

Economic Development by the Numbers

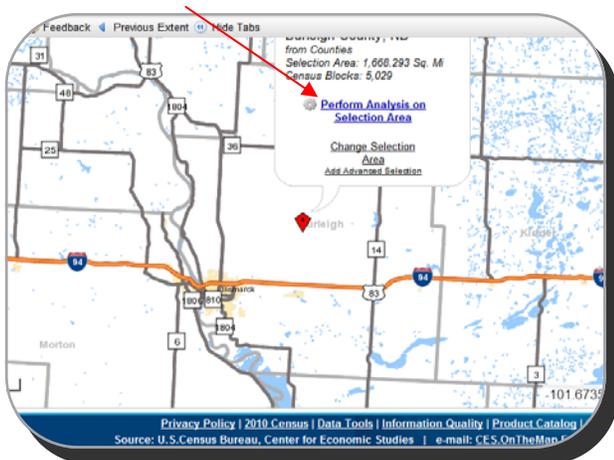
A source for data and statistical information to assist in promoting your community, county and state.

August-September 2013

Feature: Census Bureau's "On the Map"

This month we'll explore the Census Bureau's "On the Map" feature. On the Map is described as "a web-based mapping and reporting application that shows where workers are employed and where they live. It also provides companion reports on age, earnings, industry distributions, race, ethnicity, educational attainment, and sex. On the Map is an easy-to-use interface for creating, viewing, printing and downloading workforce related maps, profiles, and underlying data based on 2002-2011 LEHD Origin Destination Employment Statistics (LODES)."

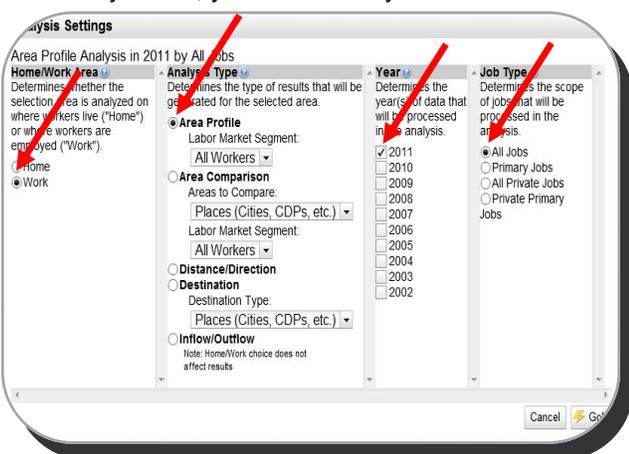
Featured Web Sites: <http://onthemap.ces.census.gov/>



Let's begin by navigating to the website at: <http://onthemap.ces.census.gov/>. This will direct you to the application's homepage. On the left, you'll see a task pane with a search feature. This feature will allow you to search on a number of geographies (states, counties, places, ZIP codes, and micro/metro areas). Let's select the **counties** geography from the drop down list. In the search bar, above the counties selection, search for "Burleigh" and click **Search**. Now, below the drop-down list, you should see "Burleigh County, ND". Click on the name and it should load the selected area on the map.

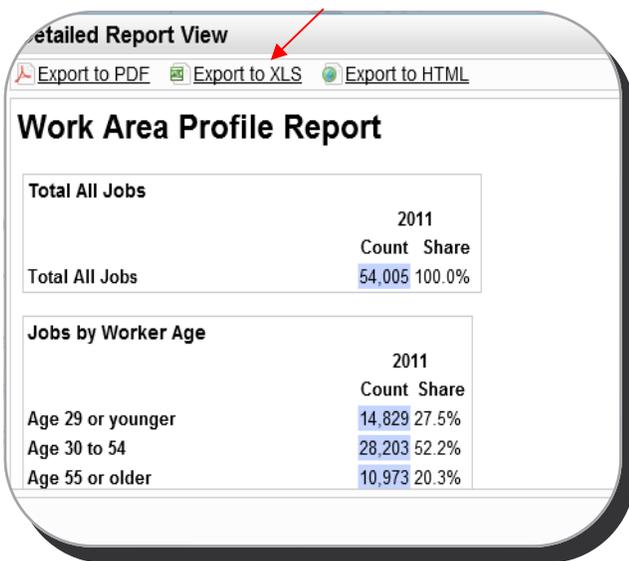
you'll need to click on "Perform Analysis on Selection Area" (See top image). This will bring you to an analysis settings criteria. The settings can be changed to show a number of different things. You can display results based on where the workers reside, or based on where they work. If you are confused by any of the options and what they mean, you can hover your mouse over the small "question mark" next to the title of each column.

You'll notice a red pushpin appearing in the center of Burleigh County with a text box above it. In that text box This will bring up a list of definitions for all the different options you are able to select.



For this example, lets select the following options: **Work-Area Profile-2011-All Jobs** (See bottom image) Now click on the **Go!** button on the bottom right of the search criteria page. Now you will see the results generated by your search criteria. You can see where most of the people in Burleigh County work, which is indicated by the shaded purple circles. If you scroll down in the left task pane you'll see the map's legend, which will explain the data you're seeing. You'll also see a new task pane to the right of the map. We'll take a closer look at that on page 2.

Let's first look at the left task pane, titled "Work Area Profile Analysis". This area shows a number of things, including: display settings, map controls, report/map outputs, legend and analysis settings. Take a look at the

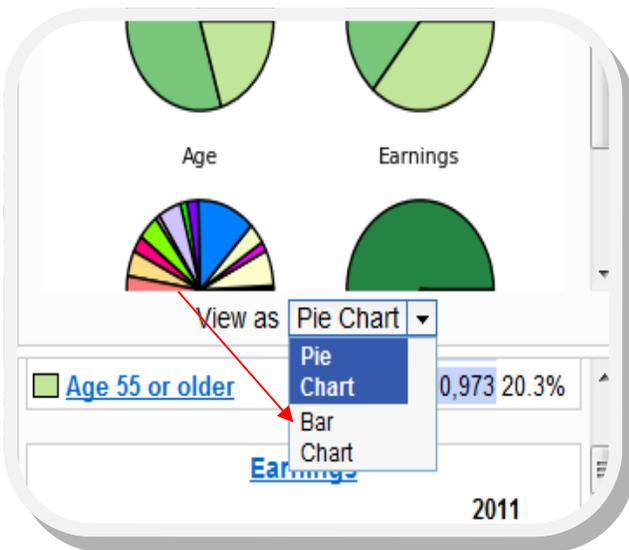


display settings options. You are able to change the color of the display data as well as turn the point and thermal overlays (shaded contours— similar to those used in weather maps), and selection outline on/off. There is also an "Animate Overlays" option which seems to not be working at this time, so refrain from using that feature. That's really the extent of the map's visual customizations, but let's take some time to learn about the reports you can now generate from the data you've just mapped.

Just below the work area profile analysis, you'll find the "Report/Map Outputs" section. From here you're able to export the map as a shapefile (used in geographic information software, such as ESRI), a CSV file (Comma Separated Values data), or a KML file (used with software such as Google Earth), as well as print the

map. Let's click on the "Detailed Report" option. This will bring you to the map's report view. From here you are able to export it as a PDF, XLS, or HTML document. Clicking the "Export to XLS" link will allow you to now view and manipulate the data using Microsoft Excel. (See top image)

Now take a look at the right task pane. This area shows the charts and worker data for the criteria selected earlier. The charts are defaulted to be displayed as pie charts, but can also be changed to bar charts by selecting the option from the drop list. (See bottom image) Below the charts area you'll find the all the data behind the map.



Notice the section titled "NAICS Industry Sector". Here you will find all of the jobs broken down by their industry-defined NAICS code. If you click on that title, you'll notice your chart will change to reflect the jobs by NAICS. The area below the chart will now serve as your charts legend. This can be done by specific industries as well simply by clicking on the industry you wish to view. When you are finished viewing the data, click "Reset Table" at the bottom of the task pane and your chart/report area will return to the previous data.

After viewing the original data, you can scroll down through the list and view charts for: worker age, earnings, worker race, worker ethnicity, worker educational attainment, and worker sex. You are also able to chart this data in the same way, by simply

clicking the name of the data you'd like to view in chart form. Now that you've learned to use the Census Bureau's On the Map feature, you are able to learn more about your local area's statistics. If you have any questions, feel free to contact me for assistance!

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