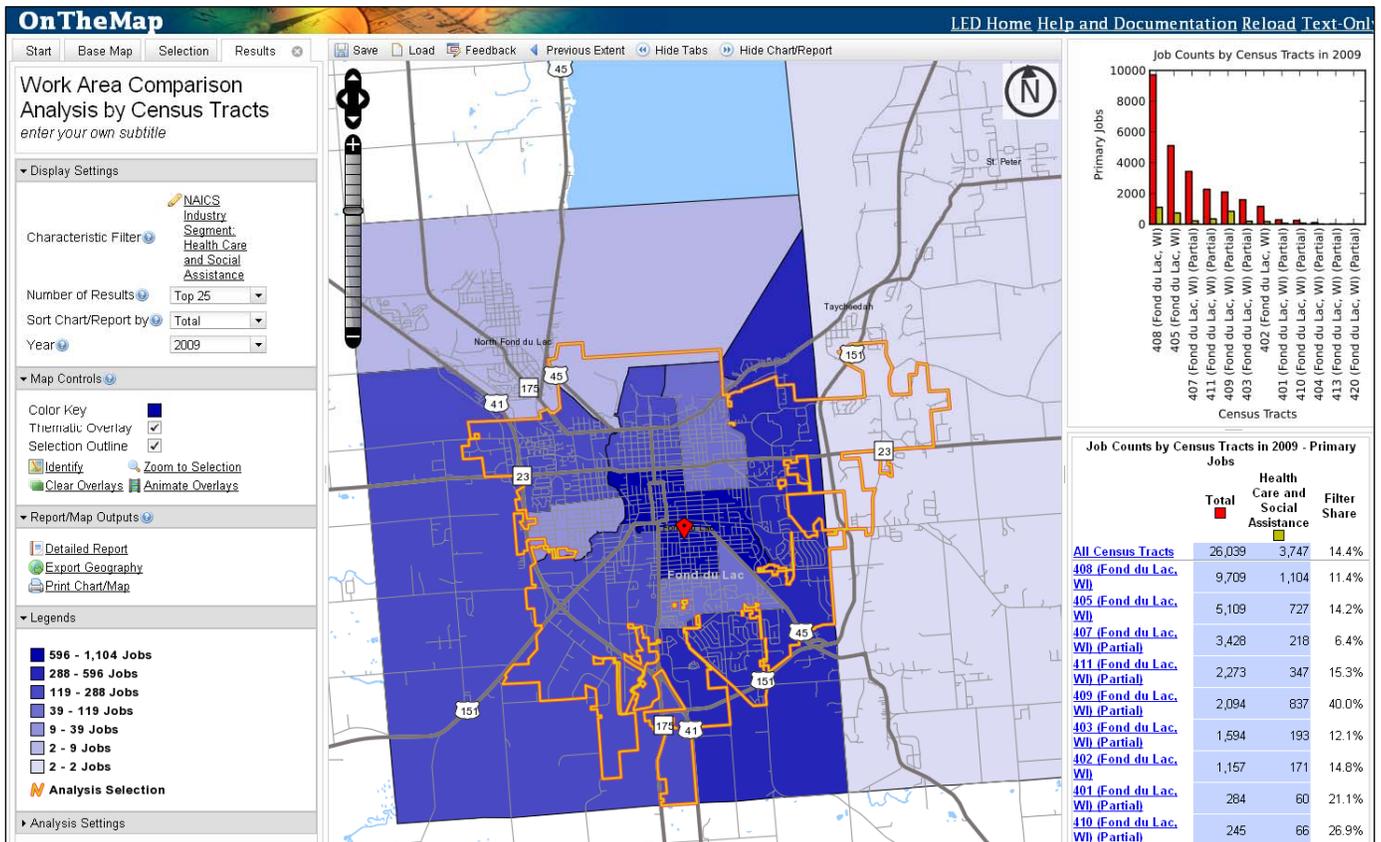
3. The summary report contains the count of workers employed in each of Fond du Lac's Census Tracts. The bar chart above the report displays the top 10 Census Tracts' employment totals for simple comparisons.

### Examining the Map, Chart, and Report

1. The title at the top of the Results tab reads "Work Area Comparison Analysis by Census Tracts," which means the results compare 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 Area Comparison title would be "Home Area

Comparison,” comparing the count of workers living in the Census Tracts in the city of Fond du Lac.

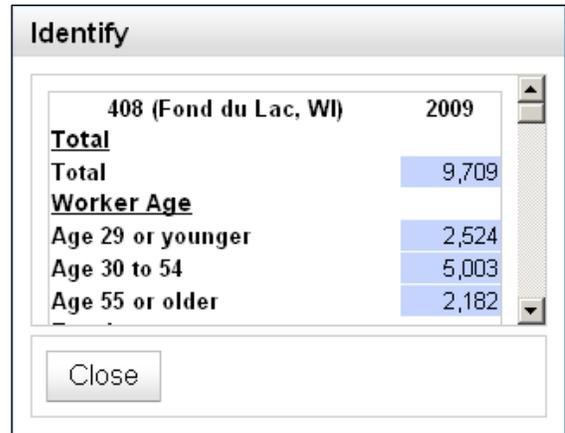
2. At the top of the Results tab, using the Characteristic Filter dropdown menu, click **Total** and select **NAICS Industry Sector**, then arrow over to **Health Care and Social Assistance**. In addition to NAICS Industry characteristics, the Characteristic Filter dropdown includes options for age, earnings, race, ethnicity, educational attainment, and sex (not all characteristics are available for all years). The Number of Results dropdown changes the number of Census Tract features shown in the map overlays, chart, and summary report. Change the number of results to **Top 25** to see all of the tracts contained in Fond du Lac (there are only 12 tracts) displayed in all of the analysis results. If more than one year was selected in the Analysis Settings popup, other years of data can be activated using the Year dropdown.



3. In the map above, employment locations in all of 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 2009. Concentrations of employment can be seen in the center and eastern edges of the city.

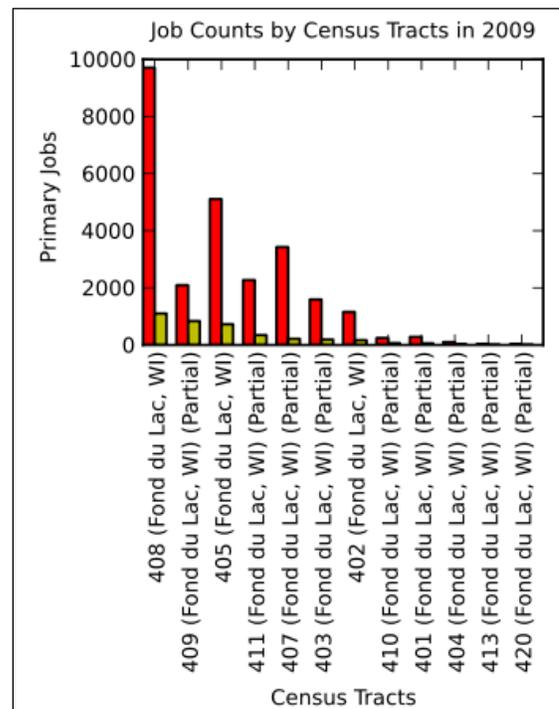
4. The Map Controls section of the Results tab contains a variety of tools for changing the overlay colors, turning overlays on/off, identifying individual areas in the Thematic Overlay, clearing all overlays, centering the map viewer on the selection area, and overlay animation. Clicking on the blue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

5. The **Identify** tool allows you to view more details on a specific comparison area. After clicking **Identify**, immediately click inside a Census Tract. An example identify popup (shown to the right) shows that 9,709 workers are employed in Tract 408 in Fond du Lac as of 2009. The available worker and firm characteristics are also shown in the Identify popup. Scroll down to see to see how many of this tract’s workers are employed in the Health Care and Social Assistance industry sector. The **Identify** button must be clicked each time before identifying a new overlay feature.



6. 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 **408 (Fond du Lac, WI)**, and the tract is highlighted in the chart and report, and the map viewer zooms to the area’s extent. To return to the standard view, click **All Census Tracts**.

7. In the Display Settings section of the Results tab, click the Sort Chart/Report by dropdown and select **Characteristic** to reorder the chart and report by the selected characteristic filter. The other sort options are Total, Area Name, and Filter Share. In addition to the tract totals, the chart and report display the job count and share of workers employed in the Health Care and Social Assistance industry section (controlled through the Characteristic Filter dropdown at the top of the Results tab). The colored boxes next to the characteristic categories in the summary report serve as the legend for the bar chart. As shown in the report and chart to the right, 40 percent of the workers in tract 409 work in Health Care and Social Assistance.



8. 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.

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

### 2009 Work Area Comparison Report by Census Tracts

Total Primary Jobs		All Census Tracts		408 (Fond du Lac, WI)		405 (Fond du Lac, WI)		407 (Fond du Lac, WI) (Partial)		411 (Fond du Lac, WI) (Partial)		409 (Fond du Lac, WI) (Partial)		403 (Fond du Lac, WI) (Partial)		402 (Fond du Lac, WI)		401 (Fond du Lac, WI) (Partial)		410 (Fond du Lac, WI) (Partial)		
	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Total Primary Jobs	26,039	100.0%	9,709	100.0%	5,109	100.0%	3,428	100.0%	2,273	100.0%	2,094	100.0%	1,594	100.0%	1,157	100.0%	284	100.0%	245	100.0%		

Jobs by Worker Age		All Census Tracts		408 (Fond du Lac, WI)		405 (Fond du Lac, WI)		407 (Fond du Lac, WI) (Partial)		411 (Fond du Lac, WI) (Partial)		409 (Fond du Lac, WI) (Partial)		403 (Fond du Lac, WI) (Partial)		402 (Fond du Lac, WI)		401 (Fond du Lac, WI) (Partial)		410 (Fond du Lac, WI) (Partial)		
	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	6,191	23.8%	2,524	26.0%	849	16.6%	878	25.6%	561	24.7%	350	16.7%	579	36.3%	240	20.7%	97	34.2%	72	29.4%		
Age 30 to 54	14,275	54.8%	5,003	51.5%	3,032	59.3%	1,973	57.6%	1,360	59.8%	1,246	59.5%	709	44.5%	630	54.5%	139	48.9%	107	43.7%		
Age 55 or older	5,573	21.4%	2,182	22.5%	1,228	24.0%	577	16.8%	352	15.5%	498	23.8%	306	19.2%	287	24.8%	48	16.9%	66	26.9%		

Jobs by Earnings		All Census Tracts		408 (Fond du Lac, WI)		405 (Fond du Lac, WI)		407 (Fond du Lac, WI) (Partial)		411 (Fond du Lac, WI) (Partial)		409 (Fond du Lac, WI) (Partial)		403 (Fond du Lac, WI) (Partial)		402 (Fond du Lac, WI)		401 (Fond du Lac, WI) (Partial)		410 (Fond du Lac, WI) (Partial)		
	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	6,570	25.2%	2,611	26.9%	1,018	19.9%	814	23.7%	362	15.9%	400	19.1%	791	49.6%	270	23.3%	126	44.4%	121	49.4%		

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](#).