

South Dakota State Data Conference
Sioux Falls, SD June 14th and 15th 2018

OnTheMap

Finding labor pools and potential customers with Longitudinal data

David Schuler

Data Dissemination Specialist
Data Dissemination Branch
Customer Liaison Marketing and Services Office
Communications Directorate
Bureau of Census
U.S. Department of Commerce
Geneva, IL.
david.f.schuler@census.gov
(C) 312-636-2552

Table of Contents

On the Map		Slide
Census.gov		3
Find your data	4	4
Choose your analysis		5
Inflow/Outflow		6
Work Area Profile Analysis		7
Direction/Distance Analysis		8
Detailed Reports	9	
Continue the conversation		10

census.gov

21st Century Expectation: Anywhere, Anytime Access



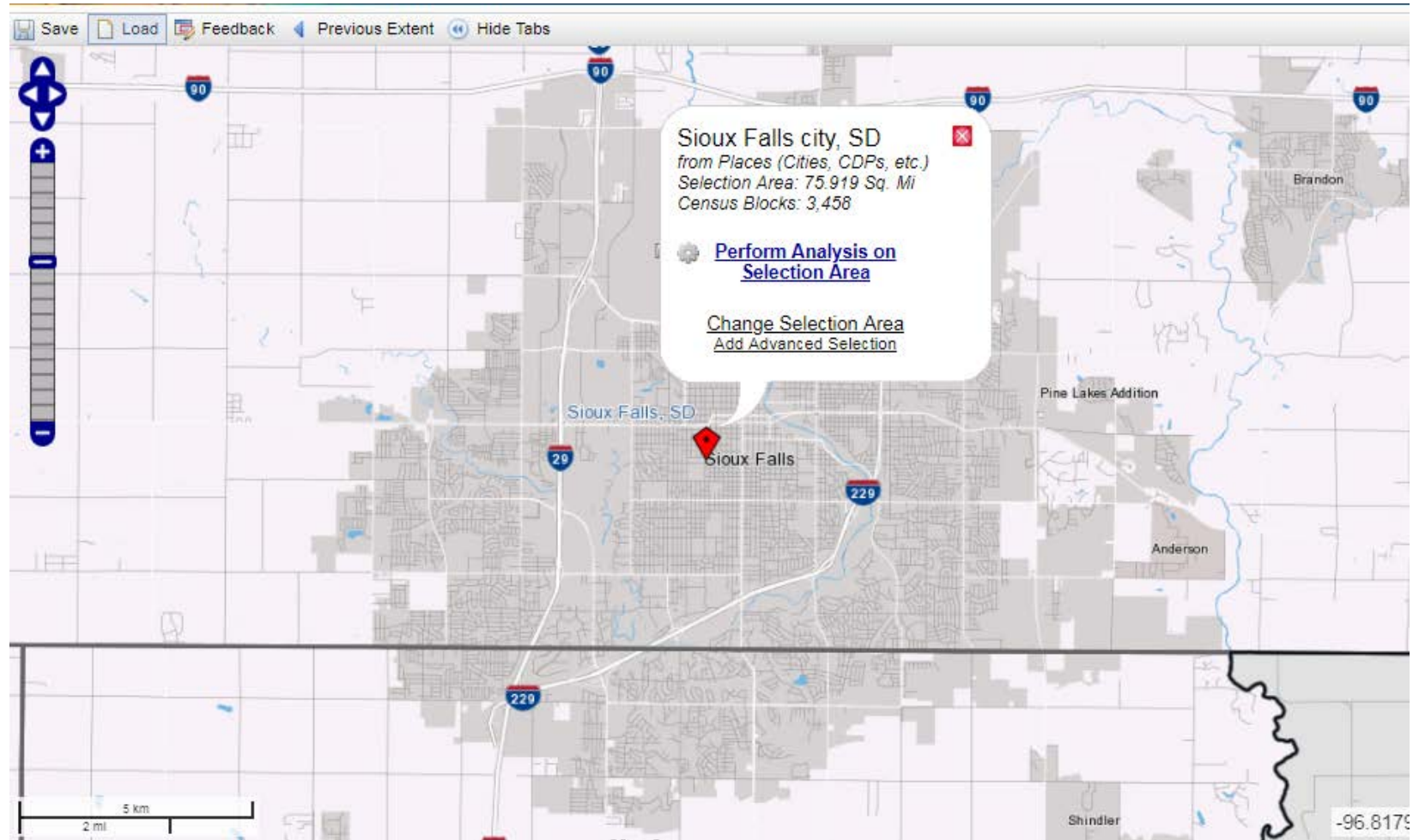
On The Map

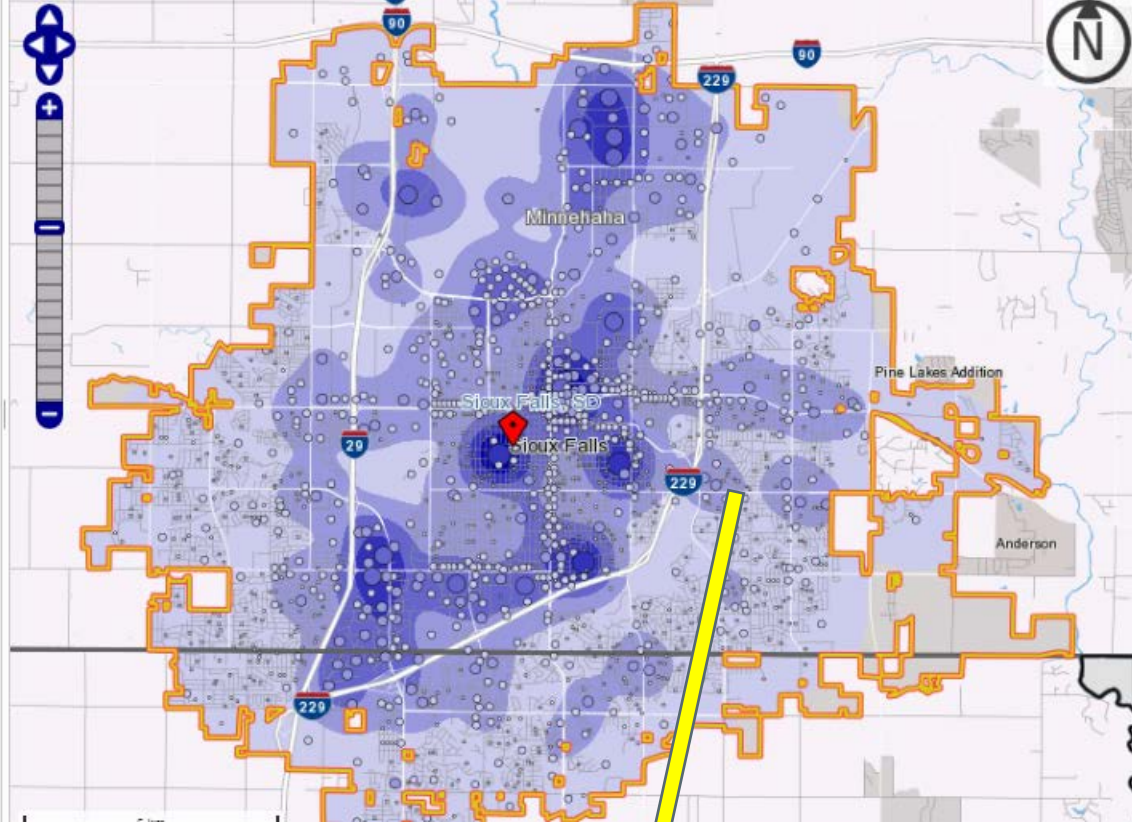
Find your data

<https://onthemap.ces.census.gov/>

Labor market data

- Detailed workforce





Sioux Falls City, SD
 from Places (Cities, CDPs, etc.)
 Selection Area: 75,919 Sq. Mi
 Census Blocks: 3,458

[Perform Analysis on Selection Area](#)

[Change Selection Area](#)
[Add Advanced Selection](#)

Analysis Settings

Distance/Direction Analysis in 2015 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.

- 2015
- 2014
- 2013
- 2012
- 2011
- 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

On The Map

Local Employment Dynamics (LED) Data

<https://onthemap.ces.census.gov/>

- Inflow/Outflow
- Distance/Direction
- By NAICS

Inflow/Outflow Job Counts in 2015



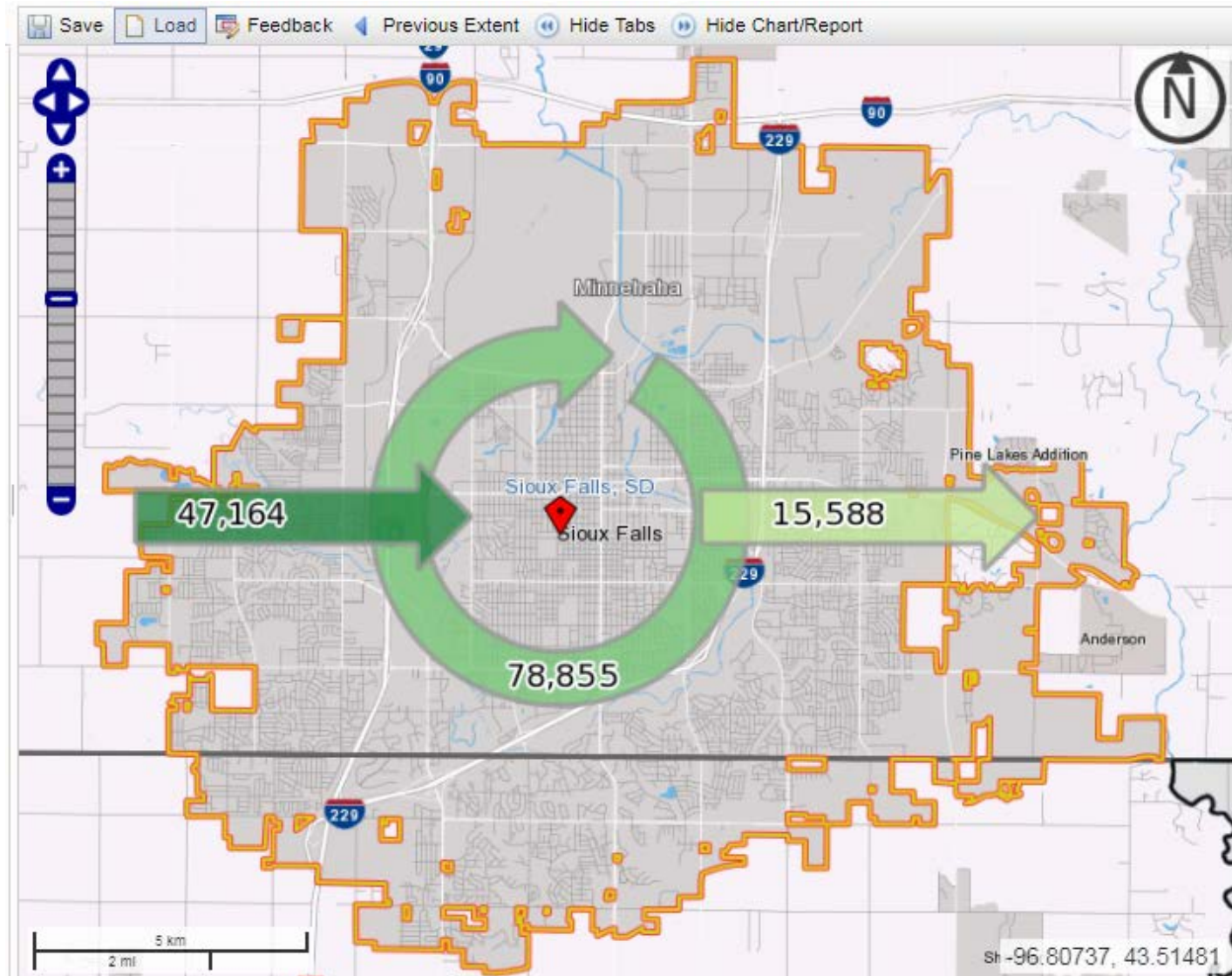
47,164	- Employed in Selection Area, Live Outside
15,588	- Live in Selection Area, Employed Outside
78,855	- Employed and Live in Selection Area

Inflow/Outflow Job Counts (All Jobs)

2015

	Count	Share
Employed in the Selection Area	126,019	100.0%
Employed in the Selection Area but Living Outside	47,164	37.4%
Employed and Living in the Selection Area	78,855	62.6%
Living in the Selection Area	94,443	100.0%
Living in the Selection Area but Employed Outside	15,588	16.5%
Living and Employed in the Selection Area	78,855	83.5%

[Reset Highlighting](#)



Work Area Profile Analysis

enter your own subtitle

▼ Display Settings

Characteristic Filter Total
 Year

▼ Map Controls

Color Key

Thermal Overlay

Point Overlay

Selection Outline

Identify Zoom to Selection

Clear Overlays Animate Overlays

▼ Report/Map Outputs

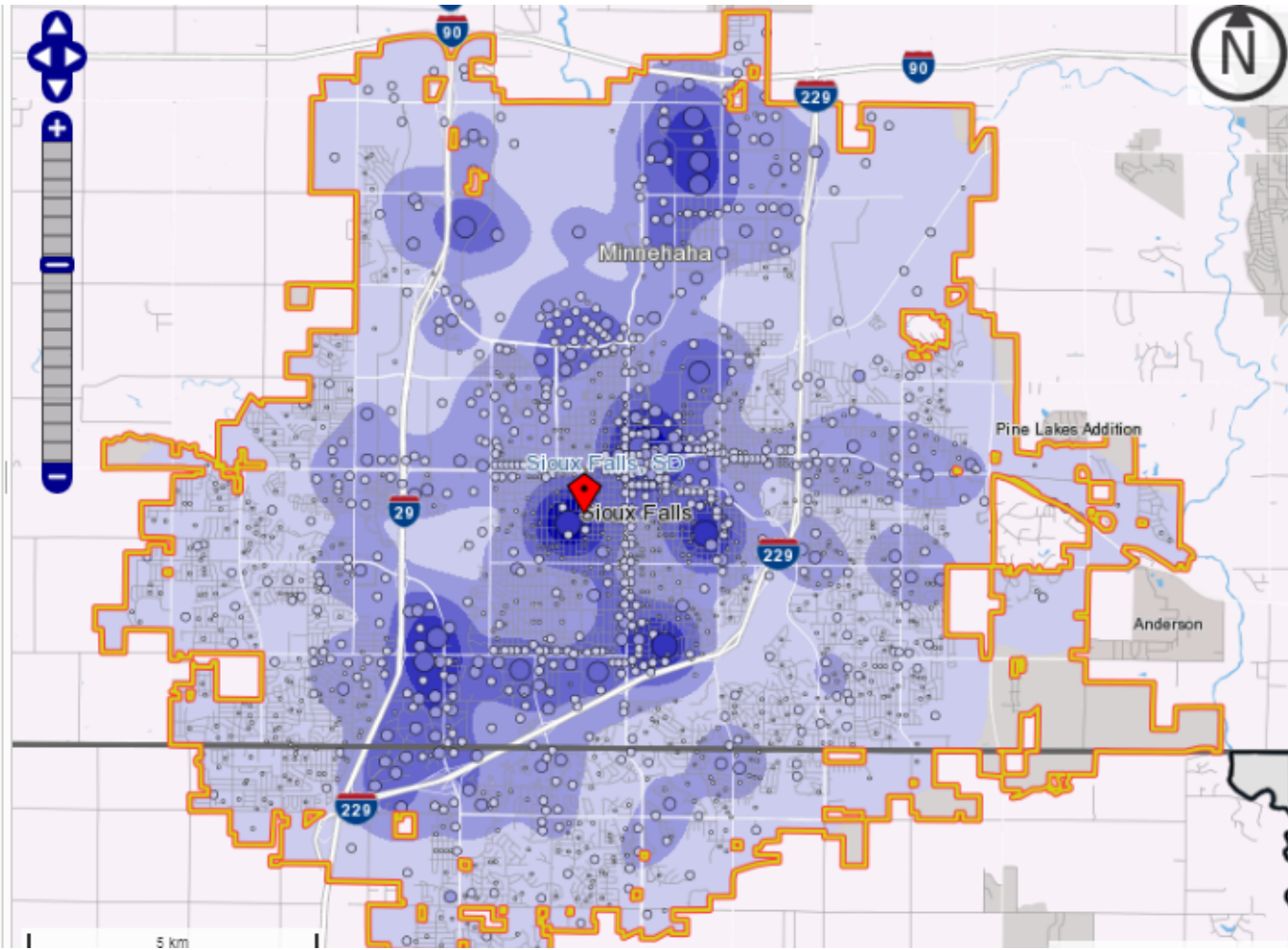
Detailed Report

Export Geography

Print Chart/Map

▼ Legends

- 5 - 907 Jobs/Sq.Mile
- 908 - 3,616 Jobs/Sq.Mile
- 3,617 - 8,130 Jobs/Sq.Mile
- 8,131 - 14,450 Jobs/Sq.Mile
- 14,451 - 22,576 Jobs/Sq.Mile



the Summary Report to see more detail.



View as

Total All Jobs

	2015	
	Count	Share
Total All Jobs	126,019	100.0%

Worker Age

	2015	
	Count	Share
Age 29 or younger	32,439	25.7%
Age 30 to 54	67,739	53.8%
Age 55 or older	25,841	20.5%

Earnings

	2015	
	Count	Share
\$1,250 per month or less	31,993	25.4%
\$1,251 to \$3,333 per month	43,439	34.5%



U.S. Department of Commerce
 Economics and Statistics Administration
 U.S. CENSUS BUREAU
census.gov

Start Base Map Selection Results

Distance/Direction Analysis

Work to Home

▼ Display Settings

Labor Market Segment Filter All Workers

Year 2015

▼ Map Controls

Color Key Thermal Overlay Point Overlay Selection Outline

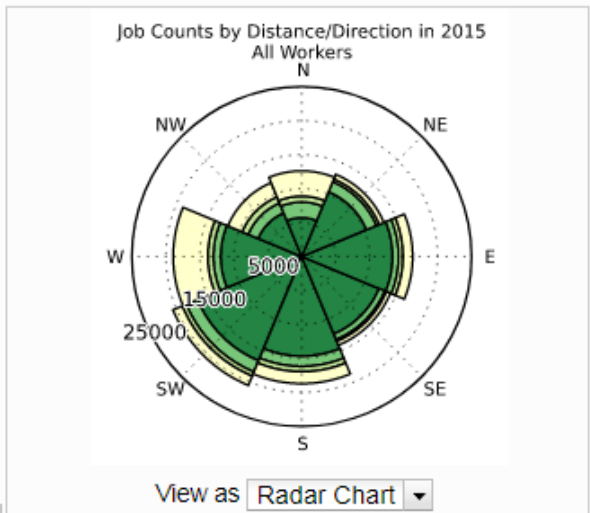
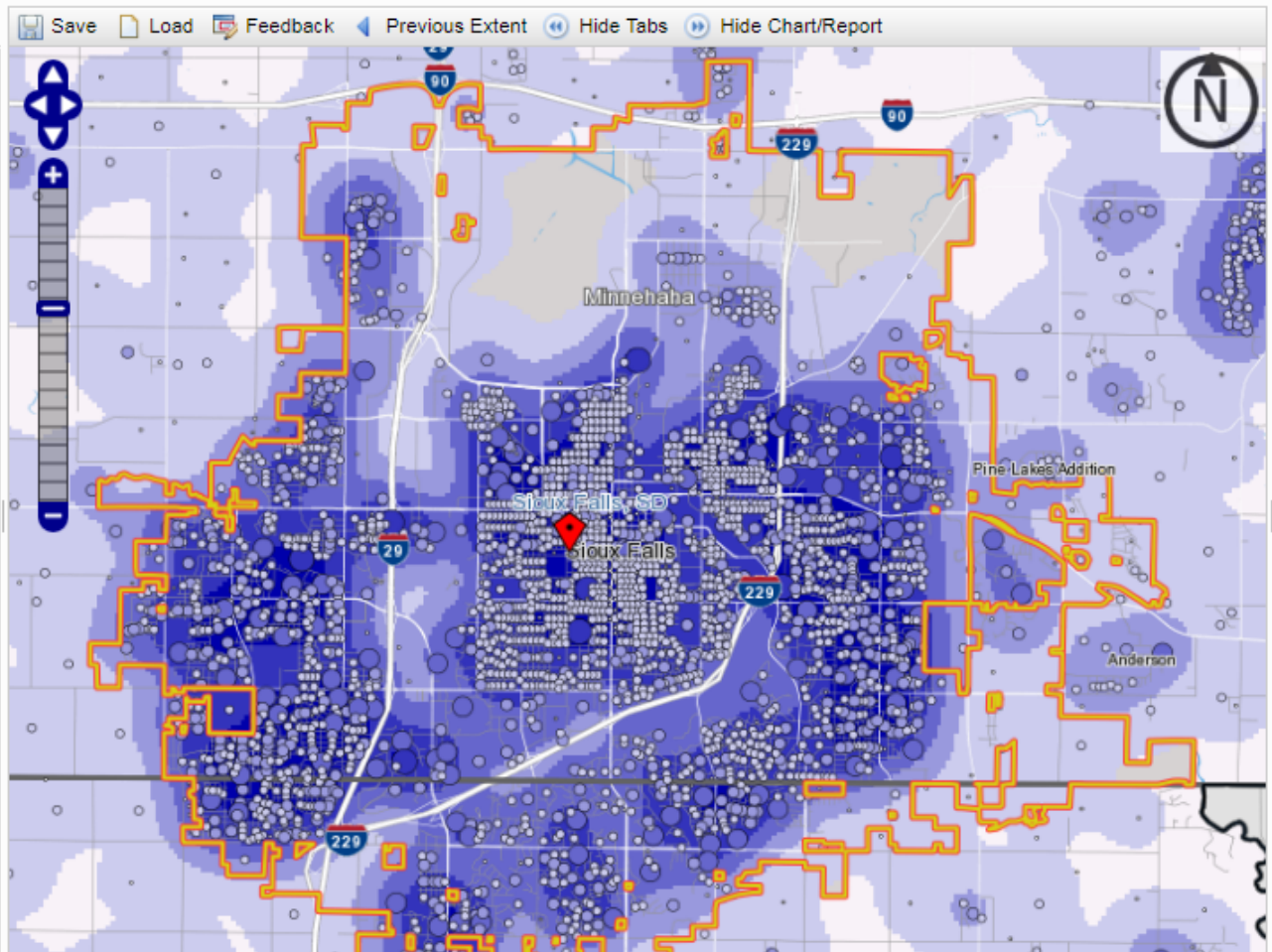
Identify Zoom to Selection Clear Overlays Animate Overlays

▼ Report/Map Outputs

Detailed Report Export Geography Print Chart/Map

▼ Legends

- 5 - 138 Jobs/Sq.Mile
- 139 - 537 Jobs/Sq.Mile
- 538 - 1,204 Jobs/Sq.Mile
- 1,205 - 2,136 Jobs/Sq.Mile



Jobs by Distance - Work Census Block to Home Census Block

	2015	
	Count	Share
Total All Jobs	126,019	100.0%
■ Less than 10 miles	91,868	72.9%
■ 10 to 24 miles	11,610	9.2%
■ 25 to 50 miles	5,492	4.4%
■ Greater than 50 miles	17,049	13.5%

Work Area Profile Report

Total All Jobs	2016	
	Count	Share
Total All Jobs	12,465	100.0%

Jobs by Worker Age	2016	
	Count	Share
Age 29 or younger	2,585	20.7%
Age 30 to 64	6,995	52.9%
Age 65 or older	3,285	26.4%

Jobs by Earnings	2016	
	Count	Share
\$1,250 per month or less	3,166	25.4%
\$1,251 to \$3,333 per month	4,211	33.8%
More than \$3,333 per month	5,088	40.8%

Jobs by Worker Educational Attainment	2016	
	Count	Share
Less than high school	898	7.2%
High school or equivalent, no college	3,272	26.2%
Some college or Associate degree	3,499	28.1%
Bachelor's degree or advanced degree	2,211	17.7%
Educational attainment not available (workers aged 29 or younger)	2,585	20.7%

Jobs by Worker Sex	2016	
	Count	Share
Male	6,075	48.7%
Female	6,390	51.3%

Report Settings

Analysis Type	Area Profile
Select area via	Work
Year(s)	2016
Job type	All Jobs
Labor Market Segment	All Workers
Select Area	Pierre, SD from Metropolitan/Micropolitan Areas (CBSA)
Select Census Block(s)	1,959
Analysis Generated Date	10/12/2017 2:24:11 - On This Map 8.5
Code Revision	05cc9294dbb416a2d2b41b1b02b2b4d9001609169
LCMS Data Version	2016.02.19

Jobs by NAICS Industry Sector

	2016	
	Count	Share
Agriculture, Forestry, Fishing and Hunting	278	2.2%
Mining, Quarrying, and Oil and Gas Extraction	6	0.0%
Utilities	18	0.1%
Construction	930	7.5%
Manufacturing	92	0.7%
Wholesale Trade	503	4.0%
Retail Trade	1,537	12.3%
Transportation and Warehousing	340	2.7%
Information	223	1.8%
Finance and Insurance	600	4.8%
Real Estate and Rental and Leasing	135	1.1%
Professional, Scientific, and Technical Services	1,003	8.0%
Management of Companies and Enterprises	20	0.2%
Administration & Support, Waste Management and Remediation	155	1.2%
Educational Services	705	5.7%
Health Care and Social Assistance	1,338	10.7%
Arts, Entertainment, and Recreation	230	1.8%
Accommodation and Food Services	1,171	9.4%
Other Services (excluding Public Administration)	384	3.1%
Public Administration	2,799	22.5%

Jobs by Worker Race

	2016	
	Count	Share
White Alone	11,517	92.4%
Black or African American Alone	58	0.5%
American Indian or Alaska Native Alone	643	5.2%
Asian Alone	84	0.7%
Native Hawaiian or Other Pacific Islander Alone	4	0.0%
Two or More Race Groups	159	1.3%

Jobs by Worker Ethnicity

	2016	
	Count	Share
Not Hispanic or Latino	12,166	97.6%
Hispanic or Latino	299	2.4%

Jobs by Worker Educational Attainment

	2016	
	Count	Share
Less than high school	898	7.2%
High school or equivalent, no college	3,272	26.2%
Some college or Associate degree	3,499	28.1%
Bachelor's degree or advanced degree	2,211	17.7%
Educational attainment not available (workers aged 29 or younger)	2,585	20.7%

Jobs by Worker Race

	2016	
	Count	Share
White Alone	11,517	92.4%
Black or African American Alone	58	0.5%
American Indian or Alaska Native Alone	643	5.2%
Asian Alone	84	0.7%
Native Hawaiian or Other Pacific Islander Alone	4	0.0%
Two or More Race Groups	159	1.3%

Jobs by Worker Ethnicity

	2016	
	Count	Share
Not Hispanic or Latino	12,166	97.6%
Hispanic or Latino	299	2.4%

Jobs by Worker Educational Attainment

	2016	
	Count	Share
Less than high school	898	7.2%
High school or equivalent, no college	3,272	26.2%
Some college or Associate degree	3,499	28.1%
Bachelor's degree or advanced degree	2,211	17.7%
Educational attainment not available (workers aged 29 or younger)	2,585	20.7%

Continue the Conversation



312 636 2552



Email david.f.schuler@census.gov

Sign up for and manage alerts at

<https://public.govdelivery.com/accounts/USCENSUS/subscriber/new>



@uscensusbureau, #ACSDData



facebook.com/uscensusbureau



@uscensusbureau