

Neighborhood, Community, and Small Area Data Analysis

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Small Area Data Analysis:

The Importance of Various Census Geographies

- You MUST understand small area geographies and the data available for each if you're going to perform small area data analysis
- Census tools on American Factfinder (AFF) can help you identify and understand local geography
- The following screenshots are an example of the process to take to learn local geography
 - Use these screenshots when you're back in your office working on a project (always feel free to contact us when necessary as well)

List	Name	Address	Map
------	------	---------	-----

Enter a street address, city and state, or a street address and ZIP code. Click 'Go'.

New AFF geography screen

Note: address search will use the latest available address data beginning with 2010 and working backwards, based on the contents of Your Selections.

street address: 555 S. 10 St
 city: Lincoln
 state: Nebraska
 zip:
 GO

Geographies containing 555 S 10th St, LINCOLN, NE, 68508:
 Select geographies to add to Your Selections

Enter address and click "Go" – major geographic units display; we often start with a "building block"

Geography Results:

Geography Name	Geography Type	Geography Code
Nebraska	State	040
Lancaster County, Nebraska	County	050
Lincoln city, Lancaster County, Nebraska	County Subdivision	060
Block 3004, Block Group 3, Census Tract 20.02, Lancaster County, Nebraska	Block	100
Census Tract 20.02, Lancaster County, Nebraska	Census Tract	140
Block Group 3, Census Tract 20.02, Lancaster County, Nebraska	Block Group within Census Tract	150
Lincoln city, Nebraska	Place within State	160
Lincoln, NE Metro Area	Metro Statistical Area/Micro Statistical Area	310
Congressional District 1 (111th Congress), Nebraska	Congressional District	500
State Senate District 27 (2010), Nebraska	State Legislative District (Upper)	610
No Lower Chamber Districts (2010), Nebraska	State Legislative District (Lower)	620
2E-2 Precinct, Lancaster County, Nebraska	Voting District/Remainder	700
ZCTA5 68508	5-Digit ZCTA	860
Lincoln Public Schools, Nebraska	School District (Unified)/Remainder	970
Lincoln city, Nebraska	Economic Place	E60

Select Geographies

2010 Population Totals can be found in most 2010

The 2010 Demographic Profile is now available for geographies down to the Census Tract Level. CLOSE X

List	Name	Address	Map
------	------	---------	-----

Select Geographies

Select

State

from the map using one of the following selection tools:

Legend

Boundaries

- State
- '10 County

Features

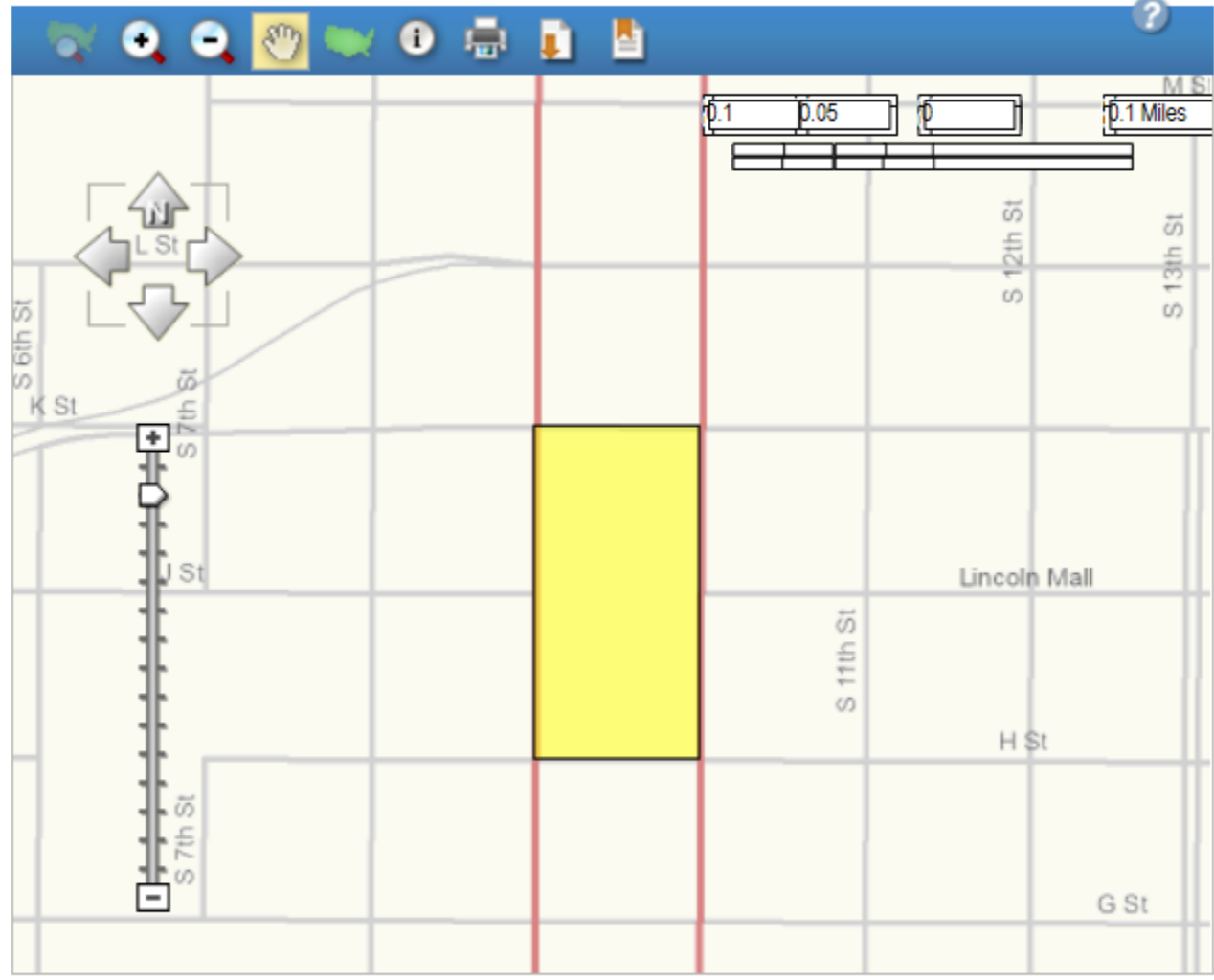
- Major Road
- Street
- Stream/Waterbody

undefined

- Your Selections

Items in grey text are not visible at this zoom level

- Modify the map using the options below:
- Boundaries and Features
 - Find a Location
 - Map Markers



After clicking block 3004 to select it, you can see its boundaries by clicking on the "map" screen – this is close to the old "map it" button the first AFF had

List

Name

Address

Map

Enter a street address, city and state, or a street address and ZIP code. Click 'Go'.

Back to the original screen

Note: address search will use the latest available address data beginning with 2010 and working backwards, based on the contents of Your Selections.

street address

555 S. 10 St

city

Lincoln

state

Nebraska

zip

GO

Geographies containing 555 S 10th St, LINCOLN, NE, 68508:

Select geographies to add to Your Selections

Now let's see the boundaries of the next larger geography – a “group of blocks” (block group)

Geography Results:

Geography Name	Geography Type	Geography Code
Nebraska	State	040
Lancaster County, Nebraska	County	050
Lincoln city, Lancaster County, Nebraska	County Subdivision	060
Block 3004, Block Group 3, Census Tract 20.02, Lancaster County, Nebraska	Block	100
Census Tract 20.02, Lancaster County, Nebraska	Census Tract	140
Block Group 3, Census Tract 20.02, Lancaster County, Nebraska	Block Group within Census Tract	150
Lincoln city, Nebraska	Place within State	160
Lincoln, NE Metro Area	Metro Statistical Area/Micro Statistical Area	310
Congressional District 1 (111th Congress), Nebraska	Congressional District	500
State Senate District 27 (2010), Nebraska	State Legislative District (Upper)	610
No Lower Chamber Districts (2010), Nebraska	State Legislative District (Lower)	620
2E-2 Precinct, Lancaster County, Nebraska	Voting District/Remainder	700
ZCTA5 68508	5-Digit ZCTA	860
Lincoln Public Schools, Nebraska	School District (Unified)/Remainder	970
Lincoln city, Nebraska	Economic Place	E60

Select Geographies

2010 Population Totals can be found in most 2010

The 2010 Demographic Profile is now available for
geographies down to the Census Tract Level.

CLOSE X

- List
- Name
- Address
- Map

Select Geographies

Select

State

from the map using one of the following selection tools:

Legend

Boundaries

- State
- '10 County

Features

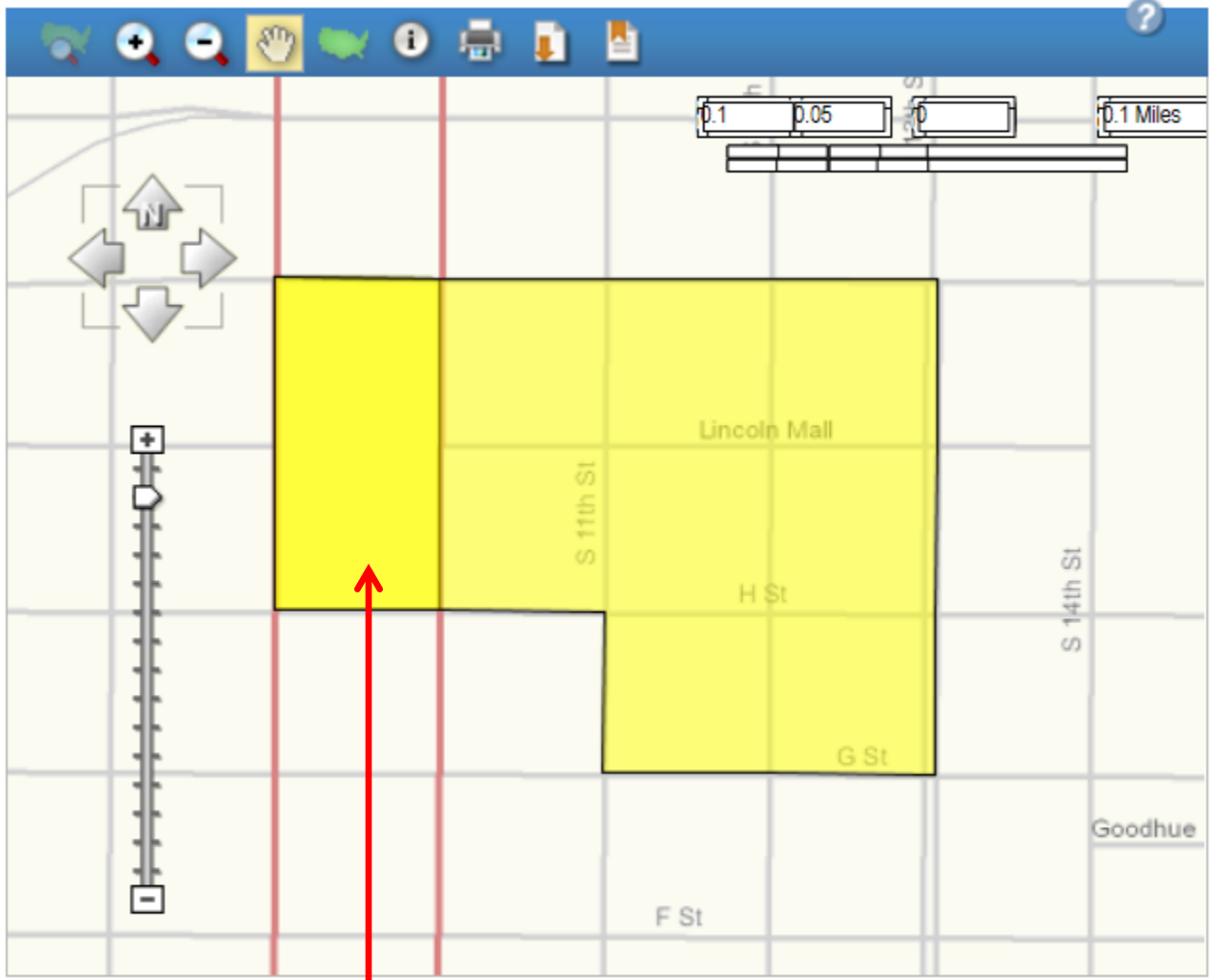
- Major Road
- Street
- Stream/Waterbody

undefined

- Your Selections

Items in grey text are not visible at this zoom level

- Modify the map using the options below:
- Boundaries and Features
 - Find a Location
 - Map Markers



Original block

Everything in yellow
comprises the block group

Select Geographies

2010 Population Totals can be found in most 2010

The 2010 Demographic Profile is now available at the census tract level. geographies down to the Census Tract Level.

CLOSE X

- List
- Name
- Address
- Map

Select Geographies

Select

State

from the map using one of the following selection tools:

Legend

Boundaries

- State
- '10 County

Features

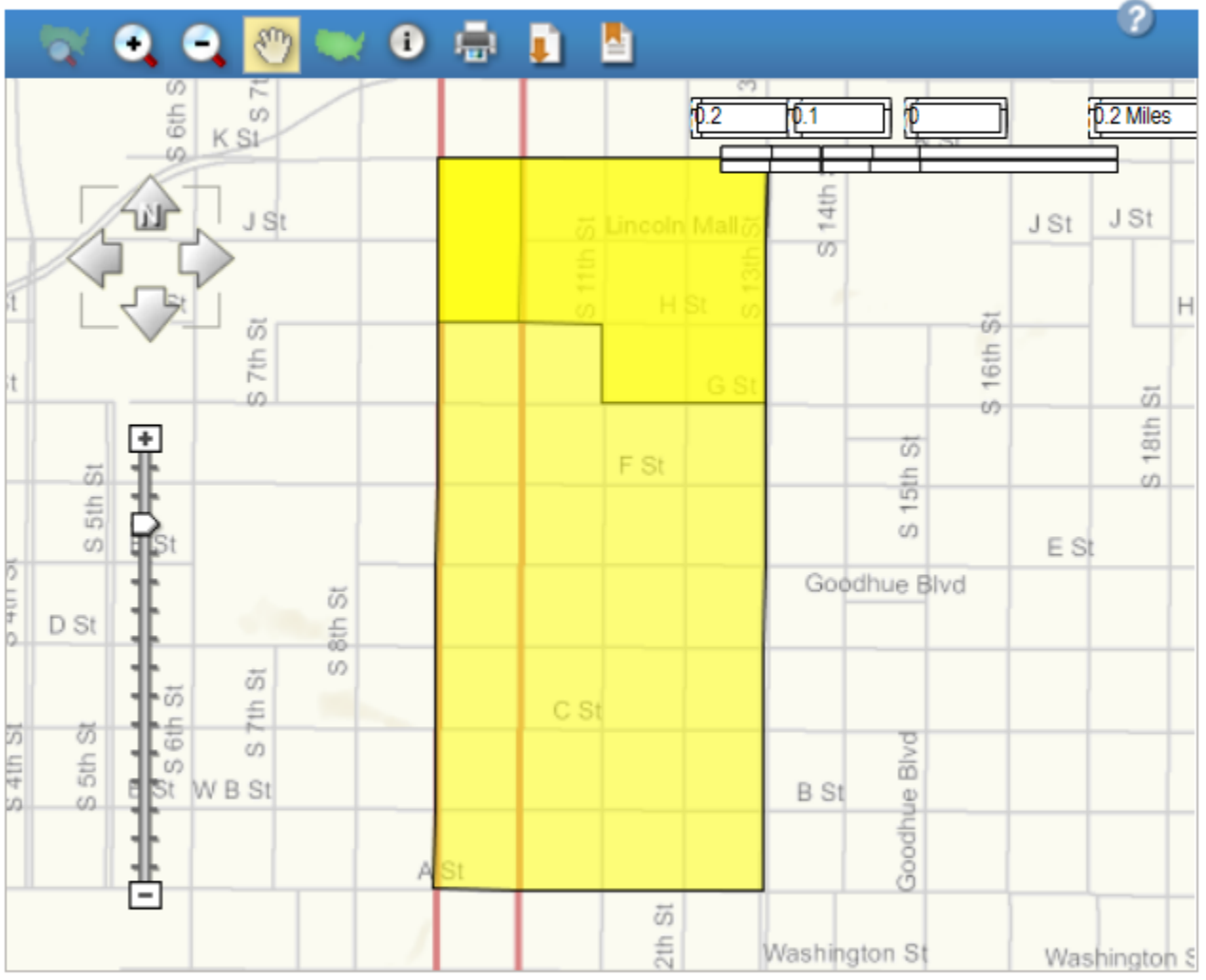
- Major Road
- Street
- Stream/Waterbody

undefined

- Your Selections

Items in grey text are not visible at this zoom level

- Modify the map using the options below:
- Boundaries and Features
 - Find a Location
 - Map Markers



The census tract (all yellow areas) is comprised of the block group (dark yellow) that contained the original block as well as other block groups.

Select Geographies

2010 Population Totals can be found in most 2010

The 2010 Demographic Profile is now available
geographies down to the Census Tract Level.

CLOSE X

List Name Address Map

Select Geographies

Select

State

from the map using one of the following
selection tools:



Legend

Boundaries

- State
- '10 County

Features

- Major Road
- Street
- Stream/Waterbody

undefined

- Your Selections

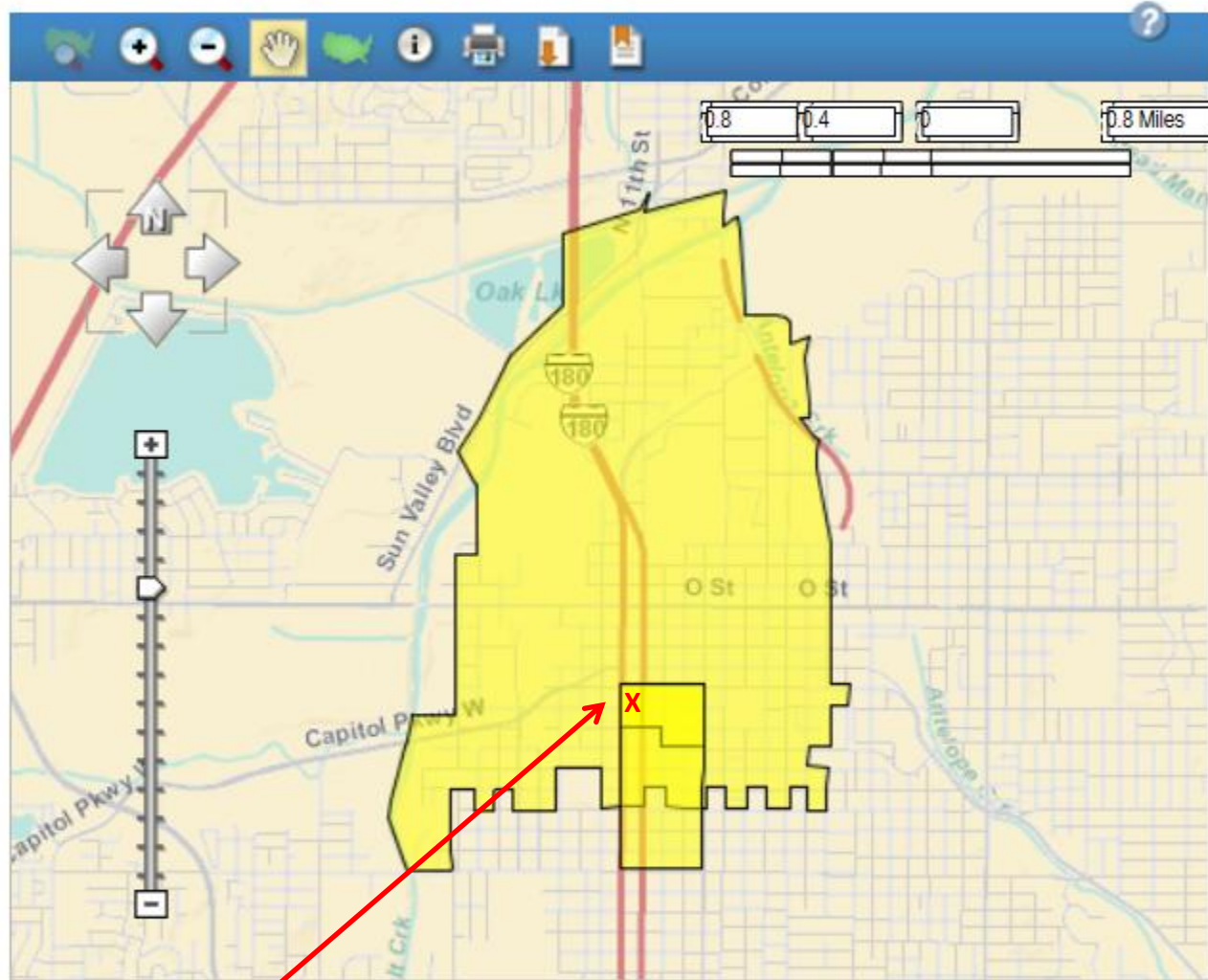
Items in grey text are not visible at this
zoom level

Modify the map using the options below:

Boundaries and Features

Find a Location

Map Markers



Geographies are based (geocoded) off the original address;
this shows ZIP code 68508 which contains our original
block

Select Geographies

2010 Population Totals can be found in most 2010

The 2010 Demographic Profile is now available
geographies down to the Census Tract Level.

CLOSE X

List

Name

Address

Map

Select Geographies

Select

State

from the map using one of the following
selection tools:



Legend

Boundaries

- State
- '10 County

Features

- Major Road
- Street
- Stream/Waterbody

undefined

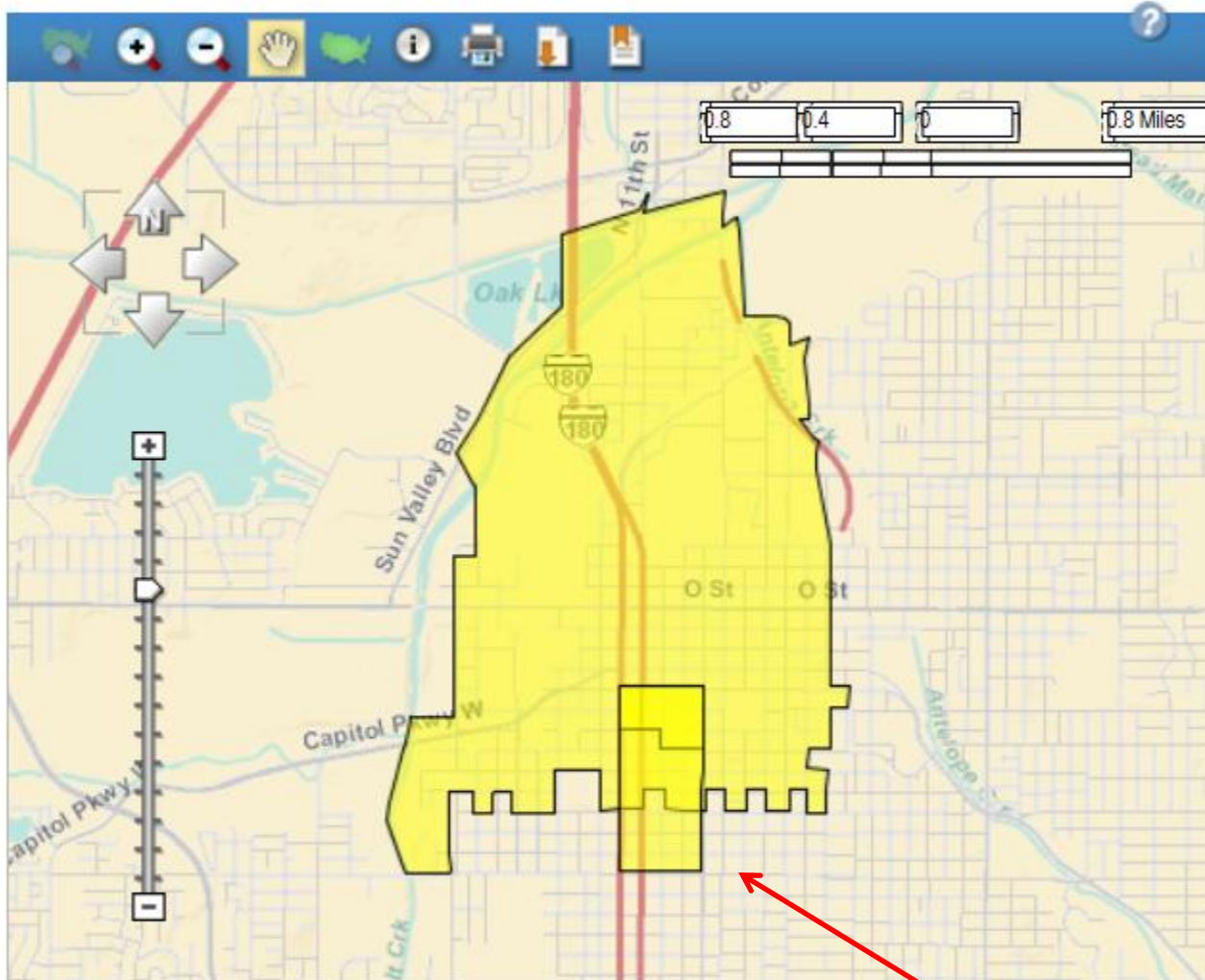
- Your Selections
- Items in grey text are not visible at this
zoom level

Modify the map using the options below:

Boundaries and Features

Find a Location

Map Markers



What is the ZIP code to the south that contains the other part of our relevant census tract? Use Boundaries & Features button to turn on/off geographic displays.

List	Name	Address	Map
------	------	---------	-----

Selecting from the map...

Select Geographies

Select

5-Digit ZCTA

from the map using one of the following selection tools:



ZCTA5 68502

ADD TO YOUR SELECTION

CLEAR

Legend

Boundaries

- State
- '10 County
- '10 ZCTA-5

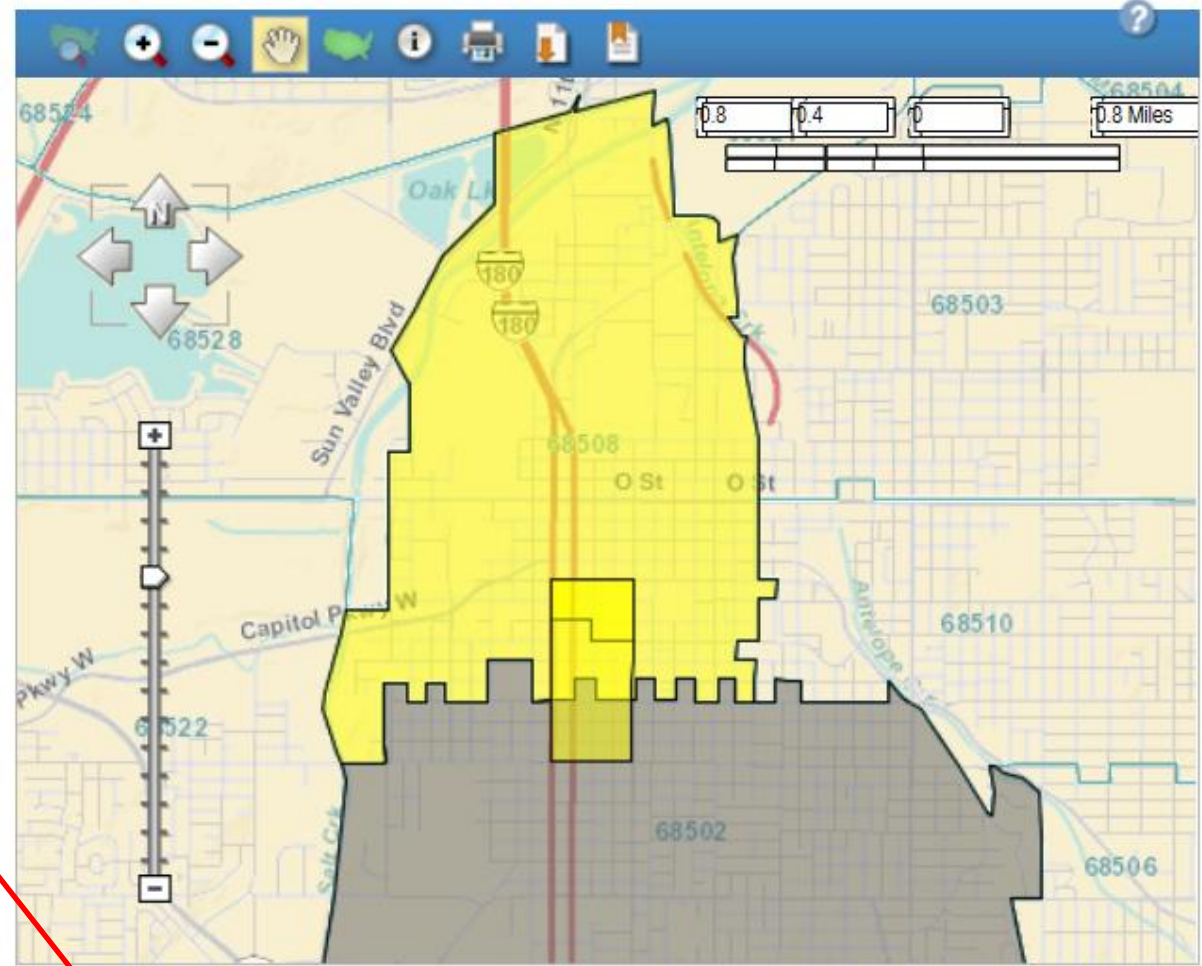
Features

- Major Road
- Street
- Stream/Waterbody

Selection Results

- Selection Results
- Your Selections

Items in grey text are not visible at this zoom level



Click the geographic unit from the drop down box and then click the area you want to select, let page update (item shows in gray); MUST click "add to your selection" to have it be included in your eventual display of data tables.

Modify the map using the options below:

Boundaries and Features

Select Geographies

2010 Population Totals can be found in most 2010

The 2010 Demographic Profile is now available for most geographies down to the Census Tract Level.

CLOSE X

List	Name	Address	Map
------	------	---------	-----

Select Geographies

Select

State Legislative District (Upper) 2010

from the map using one of the following selection tools:

Legend

Boundaries

- State
- '10 County
- "'10 SLD, Upper"

Features

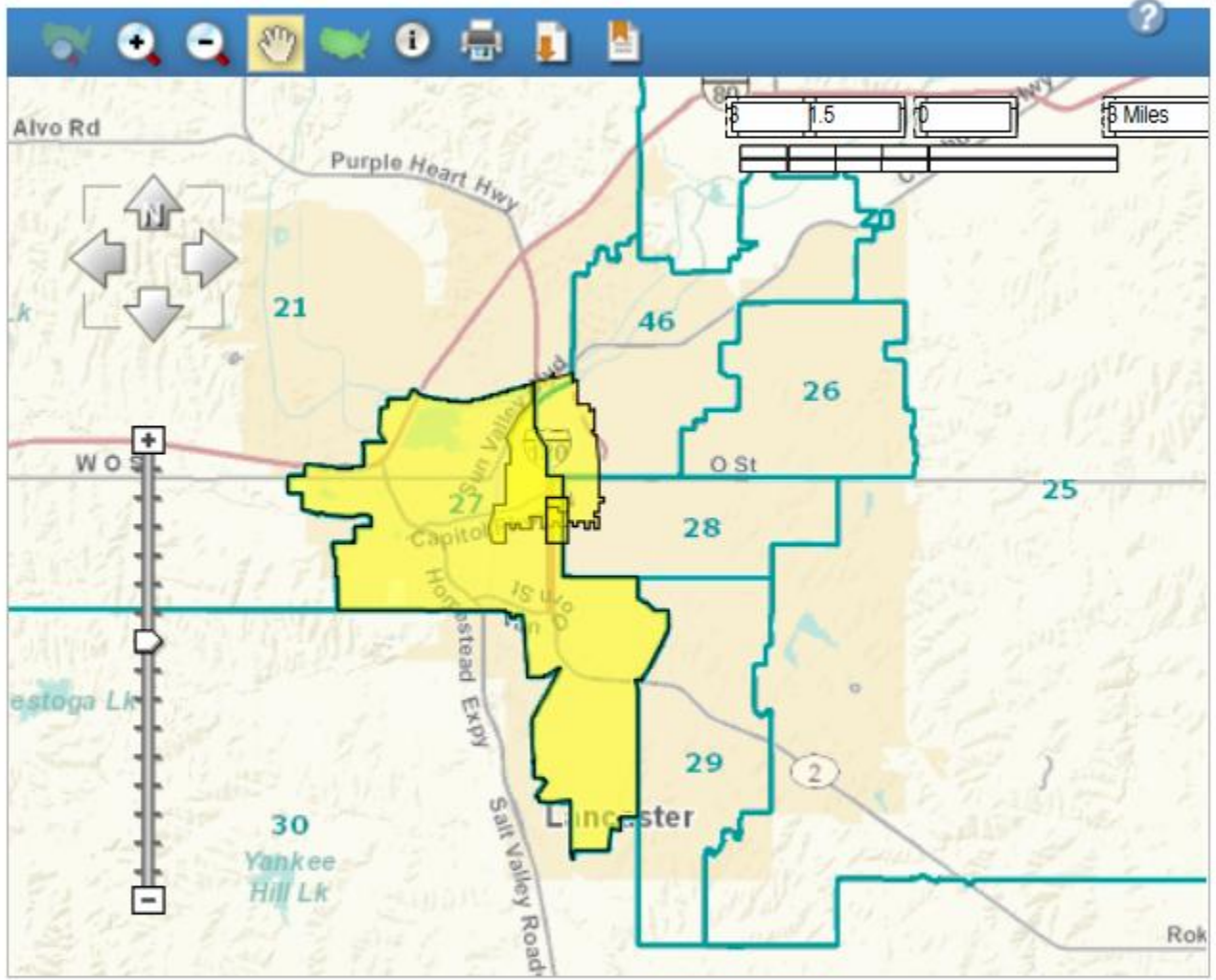
- Major Road
- Street
- Stream/Waterbody

undefined

- Your Selections

Items in grey text are not visible at this zoom level

- Modify the map using the options below:
- Boundaries and Features
 - Find a Location
 - Map Markers



Unicameral Legislative Districts are another geography of possible interest; for now the post 2000 boundaries are in AFF; post 2010 boundaries will be loaded soon

Relationship between Geography and Datafiles

- All geographies, even blocks, have decennial census (short form/100%) data available
 - Compare SF 1 from 2000 to SF 1 from 2010
- Block groups are the smallest geography to have long form/sample data
 - Blocks groups are only to be used as “building blocks” for larger custom geographies in the ACS
 - Ancestry and unmarried partner data are suppressed for BGs
- Census Tracts are the smallest geographies to have all detailed tables released
 - Compare SF 3 from 2000 to ACS data products for socio-economic variables
- PUMAs (100,000+ person units) are important in the ACS as the smallest unit with statewide coverage to have annual data released.
 - PUMAs are your best proxy for “current” data rather than 5-yr aggregates
 - Not all 2000 data products were summarized for 2000 based PUMAs
 - Geographic boundaries of PUMAs changed slightly from 2000 to 2010 in NE

Major Tract Splits and Changes: 2000 vs. 2010

Relationship between Douglas and Lancaster County Census Tracts: 2000 versus 2010						
Douglas County						
2000 Tract Number	2000 Total Population	Split into for 2010	2010 Total Population	2000-10 Change	2000-10 % Change	
73.07	3,337	73.17 and 73.18	7,925	4,588	137.5	
73.08	1,812	73.14, 73.15, and 73.16	9,175	7,363	406.3	
74.30	3,326	74.69 and 74.70	8,813	5,487	165.0	
74.37	5,291	74.71 and 74.72	8,081	2,790	52.7	
75.07	2,419	75.11 and 75.12	10,316	7,897	326.5	
75.10	2,253	75.13, 75.14, 75.15, 75.16, & 75.17	19,087	16,834	747.2	
Lancaster County						
2000 Tract Number	2000 Total Population	Split into for 2010	2010 Total Population	2000-10 Change	2000-10 % Change	
10.00	8,033	10.01, 10.02, and 10.03	7,844	-189	-2.4	
11.00	7,286	11.01 and 11.02	8,011	725	10.0	
20.00	5,554	20.01 and 20.02	5,266	-288	-5.2	
31.01	7,805	31.03 and 31.04	7,508	-297	-3.8	
32.01	246	9832 (renamed)	165	-81	-32.9	
33.00	4,404	33.01 and 33.02	7,949	3,545	80.5	
34.00	7,479	34.01 and 34.02	12,021	4,542	60.7	
36.06	3,057	36.07, 36.08, and 36.09	7,064	4,007	131.1	
37.10	4,169	37.15 and 37.16	7,605	3,436	82.4	
37.11	2,143	37.13 and 37.14	4,539	2,396	111.8	
37.12	4,466	37.17, 37.18, 37.19, and 37.20	9,756	5,290	118.5	
102.00	4,190	102.01 and 102.02	7,742	3,552	84.8	

Data Available at the ZIP Code Level

- **Population and Housing**

- 2010 and 2000 Censuses

- 2007-2011 American Community Survey (to be released Dec. 2012)

(ZIP Code tabulation areas (ZCTAs) are statistical geographic entities that approximate the delivery areas for U.S. Postal Service five-digit and three-digit ZIP Codes. They are made up of census blocks.)

- **Economic**

- Economic Censuses

- County Business Patterns(CBP)/ZIP Code Business Patterns(ZBP)

- Local Employment Dynamics

(ZIP Codes in the Economic Census and ZBP are those reported by the businesses or on administrative address lists.)

Accessing ZIP Code Data

- **2000 and 2010 Censuses of Population and Housing** and the **2002 and 2007 Economic Censuses** currently are available on American FactFinder. When released, the 2007-2011 ACS also will be available on FactFinder.
- A small selection of **ZIP Code Business Patterns** data also are available on FactFinder, but detailed information is available only at the CBP/ZBP site.
- **Local Employment Dynamic** information is available only at the LED site.

County Business Patterns Home Page

Firefox | County Business Patterns (CBP) Home P... | www.census.gov/econ/cbp/ | census.gov/econ/cbp/ | Google

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County Business Patterns

- Main
- About the Data
- Historical Data
- How the Data are Collected
- Definitions
- FAQs

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Release Schedule

2011 CBP is scheduled for release June 2013.
2011 ZBP is scheduled for release July 2013.

News

[Census Bureau Reports U.S. Employer Firms Show Declines in Number of Establishments and Employees](#)

[Census Bureau Blog](#)

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Data Visualizations



[Selected County Business Patterns Maps](#)

[Selected Island Areas Maps](#)

[Measuring America: County Business Patterns & Demographics Interactive Map](#)

Related Sites

[2007 Economic Census](#)

[Business & Industry](#)

[Economic Indicators](#)

County Business Patterns (CBP) ZIP Code Business Patterns (ZBP)

County Business Patterns (CBP) is an annual series that provides subnational economic data by industry. This series includes the number of establishments, employment during the week of March 12, first quarter payroll, and annual payroll. This data is useful for studying the economic activity of small areas; analyzing economic changes over time; and as a benchmark for other statistical series, surveys, and databases between economic censuses. Businesses use the data for analyzing market potential, measuring the effectiveness of sales and advertising programs, setting sales quotas, and developing budgets. Government agencies use the data for administration and planning.

ZIP Code Business Patterns data are available shortly after the release of County Business Patterns. It provides the number of establishments by employment-size classes by detailed industry in the U.S.

These two programs cover most of the country's economic activity based on establishments, with a few noted exclusions. For more information on the coverage and methodology of CBP, see [How the Data are Collected](#). For information on businesses without paid employees, see [Nonemployer Statistics](#).

Data for 2010 were released in June 2012. For help accessing the data via hypertext tables or American FactFinder, please refer to the [Data User Guide \[PDF\]](#).

For frequently asked questions (FAQs), visit [Ask.Census.Gov](#) or click the FAQs tab at the top of the screen. Enter 'CBP' or 'County Business Patterns' into the search box to narrow the results.

View data in tables

U.S., States, and Counties ^{1,2} (1998-2010)

Puerto Rico (2003-2010) and Island Areas (2008 to 2010)

Zip Codes ³ (1998 to 2010) (Enter 5-digit ZIP Code)

Metropolitan and Micropolitan Statistical Areas ⁴ (1998-2010)

Data in other formats for manipulation and analysis

- Extract and manipulate data in the [New American FactFinder](#).
- Download the data in [Comma-Separated Value \(csv\) format](#) starting with year 1986.
- See the discussion of [Historical CBP Data](#) for earlier years, including data for selected years on CD-ROM.

ZIP Code Business Patterns Data

Firefox | Censtats Database | censtats.census.gov/cgi-bin/zbpnaic/zbpsect.pl

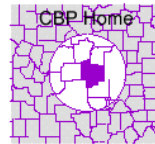
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[CenStats](#)

2010 ZIP Code Business Patterns (NAICS)



68106

OMAHA, NE

Without noise flag With noise flag

Enter a new ZIP Code or select a different year

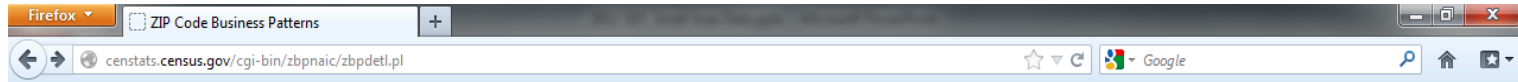
ZIPCode Year
 2010

Totals for ZIP Code 68106	
Number of establishments:	500
Paid employees for pay period including March 12:	8,069
First-quarter payroll in \$1,000:	79,179
Annual payroll in \$1,000:	325,945

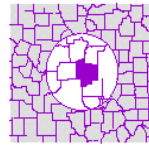
Click on Detail for more detail NAICS Codes

	Industry Code	Industry Code Description	Total Estabs	Number of Establishments by Employment-size class								
				1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000 or more
<input type="button" value="Detail"/>	-----	Total for all sectors	500	253	93	73	48	20	8	3	2	0
<input type="button" value="Detail"/>	23----	Construction	56	31	11	7	4	3	0	0	0	0
<input type="button" value="Detail"/>	31----	Manufacturing	12	4	1	5	2	0	0	0	0	0
<input type="button" value="Detail"/>	42----	Wholesale trade	31	15	7	6	2	1	0	0	0	0
<input type="button" value="Detail"/>	44----	Retail trade	55	23	15	7	4	4	1	1	0	0
<input type="button" value="Detail"/>	48----	Transportation and warehousing	18	8	5	3	1	1	0	0	0	0

ZIP Code Business Patterns Detail



ZIP Code Business Patterns (NAICS)



ZIP Code 68106
 OMAHA, NE
 44---

Retail trade

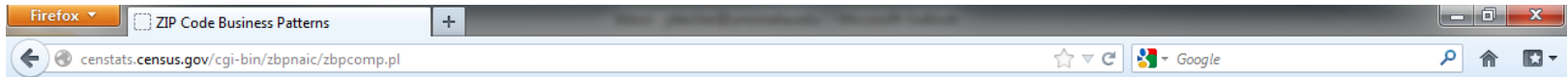
Enter a new ZIP Code or select a different year

ZIPCode Year
 2010

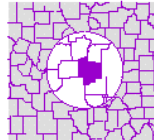
Click on Compare to see all Zip Codes in 3 digit area

	Industry Code	Industry Code Description	Total Estab	Number of Establishments by Employment-size class									
				1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000 or more	
<input type="button" value="Compare"/>	44----	Retail trade	55	23	15	7	4	4	1	1	0	0	
<input type="button" value="Compare"/>	441120	Used car dealers	2	2	0	0	0	0	0	0	0	0	
<input type="button" value="Compare"/>	441221	Motorcycle, ATV, and personal watercraft dealers	1	0	1	0	0	0	0	0	0	0	
<input type="button" value="Compare"/>	441310	Automotive parts and accessories stores	4	1	1	1	1	0	0	0	0	0	
<input type="button" value="Compare"/>	441320	Tire dealers	1	1	0	0	0	0	0	0	0	0	
<input type="button" value="Compare"/>	442299	All other home furnishings stores	2	1	0	0	1	0	0	0	0	0	
<input type="button" value="Compare"/>	443112	Radio, television, and other electronics stores	1	0	1	0	0	0	0	0	0	0	
<input type="button" value="Compare"/>	443120	Computer and software stores	1	1	0	0	0	0	0	0	0	0	
<input type="button" value="Compare"/>	444110	Home centers	1	1	0	0	0	0	0	0	0	0	
<input type="button" value="Compare"/>	444130	Hardware stores	1	0	0	1	0	0	0	0	0	0	
<input type="button" value="Compare"/>	444220	Nursery, garden center, and farm supply stores	1	0	0	1	0	0	0	0	0	0	

ZIP Code Business Patterns Compare



ZIP Code Business Patterns (NAICS)



44---

Retail trade

Year

2010

Go!

	ZIP Code	ZIP Code Name	Total Estabs	Number of Establishments by Employment-size class									
				1-4	5-9	10-19	20-49	50-99	100-249	250-499	500-999	1000 or more	
Detail	68102	OMAHA, NE	50	31	9	9	1	0	0	0	0	0	
Detail	68104	OMAHA, NE	29	10	12	5	2	0	0	0	0	0	
Detail	68105	OMAHA, NE	35	18	8	5	3	1	0	0	0	0	
Detail	68106	OMAHA, NE	55	23	15	7	4	4	1	1	0	0	
Detail	68107	OMAHA, NE	76	38	19	12	4	2	1	0	0	0	
Detail	68108	OMAHA, NE	36	10	14	7	3	2	0	0	0	0	
Detail	68110	OMAHA, NE	9	1	5	1	2	0	0	0	0	0	
Detail	68111	OMAHA, NE	25	9	7	6	3	0	0	0	0	0	
Detail	68112	OMAHA, NE	17	5	6	2	1	3	0	0	0	0	
Detail	68113	OFFUTT A F B, NE	4	3	0	1	0	0	0	0	0	0	
Detail	68114	OMAHA, NE	268	83	78	58	24	13	9	2	1	0	
Detail	68116	OMAHA, NE	33	9	9	2	7	2	2	2	0	0	
Detail	68117	OMAHA, NE	45	14	15	6	6	6	1	0	0	0	


Local Employment Dynamics--OnTheMap

Firefox U.S. Census Bureau - Longitudinal Empl...
 lehd.did.census.gov/led/ census.gov/led/

U.S. Census Bureau
Longitudinal Employer-Household Dynamics

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Release Schedule Tools OnTheMap (Help) Emergency Management (Help) OWI Online (Help) Job Gains/Losses Industry Focus Older Worker Profiles CED HotReport Learning 2012 Workshop 2011 Workshop e-Learning Webinars Workshops Partnership State Partners Partners Only Data Download VirtualRDC State Only OnTheMap Data (Help) Data Visualization OnTheMap Many Eyes Google Public Data Explorer	<p>06/15/12: OnTheMap Mobile and OnTheMap Version 6.1 Released</p> <p>06/15/12: OnTheMap for Emergency Management Version 3 Released</p> <p>05/31/12: LODES/OnTheMap Data for DC and Federal Employment (2010) Released</p> <p>05/24/12: Website Maintenance Friday May 25 at 6:00 PM</p> <p>04/27/12: OnTheMap Version 6 Downloadable Data Released [more...]</p> <p>Click here to send an email to join the OnTheMap listserv.</p> <p>OnTheMap for Emergency Management Version 3.0</p> <ul style="list-style-type: none"> Expanded Report Content - the addition of Decennial 2010 Demographic & Housing Characteristics; 2010 Jobs & Worker Sex Data New Emergency Event Data - the addition of FEMA Disaster Declaration Areas & NWS Snowfall Probability Forecasts More Complete Hurricane Archives - Capture & Archiving of all Daily NHC Storm Updates New Analyses & Visualizations - New Reports with Charting & Thematic Map Overlays Showing Population & Worker Distributions New Interoperability - New Tool for Exporting Event Areas to use in OnTheMap or Other GIS Applications Updated Interface and Help Documentation - Improved User Interface Speed and Navigability; Improved Event Searching; Newly Updated Help Documentation 	<p>What is LEHD?</p> <p>What is LED?</p> <p>What is the difference between LEHD and LED?</p> <p>What are the OWI? [more...]</p> <p>DID YOU KNOW?</p> <p>Private Sector Total Employment in Maryland</p> <table border="1"> <thead> <tr> <th></th> <th>2010Q2</th> <th>2011Q2</th> <th>Change</th> </tr> </thead> <tbody> <tr> <td>All</td> <td></td> <td></td> <td></td> </tr> <tr> <td>Female</td> <td>972,475</td> <td>975,333</td> <td>+0.3%</td> </tr> <tr> <td>Male</td> <td>987,215</td> <td>1,000,105</td> <td>+1.3%</td> </tr> </tbody> </table> <p>Professional Services...</p> <table border="1"> <thead> <tr> <th></th> <th>2010Q2</th> <th>2011Q2</th> <th>Change</th> </tr> </thead> <tbody> <tr> <td>Female</td> <td>102,254</td> <td>102,517</td> <td>+0.3%</td> </tr> <tr> <td>Male</td> <td>125,987</td> <td>129,931</td> <td>+3.1%</td> </tr> </tbody> </table> <p><input type="button" value="Next"/></p> <p>For more details or local results, visit OWI Online. U.S. Census Bureau, Local Employment Dynamics, 08/06/2012, 09:57:28 am</p>		2010Q2	2011Q2	Change	All				Female	972,475	975,333	+0.3%	Male	987,215	1,000,105	+1.3%		2010Q2	2011Q2	Change	Female	102,254	102,517	+0.3%	Male	125,987	129,931	+3.1%
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Please send your comments/suggestions to CES.Local.Employment.Dynamics@census.gov

Selecting Geography

Available Geographies

States

Counties

Places

ZIP Codes

Metropolitan/
Micropolitan
Areas

The screenshot shows the OnTheMap application interface. The browser window title is "U.S. Census Bureau - Longitudinal E...". The URL is "onthemap.ces.census.gov". The application has a navigation bar with "Start", "Base Map", and "Selection" tabs. Below the navigation bar is a "Welcome to OnTheMap!" message. The "Search" section is highlighted with a red circle and contains a search box with "68106" entered, a "Search" button, and a dropdown menu showing "ZIP Codes (ZCTA)" selected. Below the search section are "Import Geography" and "Load .OTM File" sections. The main map area shows a map of the United States with various cities labeled, including Anchorage, Seattle, Portland, Minneapolis, Boston, New York, Washington, Virginia Beach, San Antonio, Corpus Christi, Tampa, Miami, and San Juan. A scale bar at the bottom indicates 1000 km and 1000 mi. The coordinates "-179.65787, 32.31513" are displayed at the bottom right.

Zip Codes are the smallest level of geography.

Perform Analysis

The screenshot displays the OnTheMap web application interface. The browser window shows the URL `onthemap.ces.census.gov`. The application header includes the title "OnTheMap" and navigation links: "LED Home", "Help and Documentation", "Reload", and "Text-Only".

The left sidebar contains several sections:

- Welcome to OnTheMap!**: A message stating "Start an analysis by using one of the tools below (Search, Import Geography, or Load .OTM file). Hover over the Help icons located throughout the application to see Help tips for using specific functionality. Sections in the control panel can be collapsed or opened by clicking the section title. [Read New Data Notice \(05/31/2012\)](#)"
- Search**: A search input field containing "68106" and a "Search" button. Below it is a dropdown menu for "ZIP Codes (ZCTA)" with "68106" selected.
- Import Geography**: Links for "Import from KML", "Import from SHP", and "Import from GPS".
- Load .OTM File**: A "Load" button with the instruction "Click the 'Load' button below to load a .OTM file."

The main map area shows a street map of Omaha, Nebraska. A red diamond marker is placed on the map, and a white information popup is displayed over it. The popup contains the following text:

68106
from ZIP Codes (ZCTA)
Selection Area: 5.060 Sq. Mi
Census Blocks: 447

Below the popup are the following links:

- [Perform Analysis on Selection Area](#)
- [Change Selection Area](#)
- [Add Advanced Selection](#)

The map includes a scale bar (1000 m / 2000 ft), a north arrow, and a coordinate display in the bottom right corner: "-96.00806, 41.24353".

Analysis Settings—Inflow/Outflow

Firefox | U.S. Census Bureau - Longitudinal E... | OnTheMap

onthemap.ces.census.gov

LED Home Help and Documentation Reload Text-Only

Start Base Map Selection Results

Inflow/Outflow Analysis
enter your own subtitle

Display Settings

Labor Market Segment Filter: All Workers

Year: 2010

Map Controls

Color Key: [Blue Box]

Flow Overlay:

Selection Outline:

Identify, Zoom to Selection, Clear Overlays, Animate Overlays

Report/Map Outputs

Detailed Report, Export Geography, Print Chart/Map

Legends

Note: Overlay arrows do not indicate directionality of worker flow from home and employment location.

- Employed and Live in Selection Area
- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside
- Analysis Selection

Analysis Settings

Inflow/Outflow Analysis in 2010 by All 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!

68132

6

80

1000 m
2000 ft

-96.01791, 41.25991

Inflow/Outflow Job Counts in 2010

Legend:

- Employed in Selection Area, Live Outside
- Live in Selection Area, Employed Outside
- Employed and Live in Selection Area

Job Counts (Primary Jobs) 2010

Selection	Count	Share
Selection	9,203	100.0%
Selection Outside	8,709	94.6%
Living in the Selection Area	494	5.4%
Living and Employed in the Selection Area	9,256	100.0%
Living and Employed Outside the Selection Area	8,762	94.7%
Living and Employed in the Selection Area	494	5.3%

Reset Highlighting

Change Settings

Privacy Policy | 2010 Census | Data Tools | Information Quality | Product Catalog | Contact Us | Home
Source: U.S. Census Bureau, Center for Economic Studies | e-mail: CES.OnTheMap.Feedback@census.gov

Review Results and Change Settings

The screenshot shows the OnTheMap web application interface. The browser window title is "U.S. Census Bureau - Longitudinal E...". The URL is "onthemap.ces.census.gov". The page title is "OnTheMap". The main content area is titled "Inflow/Outflow Analysis" with the subtitle "enter your own subtitle". The interface is divided into several sections:

- Left Sidebar:** Contains "Display Settings" (Labor Market Segment Filter: All Workers, Year: 2010), "Map Controls" (Color Key, Flow Overlay, Selection Outline, Identify, Zoom to Selection, Clear Overlays, Animate Overlays), "Report/Map Outputs" (Detailed Report, Export Geography, Print Chart/Map), "Legends" (Note: Overlay arrows do not indicate directionality of worker flow between home and employment locations. Legend items: Employed and Live in Selection Area, Employed in Selection Area, Live Outside, Live in Selection Area, Employed Outside, Analysis Selection), and "Analysis Settings" with a "Change Settings" button.
- Central Map:** Shows a map of Omaha, Nebraska, with a selection area outlined in orange. Three large green arrows indicate worker flows: 9,459 (Employed in Selection Area, Live Outside), 9,562 (Live in Selection Area, Employed Outside), and 547 (Employed and Live in Selection Area). The map includes a north arrow, a scale bar (1000 m, 2000 ft), and coordinates (-95.98508, 41.23552).
- Right Sidebar:** Contains a Venn diagram titled "Inflow/Outflow Job Counts in 2010" with a legend: 9,459 - Employed in Selection Area, Live Outside; 9,562 - Live in Selection Area, Employed Outside; 547 - Employed and Live in Selection Area. Below the Venn diagram is a table titled "Inflow/Outflow Job Counts (All Jobs) 2010".

Select a new area

Select a sub-category of workers

Prepare a detailed report

Change settings for existing area

Inflow/Outflow Job Counts (All Jobs) 2010		
	Count	Share
Employed in the Selection Area	10,006	100.0%
Employed in the Selection Area but Living Outside	9,459	94.5%
Employed and Living in the Selection Area	547	5.5%
Living in the Selection Area Living in the Selection Area but Employed Outside	10,109	100.0%
Living and Employed in the Selection Area	9,562	94.6%
Living and Employed in the Selection Area	547	5.4%

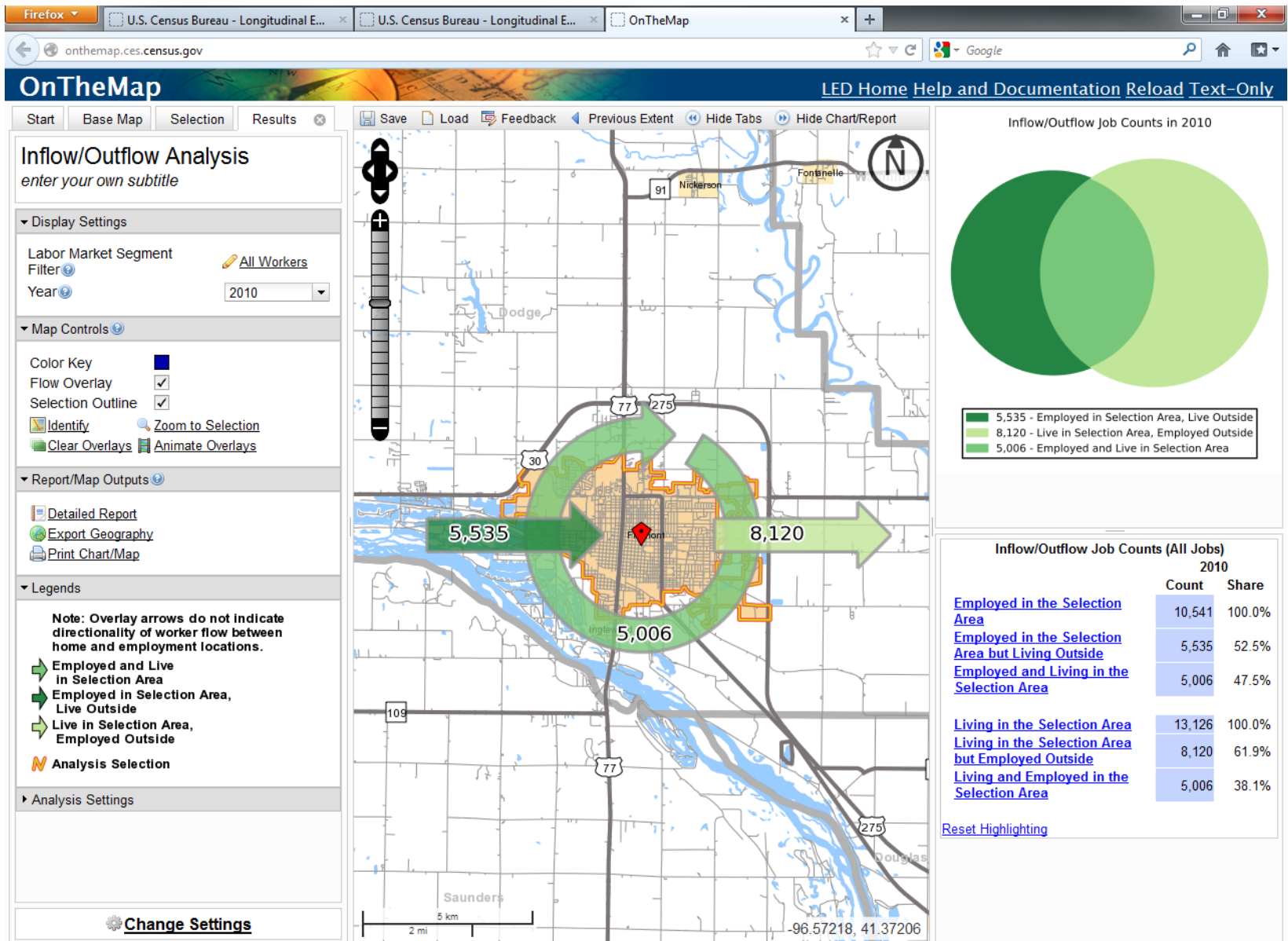
Selecting a City

The screenshot shows the OnTheMap web application interface. The browser window title is "OnTheMap" and the URL is "onthemap.ces.census.gov". The page has a blue header with "OnTheMap" and navigation links: "LED Home", "Help and Documentation", "Reload", and "Text-Only". Below the header is a control panel with tabs for "Start", "Base Map", and "Selection". The "Start" tab is active, showing a "Welcome to OnTheMap" message and a search section. The search section has a search bar containing "Fremont" and a dropdown menu showing "Places (Cities, CDPs, etc.)". Below the dropdown is a list of search results for "Fremont":

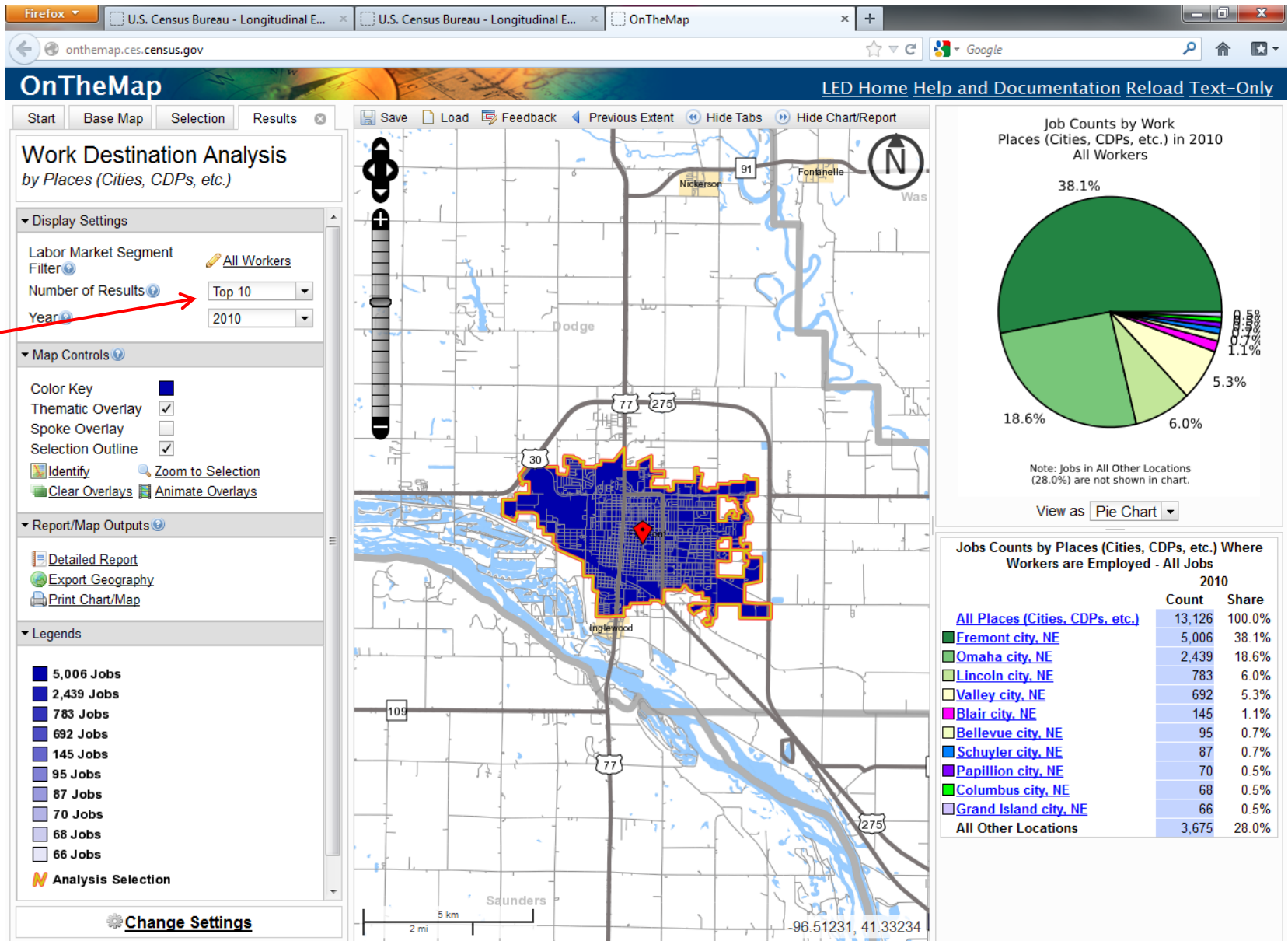
- Fremont city, NE
- Fremont town, NC
- Fremont CDP, UT
- Fremont city, CA
- Fremont Hills city, MO
- Fremont city, MI
- Fremont city, OH
- Fremont town, IN
- Fremont village, WI
- Fremont CDP, MO
- Fremont city, IA

The main map area shows a map of the United States with various cities labeled, including Anchorage, Seattle, Portland, Minneapolis, Milwaukee, Boston, New York, Washington, Virginia Beach, Denver, Omaha, Kansas City, Nashville, Davidson metropolitan government, San Antonio, Corpus Christi, Jacksonville, Tampa, Miami, San Juan, Phoenix, Tucson, El Paso, Arlington, Atlanta, Las Vegas, Long Beach, Oakland, and Urban Honolulu. The map includes a north arrow, a scale bar (1000 km / 1000 mi), and a coordinate display (-139.09760, -20.45838).

Results—Inflow/Outflow



Results—Places Where Fremont Residents Work



You can add more places

Other Data Sources

- Quick Facts--available for cities above 5,000
<http://quickfacts.census.gov/qfd/index.html>
- Narrative Profiles—currently available for cities above 20,000 but is an example of how to present your information
<http://factfinder2.census.gov/faces/nav/jsf/pages/index.xhtml>