

Economic Development Data - Online Tools, Tricks, Trends and MAPS!

Go to: www.LEHD.DID.Census.gov ~ and ~ www.Census.Gov

1 - CED HotReports (Community Economic Development)

- + Quick, easy, general profile of your County
- County only, dated, "cute" data

2 - QWI (Quarterly Workforce Indicators)

- + Quick, detailed, more current, Specific (NAICS, gender, age, quarter)
 - County Only
- Visualize State Data with "Many Eyes" - click on "Data Visualization" Tab

3 - OnTheMap

- + The Single Best Tool for Detailed, Visual Analysis - Any Geographic Area
- 2009 Data - Drives you Crazy Learning to Use It

Types of analyses available:

Area Profile Analysis - shows the location and characteristics of workers living or working inside the selected study area.

Area Comparison Analysis - shows the count and characteristics of workers employed or living in locations contained by the selected study area.

Distance/Direction Analysis - shows the distance and direction totals between residence and employment locations for workers employed or living in the selected study area.

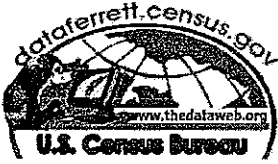
Destination Analysis - shows the home or work destinations of workers employed or living in the selected study area.

Inflow/Outflow Analysis - shows the count and characteristics of worker flows in to, out of, and within the selected study area.

Paired Area Analysis - shows the location and characteristics of workers that share the selected home and work areas.

4 - American FactFinder - Find it at www.Census.Gov

- + See New Census 2010 Data!!! Data available by the Block - Nationwide!
- 2010 Census Data limited to Age, Sex, Race, Hispanic, Own/Rent, Relationships
- + See New American Community Survey Data (the NEW ANNUAL Long Form)
- Great in Big Counties or Cities - Not Great for Smaller or Rural Areas
- New American FactFinder is Counterintuitive and Confusing



Community Economic Development HotReport

Measures by County

Integrates data in different formats from independent sources

General Overview page

- Population³
- Average annual wages⁹
- Number in labor force⁵
- Number employed⁵
- Unemployment rate (county and national)⁵
- Median household income¹
- Median housing value¹
- Median gross rent¹
- Per capita personal income¹
- Poverty rate¹
- High school graduates (percent)¹
- Bachelor's degree or higher (percent)¹
- Population pyramid (age groups by sex)³

Economic Overview page

- Top 20 Industries (by number of employees)⁴
- Average annual wages by industry (thematic map of all counties)⁹
- Labor force size by age (graph and table)¹
- Education levels (graph and table)¹
- Top 10 occupation groups¹

Detailed Economic – Growth and Contractions

- Top 10 industries by 8 selectable measures (employees, earnings, separations, new hires, etc.)²
- Top 20 Occupations by projected percent increase (state level only)¹⁰
- Number of establishments by establishment size (7 year time graph, selectable establishment sizes)⁴

Detailed Economic – Workforce Details – selectable industry sector

- Employment counts (time graph, county-state comparison)²
- Average monthly earnings (time graph, county-state comparison, stable job-new hires comparison)²
- Turnover ratio (time graph, county-state comparison)²

U S C E N S U S B U R E A U

Helping You Make Informed Decisions

Demographic Overview page

- Population³
- Household income distribution (graph)¹
- Per capita income¹
- Median household income¹
- Median family income¹
- Veterans – percentage of population 18 and over¹
- School enrollment by level¹

Housing Overview page

- Average mortgage amount for home purchase⁷
- Median home value¹
- Occupancy status¹
- Percent owner-occupied¹
- Average people per household¹
- Home ownership by age of householder (graph)¹
- Owner and renter costs¹

Transportation Overview page

- Percent of commuters by travel time to work (graph and table)¹
- Average commute time¹
- Percent of workers by means of transportation to work (graph and table)¹

Community Assets Overview page

- Number of public schools by type and level (K-12)⁶
- Number of students, teachers and ratios by level (K-12 public)⁶
- Number and listing of colleges and universities⁸

¹ ACS - American Community Survey – detailed tables (2005)

OR Census 2000 – Summary File 3 (SF3) *Checks for “most recent” data between ACS and SF3 since only around 25% of counties are included in the 2005 ACS. The tables use SF3 data where ACS data are not available.*

² LED - Local Employment Dynamics

³ Population Estimates

⁴ CBP - County Business Patterns

⁵ USA Counties

⁶ Common Core of Data – Public Elem/Secondary School Universe

⁷ HMDA – Home Mortgage Disclosure Act

⁸ IPEDS - Integrated Postsecondary Education Data System

⁹ QCEW – Quarterly Census of Employment and Wages (DOL)

¹⁰ State Occupational Projections (DOL)

Updated 7/12/2007

U S C E N S U S B U R E A U

Helping You Make Informed Decisions

Question & Answer

- ▶ [What is LEHD?](#)
- ▶ [What is LED?](#)
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- ▶ [What are the OWI?](#)
- ▶ [Why aren't OWI data available for all states?](#)
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- ▶ [Does the PUMS issue have an impact on LED data?](#)

What is LEHD?

Longitudinal Employer-Household Dynamics (LEHD) is an innovative program within the U.S. Census Bureau. We use modern statistical and computing techniques to combine federal and state administrative data on employers and employees with core Census Bureau censuses and surveys while protecting the confidentiality of people and firms that provide the data.

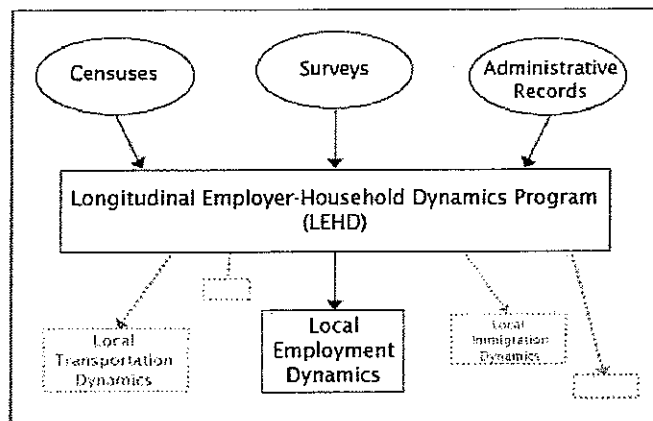
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What is LED?

Local Employment Dynamics (LED) is a voluntary partnership between state labor market information agencies and the U.S. Census Bureau to develop new information about local labor market conditions at low cost, with no added respondent burden, and with the same confidentiality protections afforded census and survey data.

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What is the difference between LEHD and LED?



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What are the OWI?

The Quarterly Workforce Indicators (QWI) are a set of economic indicators -- including employment, job creation, wages, and worker turnover -- that can be queried by different levels of geography -- state, county, metro, and workforce investment area -- as well as by detailed industry, gender, and age of workers. You can query the data directly by using the QWI Online tool on this site.

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Why aren't QWI data available for all states?

All 50 states, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands have been in the LED partnership since December, 2010. However, not every state partner has passed through the experimental production phase. In addition, individual state partners may periodically be put on production hold because of issues that are encountered in submission of new data files, and some state partners may occasionally miss their file submission. These infrequent occurrences also create a lag in data availability.

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What types of employment are included in the QWI?

The QWI are built upon wage records in the Unemployment Insurance (UI) system and information from state ES-202 data. The universe of QWI data is UI-covered earnings. UI coverage is broad, covering over 90% of total wage and salary civilian jobs.

When QWI private industry employment numbers are compared with other employment data, exclusions to UI coverage should be taken into account. Federal government employment is not generally included. Exempted employment varies slightly from state to state due to variations in state unemployment laws, but generally also excludes many farmers and agricultural employees, domestic workers, self-employed non-agricultural workers, members of the Armed Services, some state and local government employees as well as certain types of nonprofit employers and religious organizations (which are given a choice of coverage or noncoverage in a number of states).

A more in-depth discussion of UI-coverage issues is available in the technical paper "[Employment that is not covered by state unemployment](#)" [PDF; File Size: 218KB]

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I'm looking at some QWI data and see that some numbers have been flagged with codes - what do these codes mean?

The LED program uses noise addition methodology to protect tabular information. These flags indicate data cells that have had noise added or have been suppressed to protect the confidentiality of reporting units. More information on these techniques can be found

under the discussion of [confidentiality](#) on this site. The following is a summary of the codes used in the QWI:

-2	No employers operate in this category during this quarter
-1	Required historical or future wage record data are not available
0	No employment in this age, sex category
1	The value is not significantly affected by the disclosure protections
5	This value has been suppressed because it does not meet Census Bureau publication standards
9	The value has been significantly distorted to protect confidentiality

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Is there a data dictionary available for the QWI?

A list of detailed definitions for the variables on QWI Online can be found in Appendix A in Abood, Stephens and Vilhuber (2006) [technical documentation paper](#) [PDF; File Size: 760KB]. To simply view the definitions, Appendix A is available [here](#) [PDF; File Size: 272KB]. For a more general and less detailed list of definitions, a less comprehensive list of definitions provided by Cynthia Tauber and Erika McEntarfer is also [available](#) [PDF; File Size: 76KB]

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Can I download all the QWI data for a county from the website?

You can download the 8 indicators that are available on the website using the following steps:

1. After you have chosen the county that you are interested in, click on "View Detailed Comparison Reports" at the bottom of the screen.
2. You will then see a second table that shows three selection fields: Pivot column; data rows; years. To select all fields, hit shift and left mouse button when you're in the data row selection field. To select some, but not all fields, hit ctrl and left mouse button when selecting the fields that you want. The same holds for years. You can choose only one age/sex/age group or year to display on the pivot table.
3. Once you've selected the fields you want, click on the download dataset option to the top left of the table.

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Does the PUMS issue have an impact on LED data?

The Local Employment Dynamics (LED) Program is aware of the concerns that users of Census Bureau-produced public-use micro-data samples (PUMS) have regarding the issues raised by Trent Alexander, Michael Davern, and Betsey Stevenson in their paper "Inaccurate Age and Sex Data in the Census PUMS files: Evidence and Implications".

Reports by Justin Wolfers in the New York Times and Carl Bialik in the Wall Street Journal have brought this technical paper, which was released last summer at the 2009 Joint Statistical Meetings in Washington, DC, to the attention of many data users and the general public.

The LED Program data products--Quarterly Workforce Indicators, OnTheMap, QWI Online, Industry Focus, Older Worker Profiles, and CED HotReport--do not use any of the Census 2000 or American Community Survey public-use micro-data samples that are affected by the disclosure avoidance problems noted by Alexander, Davern, and Stevenson. The issues raised by those authors concern only the PUMS



disclosure avoidance problems noted by Alexander, Beverly, and Stevenson. The issues raised by those authors concern only the LED files produced from confidential Census Bureau data, not the underlying data themselves. Internal confidential Census Bureau files, used for all LED products, were not affected.

All LED products use tested disclosure avoidance methods that reliably reproduce age and sex distributions of employed workers in the sub-populations for which we publish data.

Questions or comments should be sent to CES.Local.Employment.Dynamics@census.gov.

[Copy of Statement](#)

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[PDF] or  denotes a file in Adobe's [Portable Document Format](#). To view the file, you will need the [Adobe® Acrobat® Reader](#) , available **free** from Adobe.

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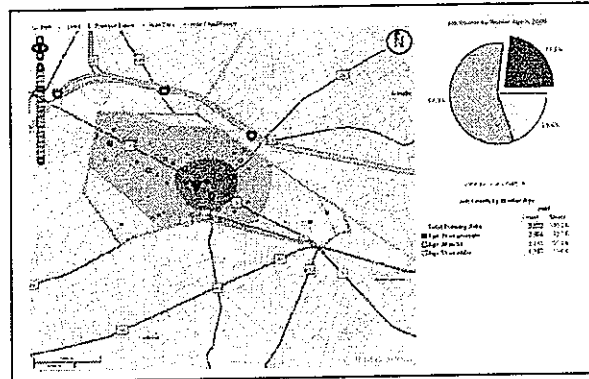
LED New Data from the States and the U.S. Census Bureau

Local Employment Dynamics

All About Jobs

New time series data created under the federal-state Local Employment Dynamics (LED) Partnership provide unprecedented details about America's jobs, workers, and local economies and communities. LED creatively integrates existing data from state-supplied administrative records on workers and employers with existing censuses, surveys, and other administrative records. State-of-the-art methods to protect the confidentiality of the original respondents allow LED to release valid data for local or regional areas beyond traditional boundaries for public use on the Internet.

The LED flagship product, Quarterly Workforce Indicators (QWI), provides information about trends in employment, hiring, job creation and destruction, and earnings, with unprecedented details of geography, age, gender, and industry going as far back as 1990. Industry Focus identifies hot industries by selected criterion for worker groups in a local economy.



OnTheMap is a mapping and reporting tool showing employment and home locations of workers with companion reports for user-defined areas. It is the first synthetic data product released by the Census Bureau. OnTheMap has been selected as a representative U.S. statistical innovation for the United Nations in 2009, and received the U.S. Department of Commerce Gold Medal, its highest recognition for scientific achievement, in 2010.

LED is an integral part of the U.S. Department of Commerce Open Government Plan to unlock public access to high-value government data. In addition to the custom development of OnTheMap, LED has partnered with Google and IBM to apply their data visualization tools for QWI.

LED also partnered with the Employment and Training Administration at the U.S. Department of Labor to create the Community Economic Development (CED) HotReports for online county-based social and economic statistical reports from eleven datasets at various federal agencies.

Online Tool	Data updated / Currency	Description
<u>QWI Online</u>	Quarterly 1990-2010	Accesses 8 QWI covering employment, new hires, job creation and destruction, and earnings.
<u>Industry Focus</u>	Quarterly 1990-2010	Identifies hot industries by selected criterion for worker groups in a local economy.
<u>OnTheMap</u>	Annually 2002-2009	Maps and reports on workers and jobs covering 48 states, five years of data, cross-state flows, and selectable geographic layers.
<u>OnTheMap for Emergency Management</u>	Real-time	Computes potential impact on jobs and workers when windswath of tropical storms/hurricanes reaches U.S. land.
<u>Google Public Data</u>	Quarterly 1990-2010	Visualization of 24 QWIs for 7 pilot states using line charts, bar charts, and motion charts.
<u>IBM Many Eyes</u>	Quarterly 1990-2010	Visualization of Beginning of Quarter Employment by worker gender, age, and up to 3-digit industrial classification for 48 states.
<u>Older Worker Profiles</u>	Multi-year interval 2004	Shows comprehensive state-by-state profile of older (55+) workers released in 3 to 4 year intervals.
<u>CED HotReports</u>	At the source 2008	Integrates the most current social and economic information from eleven different sources for all counties in the U.S.

Go to www.census.gov, click on "Local Employment Dynamics" under "Business & Industry" to visit. For more information, contact CES.local.employment.dynamics@census.gov.

LED: Quarterly Workforce Indicators 101

Local Employment Dynamics

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Basic QWI Concepts¹

Concept	Description
Employer	A single account in a given state's unemployment wage reporting system, referred to as State Employer Identification Number (SEIN).
Establishment	A physical place of work within an employer (SEINUNIT). A single employer may have one or many establishments
Employee	A single worker, identified by Social Security Number (SSN), encoded to Protected Identification Key (PIK)
Dates	Earnings for each PIK are reported on a quarterly basis, on the calendar year (January-March=Q1, April-June=Q2, etc.).
Job	The association of an individual PIK with an establishment in a given year and quarter. An individual PIK may have multiple jobs within a single quarter. The entire job history for an individual, including all jobs across all years and quarters, can be referenced in the calculation of QWI measures.

Subscripts used in technical definitions:

i = employee (PIK)

j = specific establishment within an employer (SEINUNIT)

t =reference quarter [i.e., (*t*-1)=previous quarter, (*t*+1)=following quarter]

¹ For a more complete discussion, see Abowd, et. al., *The LEHD Infrastructure Files and the Creation of the Quarterly Workforce Indicators* (<http://lehd.did.census.gov/led/library/techpapers/tp-2006-01.pdf>).

QWI Measure Categories

The public use file contains 30 QWI measures, which may be divided into the following categories:

Category	Count	Comments
Employment	4	The employment measures are built directly from individual employment histories, aggregating total counts. The primary measure of employment is a point-in-time measure, but additional measures are also available, unique to the QWI system.
Employment Change, Individual	8	These measures look at the dynamics of employment at the individual level. They are also built directly from the employment histories, aggregating the total counts. The one exception in this grouping is the turnover measure, which is a composite measure calculated using totals of its components.
Employment Change, Firm	6	Firm-based dynamics measures are calculated using employment counts that have been aggregated to the establishment level. The diagrams associated with these measures reference the components that are used.
Earnings	8	Earnings from individuals with specified job histories are tabulated. The quarter of the earnings that are referenced does not always coincide with the quarter of the event.
Non-Employment	4	These measures tabulate the average number of quarters that an individual did not receive earnings from <i>any</i> employer, referencing the four quarters before or after a transition (hire or separation). The quarters of non-employment are not required to be consecutive or immediately adjacent to the transition.

Other QWI Terms

The following presents various additional terms that are commonly used in the descriptions of the QWI measures:

Stable (or Full-Quarter) Employment – When an individual receives earnings from the same employer for three consecutive quarters, it is inferred that the individual was employed for the whole of the middle quarter. Many QWI measures are provided with stable and non-stable versions.

Point-in-Time Employment – Because earnings are reported quarterly, there is no direct information as to whether an individual is employed on a given day. So, when an individual receives earnings from the same employer in consecutive quarters, that individual is interpreted as having had an active job on the boundary between the quarters.

Hire (or Accession) – A hire is indicated when a job is present in one quarter, but was not present in the previous quarter. The total is represented by *All* hires, which is equivalent to the sum of *New* hires and *Recalls*, separately identified by referencing the job history.

Separation – A separation is indicated when a job is present in one quarter, but is not present in the following quarter. Voluntary separations (retirement, leaving for a new job) and involuntary separations (layoff, firing) cannot positively be separately identified.

Average Monthly Earnings – For measures that are reported as averages, earnings are aggregated across all individuals who match the job history required, and the mean is calculated. The mean is then divided by three, to generate the monthly average.

Full-Quarter Earnings – Most average earnings measures are based on stable jobs. The number of hours worked is not available, so an hourly or weekly wage figure cannot be calculated. However, using stable jobs suggests that an employee had an ongoing relationship with the employer throughout the quarter. Therefore, earnings are representative of how much this universe of individuals earned, though work could have been either part-time or full-time.

Point-in-Time Earnings – This earnings measure calculates average earnings for all individuals employed at a firm at a point-in-time. This will tend to be lower than the full-quarter measure, since it will include individuals who began their job in the middle of the quarter, and did not receive earnings for the whole quarter.

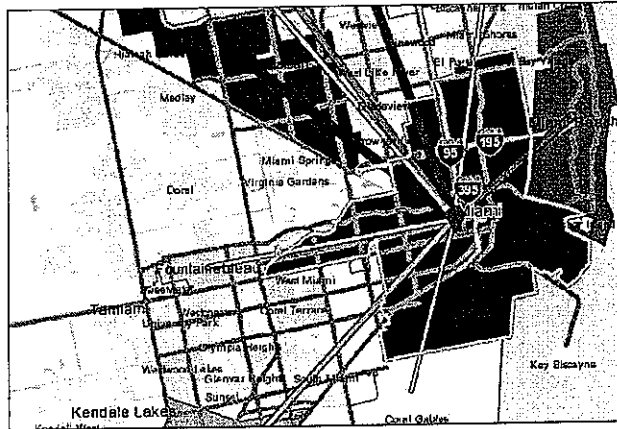
Getting Started with OnTheMap

Local Employment Dynamics

Welcome to **OnTheMap**, an online mapping application that shows where people work and where workers live.

What is OnTheMap?

OnTheMap has been developed through a unique partnership between the U.S. Census Bureau and 48 partner states through the Local Employment Dynamics (LED) partnership. Funding support is provided by the Employment and Training Administration (ETA) of the U.S. Department of Labor.



OnTheMap provides an easy-to-use online interface for creating, viewing, printing and downloading workforce related maps, demographic profiles, and reports. Additionally, **OnTheMap** is capable of answering scenario questions in workforce, transportation, and economic development such as:

- Where do young workers live who are employed in a specific geographic area?
- Where are the workplace destinations for workers living in a particular community or neighborhood?
- How do specific employment areas compare in terms of worker origin patterns, worker ages, monthly earnings, and industry-sector employment? How are these areas changing over time and among different demographics?
- What percentage of high-wage workers live and work within a city, versus those who commute to a nearby city?
- How many workers that earn more than \$3,333 a month live along a transit corridor and work downtown or in some other area along the same corridor?
- How many potential customers/employees live or work near a candidate site location?

The employment data used in this application are derived from payroll tax (unemployment insurance) payment records maintained by each state. The states assign employer locations (QCEW data), while individual worker home locations are assigned by the U.S. Census Bureau using data from multiple Federal agencies. Age, earnings, and industry profiles are compiled using each state's records along with other supplemental Census Bureau source data. Final compilations and confidentiality modeling is performed by the Census Bureau. **OnTheMap** contains annual historical data for 2002 through 2009 for most participating states.

System Requirements

Any person can access **OnTheMap** using a standard Internet browser (Firefox version 2.0 or higher, Internet Explorer version 7.0 or higher, or Safari version 3 or higher) and a personal computer capable of viewing information on the Internet. Make sure the most current versions of the browser and operating system software have been loaded. Users will need to enable "Pop-Up Windows" in their browser settings in order to generate the workforce maps and reports.

The application produces detailed maps and reports. Performance and map quality can differ greatly depending on computers and monitors. Users will achieve the best performance using a computer equipped with at least 1GB of RAM, a high performance graphics card, and a monitor capable of displaying higher resolution graphics. A screen resolution of at least 1280 by 1024 pixels is strongly recommended.

Network-based users will typically have no problems with this application. **OnTheMap** uses no permanent cookies and requires no plug-in applets that could potentially be rejected by a network's security settings.

For users with impaired vision or having difficulty viewing the maps, a text-only version of the application is available through the **OnTheMap** entry page. The **Text-Only** tool provides a variety of reports that can be generated without using the interactive map viewer. This tool will not be available until the release of Version 5.1 of **OnTheMap**.

Getting Started

OnTheMap is intended for both novice and experienced computer users. The online mapping tools used in this application are consistent with those used by other leading Internet mapping sites. Map overlays and reports can be produced with just a few keystrokes.

o **Fundamental Concepts**

Home Area or Workplace Area? – Maps can be produced that display where workers live or where workers are employed, and also where workers are living or working within a selected area. You can reorient a map by simply changing a few settings and resubmitting the analysis.

What Type of Analysis? – **OnTheMap** allows users to produce several different types of analyses that provide a wide variety of output results. All analysis types have their own associated map overlays, charts, and reports.

1. Area Profile Analysis generates results showing the location and characteristics of workers living or working inside the selected study area.
2. Area Comparison Analysis generates results showing the count and characteristics of workers employed or living in locations contained by the selected study area. The "Areas to Compare:" dropdown determines the type of locations to be compared.
3. Distance/Direction Analysis generates results showing the distance and direction totals between residence and employment locations for workers employed or living in the selected study area.

4. Destination Analysis generates results showing the home or work destinations of workers employed or living in the selected study area. Select the geographic destination type (i.e. counties, cities, tracts) using the "Destination Type:" dropdown.
5. Inflow/Outflow Analysis generates results showing the count and characteristics of worker flows in to, out of, and within the selected study area.
6. Paired Area Analysis generates results showing the location and characteristics of workers that share the selected home and work areas.

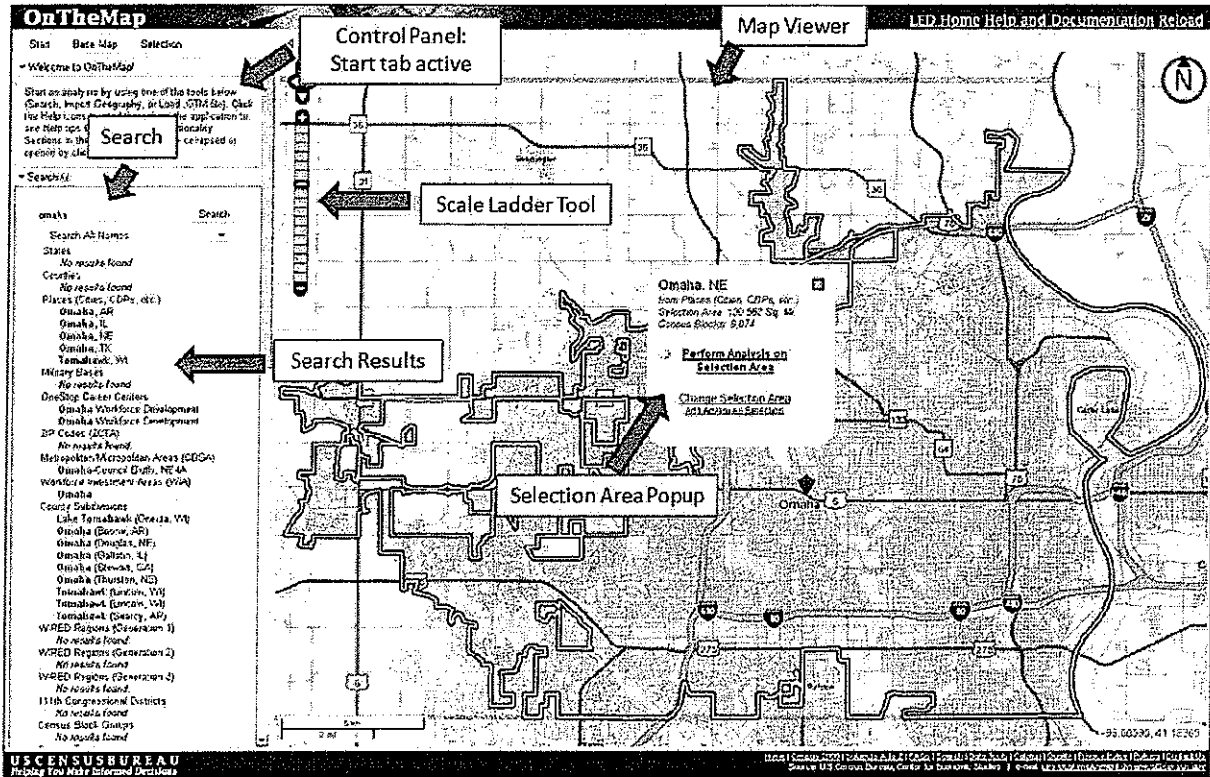
Map Overlays – Home and work locations are displayed in map overlays consisting of Point Overlays (round dots), Thermal Overlays (shaded contours – similar to those used in weather maps), Thematic Overlays (shaded geographic areas), Spoke Overlays (commute lines), or Flow Overlays (worker flow arrows). Points show where workers are clustered on the map with each dot representing a specific home or work location. The larger the dot, the more workers there are that live or work at that census block. Thermals show the density of workers measured in terms of workers per square mile. The Thematic Overlays display counts of workers employed or living in geographic features from the selected destination or comparison layer type. Spokes appear in the Destination Analysis results, and represent commuting from the selection area to each of the destination areas. Lastly, the Flow Overlay represents the flow of workers entering, leaving, or staying within the selection area to work.

Detailed Reports – Each analysis type provides a detailed report in HTML, PDF, or Excel spreadsheet formats. The Area Profile and Area Comparison Analysis reports contain information on workers employed or living in the area of analysis, regardless of where these workers commute to/from. The other analysis types provide information on the home/work connection of each job living or working in the area of analysis. To access the full report for each analysis, click the "Detailed Report" link in the Report/Map Outputs section of the Results tab.

Creating Maps and Reports – Users follow a three-step process in producing map and report results for an area of interest:

1. Search for and choose a geographic area using Search tool in the Start tab. Click "Perform Analysis on Selection Area" in the resulting popup window.
2. Select from the available data options in the Analysis Settings popup. Choose whether the selection area is a Home or Work area and select the desired Analysis Type (users can also choose to analyze a set of Years and a particular Job Type). Click **Go!** to generate the analysis.
3. View the map overlays, chart, and report and export the resulting data in the desired report and/or map overlay format.

o **OnTheMap Interface**



o **The Control Panel**

The Control Panel appears to the left of the map viewer and contains the settings, legends, and tools for interacting with the map. There are three control tabs at the top of the panel, which includes Start, Base Map, and Selection, along with the Results tab appearing with a completed analysis and the Advanced tab available if needed.

- **Start** – Use this tab as the starting point for new analyses. Type in a geographic area’s name (or an address) into the Search and then click on one of the results to jump to a specific location on the map and select that area for analysis. Click on the “Search All Names” box to see the types of places that are supported or to narrow the search to a specific geographic type. Alternatively, use the Import Geography section to import a shapefile, KML file, or GPS coordinates as the selection area. Lastly, users can start an OnTheMap session by loading a “.otm” settings file. This settings file will load the analysis settings and selection area.
- **Base Map** – Users can customize their base map display by toggling layers on or off. Layer names that appear grayed-out are not available at the current zoom level.
- **Selection** – This tab contains all of the settings and tools needed to select an area of interest for analysis. Users interested in analyzing areas returned from the search results in the Start tab can ignore this tab. Selection areas can be created using the available selection tools or imported from shapefile, KML file, or GPS

coordinates. Previously created shapes are saved at the bottom of the selection tab, and are available for reuse by clicking "Reuse Selection."

- **Advanced** – This optional tab contains all of the settings and tools needed to select an additional selection area for analysis. An advanced selection area can be used to run a Paired Area Analysis or to modify the 1st selection area. To access the Advanced tab, click "Confirm and Add Advanced Selection" while in the Selection tab. Create an advanced selection area by using the available selection tools or importing geography from a shapefile, KML file, or GPS coordinates. Previously created shapes are saved at the bottom of the selection tab, and are available for reuse by clicking "Reuse Selection."
- **Results** – This tab becomes active after the users clicks **Go!** in the Analysis Settings popup. Here, users are given a results title, some dropdowns and map controls, options to view/export report and map overlay data, Legends for the map overlays, and a summary of the analysis settings. Click "Change Settings" at the bottom of the Results tab to display the Analysis Settings popup and resubmit a new analysis.

○ **Popup Windows**

Selection Area Popup – The Selection Area popup appears in the map viewer anchored to the selected study area. The popup displays information about the selected study area and offers users the choice of performing an analysis or changing the selection area. Clicking a search result in the Start tab, confirming a selection in the Selection tab, or clicking an existing selection marker (red diamond) displays this popup.

Analysis Settings Popup – The Analysis Settings popup is the control center for generating analysis results. Users choose from the following parameters: whether the selection area should be analyzed as a home or work area, analysis type, years of data, and job type. Users click **Go!** in the bottom right corner to generate the results. Clicking "Perform Analysis on Selection Area" in the Selection Area popup or clicking "Change Settings" at the bottom of the Results tab will display the popup.

Detailed Report Popup – The Detailed Report popup displays the full set of data for each analysis type, and provides links to export the report to HTML, PDF, or Excel. Clicking the "Detailed Report" link in the Report/Map Outputs section of the Results tab displays this popup.

Export Geography Popup – The Export Geography popup provides links to export the map overlays to shapefile or KML file. A CSV file containing the list of census blocks contained in the selection area is also available. Clicking the "Export Geography" link in the Report/Map Outputs section of the Results tab displays this popup.

Import Geography Popups – Three Import Geography popups allow users to import their desired area of analysis from shapefile, KML, or GPS coordinate formats. Each import dialog provides instructions on how to select features from imported data. Imported features can then be used with the selection tools in the Selection tab as desired. Clicking the "Import from KML/SHP/GPS" link in the Import Geography section of the Start, Selection, or Advanced tabs displays one of these popups.

- **Map Navigation**

OnTheMap provides the map viewer to display the base map and map overlays of a completed analysis. The map viewer provides a number of tools for navigating within the map view.

Search – Use the Search tool in the Start tab to quickly navigate between geographic features of interest in the map viewer.

Panning – Users can move laterally across the map by clicking on the map and dragging the map in the direction desired.

Zooming in or out – There are several different ways to change the map scale (i.e., move in or pull back from the map). The Zoom Ladder tool is displayed in the upper left portion of the map viewer. Move in closer to the map by clicking on the “+” button or by clicking on the ladder-like panel in the direction of the “+” button. Move away from the map by clicking on the “-” button or by clicking on the ladder-like panel in the direction of the “-” button.

Previous Extent – Click this button above the map viewer to return the map viewer to the previous extent (i.e. previous zoom level and pan location).

- **Troubleshooting**

For more information on the **OnTheMap** application, please browse through the additional documentation located at:

<http://lehd.did.census.gov/led/datatools/onthemap.html>

For more information on the features new to **OnTheMap** since the last version, please check out the “Whats New” document located at:

<http://lehd.did.census.gov/led/datatools/doc/WhatsNewinOnTheMap5.pdf>

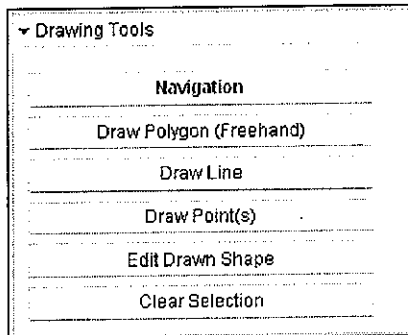
OnTheMap

How to Use the OnTheMap Selection Tools

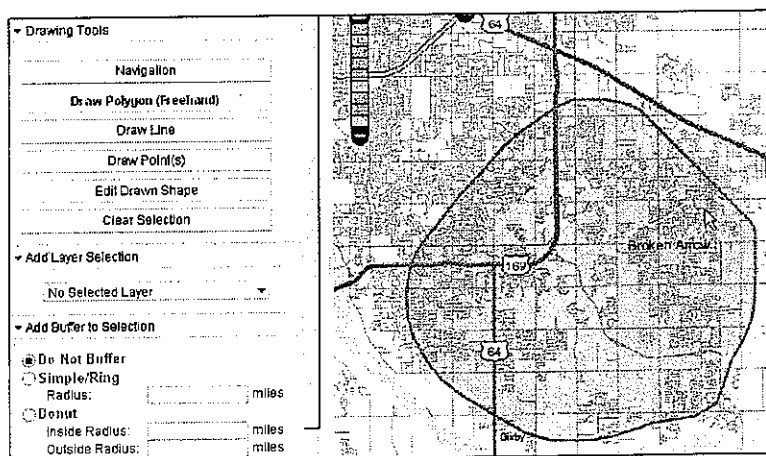
Local Employment Dynamics

The Selection tab (and Advanced tab) provides an array of selection tools for the creation of analysis areas. For more information about using advanced area selections, click [here](#). For detailed comparisons of different selection areas, click [here](#). Note: Users must click "Confirm Selection" to view the final selection area and continue with the analysis.

A. **Drawing Tools** - The drawing tool choice determines how mouse clicks in the map viewer are interpreted. Choose the **Navigation** tool to use the mouse to drag and pan the map to the desired location. Once the map viewer is centered on the area of interest and zoomed to the preferred level, activate the **Draw Point(s)**, **Draw Line**, or **Draw Polygon (Freehand)** tool by clicking on the name (a tool is active when highlighted in blue). Use the **Clear Selection** button to clear the map viewer and restart the selection area process.

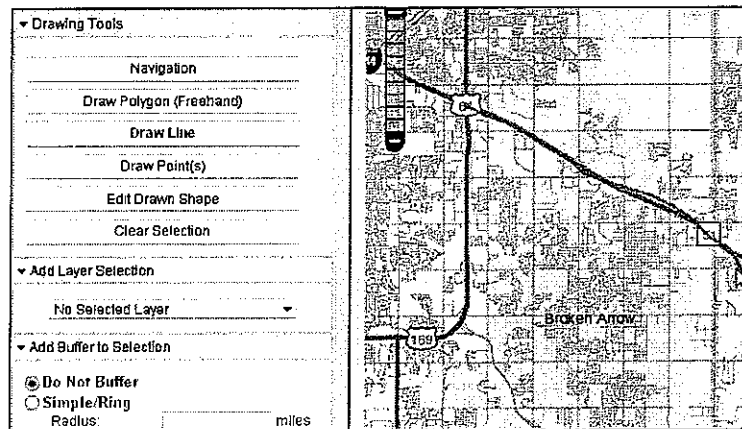


1. The **Draw Polygon (Freehand)** tool allows users to draw a freehand selection area directly into the map viewer. Simply click and hold the mouse button at a starting point in the map and drag the mouse to encircle the desired area. Release the mouse button to complete the polygon area. The drawn area will be outlined and shaded pink.



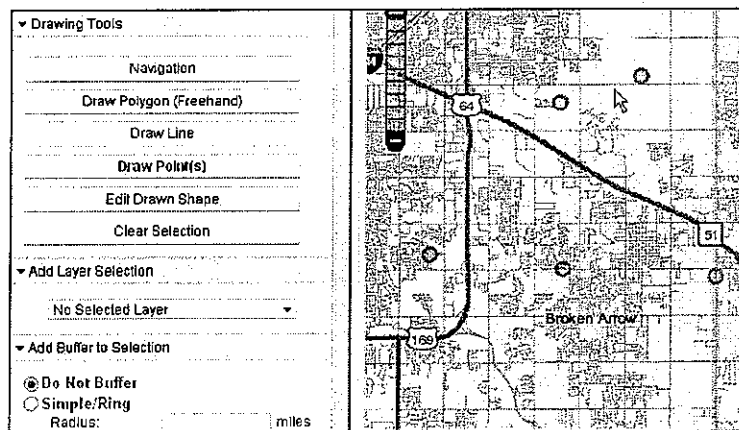
Confirm the selection area to continue or add a layer selection or buffer option (see below for details on these selection options).

2. The **Draw Line** tool allows users to draw a line directly in the map viewer. Simply click and hold the mouse button at a starting point in the map and drag the mouse along the desired path. Release the mouse button when the line is complete. The drawn line will be colored pink.



Add a layer selection and/or one of the buffer options to continue (see below for details on these selection options).

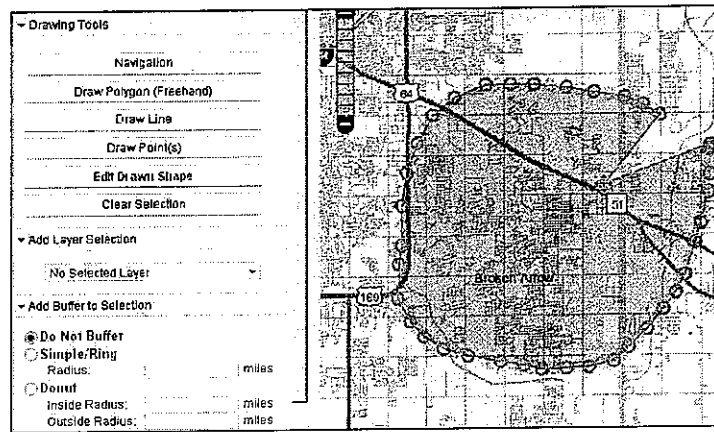
3. The **Draw Point(s)** tool allows users to drop one or more points in the map viewer. Simply click with the mouse button in each location a point is desired. Each drawn point will be colored pink.



Add a layer selection and/or one of the buffer options to continue (see below for details on these selection options).

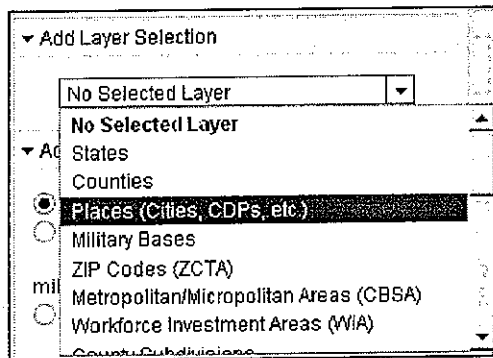
4. The **Edit Drawn Shape** tool can be used to edit an existing line or polygon area in the map viewer. Click on the drawn line or polygon to display the vertices that determine the shape's form. Vertices can be dragged to a new location or deleted by hitting the 'Delete' or 'D' key. New vertices can be created by clicking the semi-transparent dots along the

edge of the line or polygon. Click the anywhere in the map viewer or control panel to save the edits.



Confirm the selection area to continue or add a layer selection or buffer option (see below for details on these selection options).

B. Add Layer Selection – The “Add Layer Selection” dropdown allows users to select pre-defined Census geographies touched by the features drawn in the map viewer. Available layer types include Places, Counties, ZIP code areas, Congressional Districts, School Districts, Census Tracts, and many more. Individual features of the chosen layer type are selected if touched, intersected or contained by the drawn points, line, or polygon area. The layer type chosen in the dropdown need not be active in the base map (i.e. visible in the map viewer) in order to have its features selected.



Confirm the selection area to continue or add a buffer around the selection area (see below).

C. Add Buffer to Selection – The buffer options operate on the drawn features or selected layer features in the map viewer. Activate the radio button of a buffer option, then enter the desired buffer radius in miles (decimals are allowed). If the “Add Layer Selection” dropdown shows a geographic layer type, the selected features of that type will be buffered. If the

dropdown is set to “No Selected Layer,” the point(s), line, or polygon drawn in the map viewer will be buffered according to the entered radius.

▼ Add Buffer to Selection

Do Not Buffer

Simple/Ring
 Radius: miles

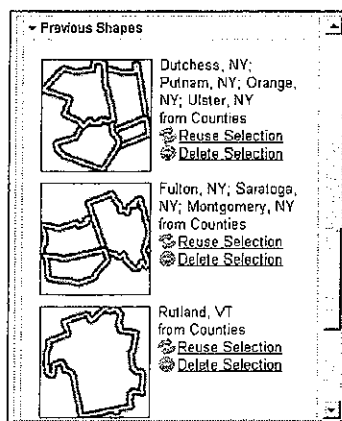
Donut
 Inside Radius: miles
 Outside Radius: miles

Plume
 Start Radius: miles
 End Radius: miles

1. The **Simple/Ring** buffer offers the most basic option: the entered radius value is added to the active feature in the map viewer, whether it is a set of points, a line, a polygon, or features selected from a pre-defined geographic layer.
2. The **Donut** buffer option requires two radius values to be entered. The Outside Radius value adds a simple buffer that functions as the outside edge of the selection area. The Inside Radius adds an inside edge based on the mile distance entered, creating a selection area comprised of the region between the two edges.
3. The **Plume** buffer option adds a gradually increasing buffer to a user-drawn line, based on the entered start and end radius values. The Plume buffer does not function with the “Add Layer Selection” option or when using the Draw Point(s) or Draw Polygon tools.

Confirm the selection area to continue.

D. Previous Shapes – To reuse a previously selected area from the current OnTheMap session, simply click on the “Reuse Selection” button in the Previous Shapes section at the bottom of the Selection (or Advanced) tab. You can also remove areas by clicking on “Delete Selection.”



2010

INSTRUCTOR'S GUIDE

for

The NEW American FactFinder Classroom Training

The screenshot shows the American FactFinder website interface. At the top, it says "U.S. Census Bureau" and "AMERICAN FactFinder". Below that, there are navigation tabs: "HOME", "SEARCH", "WHAT IS NEW?", "ABOUT FACTFINDER", "HELP", and "CONTACT". The main heading reads "Your source for population, housing, economic, and geographic data".

On the left side, there are several menu items: "Visit Publications", "Group by State", "Population Groups", "Industry Codes", and "Local Query".

The central area features a search box with the text "Enter search terms and click 'GO'". Below the search box, there are options for "People", "Business", "Geography", and "Economic". There is also a "Data Available on Legacy American FactFinder" section.

On the right side, there is a "U.S. Population Clock" showing "309,689,333" and a "Reference Maps" section.

At the bottom of the page, there is a "News and Notes" section with several articles. One article is titled "U.S. Population Clock" and another is titled "U.S. Census Bureau releases 2009 Census of Population, Housing, and Economic Characteristics".

At the very bottom, there is a footer with the text "U.S. Census Bureau" and "10/13/2010".

U.S. Census Bureau
10/13/2010

(10 Minutes)

Getting Started with American FactFinder

Search and Navigation Basics

Introduce the American FactFinder Main page to the group. Explain that the NEW design includes the ability to search right from the Main Page using keyword/text searches with Quick Start...this is different than the Legacy system, where you had to select a program first, before performing a search. In addition, text searches in the Legacy system were not as "friendly" and were very limited. Take the time to "show" the class these search options. Do not go into any examples at this point. Simply point your mouse to them and "click" on the filtered navigation facets to expand and show them what happens. Ask the class to follow along on their computers as you navigate. Explain a little about the taxonomy items for the "Topics" filters and how the numbers in parentheses give you the number of available products. Each time a filter is applied, the filters will be updated to reflect their selection. Do not go into details about "Your Selections" just yet.

1. From the top middle of the Main Page:

Page:

Quick Start- Search for data or products with a simple text search

2. From the left-hand side of the Main Page:

Search for data or products by:

- Topic
- Geography
- Population Group
- Industry Code

3. From the right-hand side of the Main Page:

- **Reference Map-** Select a State or US reference map to view geographic boundaries or to select geographies from a map
- **Address Search-** Find available data or products for a specific address or location

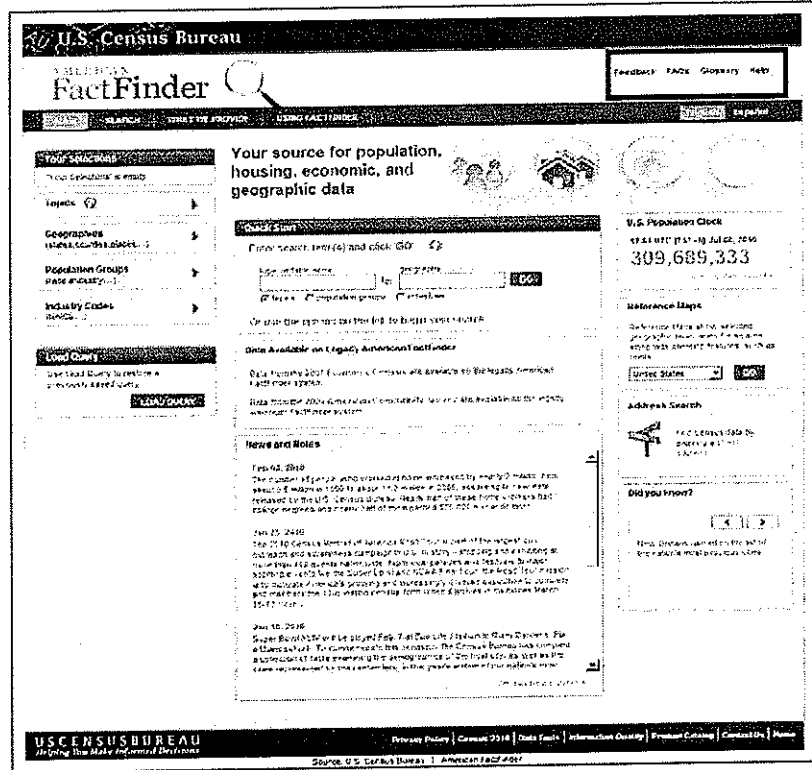
The screenshot shows the American FactFinder homepage. At the top, it says "U.S. Census Bureau" and "AMERICAN FactFinder". There are navigation tabs for "SEARCH", "REFERENCE MAPS", and "ADDRESS SEARCH". On the left side, there are several filter sections: "Your Selections" (with a sub-section "Your Selections is empty"), "Topics" (with a dropdown arrow), "Geographies" (with a dropdown arrow and "states counties places, 3"), "Population Groups" (with a dropdown arrow and "Households, 1"), "Industry Codes" (with a dropdown arrow and "NAICS, 1"), and "Load Data" (with a button "Load Data"). The main content area has a "Quick Start" section with a search box "Enter search terms and click GO" and a "GO" button. Below it are options for "Data Available on Legacy American FactFinder" and "News and Notes" with a list of recent news items. On the right side, there is a "U.S. Population Clock" showing "309,689,333" and "Reference Maps" and "Address Search" sections.

Navigating through American FactFinder is fast and simple:

Spend some time discussing the following items that are outlined on the next two pages. The main point is to make the class aware of the type of content available from the Global Tools and Global Navigation. Also, be sure to point out that this information is available from any page they navigate to within American FactFinder. It is also one of the items that was recommended for improvement in usability audits (that the tools should be consistently available throughout the site). If there is time, point out how the American FactFinder is positioned along with www.census.gov and is accessible from the top or the bottom of each page.

1. Access the **Global Tool** options from the top-right of every American FactFinder page:

- **Feedback-** Submit comments or questions. Feedback received is routed via email to the Bureau of Census (BOC) RightNow feedback system and distributed to the appropriate area for a reply.
- **FAQs-** Search for answers to Frequently Asked Questions about the American FactFinder.
- **Glossary-** Search for glossary information about American FactFinder terms and functions.
- **Help-** Search for help on working with the American FactFinder.

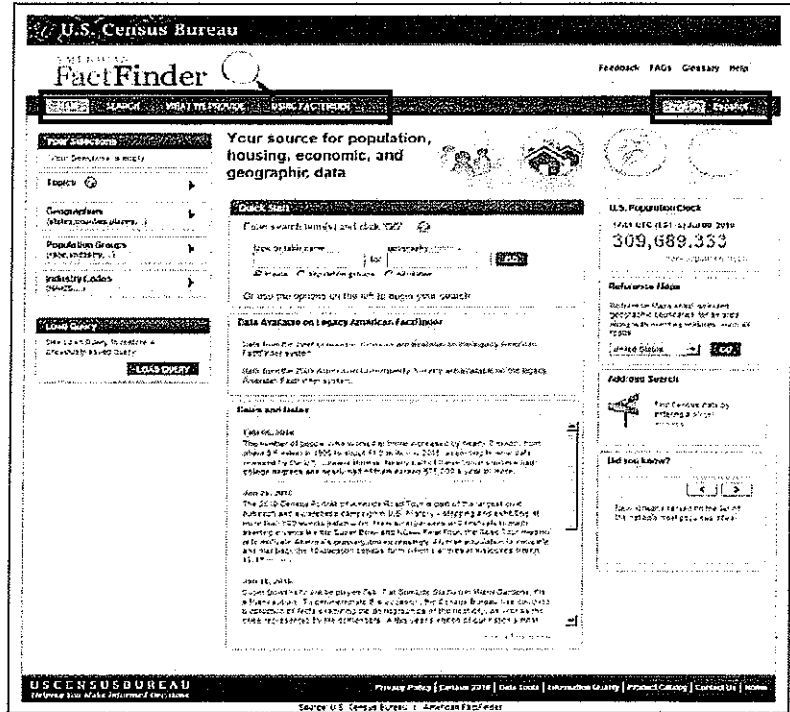


Inform the class that a video series of tutorials will be available soon (or is available). The series will include a video "virtual tour" that users can watch to get a preview of the new site, along with specific tutorials on various topics, such as how to search by Geography.

2. Access the **Global Navigation** options from the top of every American FactFinder page.

- **Main-** Access the Main Page of American FactFinder. You can start your search here, look for information on news, notes, or other updates and facts, and get any help or information about American FactFinder here.

- **Search-** Access the Search results page here. Select Topics, Geographies, Population Groups, or Industry Codes to refine your search. Enter a keyword or phrase to perform a text search.



- **What We Provide-** Search for information about American FactFinder products and program areas.

- **Using FactFinder-** Search for help on working with the American FactFinder.

- **English/Spanish Toggle** from English to Spanish. Only selected data products for Puerto Rico (PRCS) and Decennial are available in Spanish. *Note: "Your Selections" is cleared when changing to Spanish*

If there is time, click on the What We Provide and explain briefly the type of content that is available here. This is similar to the Legacy information that is on the Main page...users can click on "get more" to narrow their search results to products for each program area. From there, they can refine their search further, or select a product to work with.

(10 Minutes) Quick Start

Ask the class to follow along with you as you navigate:

1. The **Quick Start** search box is located at the top middle of the American FactFinder Main Page.
2. Users can choose to search for data products with one of three indices: topics, population groups, or industries by selecting the corresponding radio button. The default is set to search the topics index. Click on each radio button to show the class where they are. Have the class follow along as you enter the word "poverty" in the Quick Start text box. Be sure to explain how the type-ahead overlay displays common search terms for users to choose from. Users can select an item or simply continue typing their entry. Complete your entry for "poverty" and "tab" over to the geography box. Be sure to allow enough time for everyone in the class to complete their entry. Have the assistant walk around and help anyone that is behind or has questions.
3. An optional geography can be added to the **Quick Start** Search. Simply type in a geography in the geography text box.

Explain that users can enter a geography here or make a selection from the type-ahead overlay. Enter "Georgia" in the geography box and click "GO".

TIPS:

Explain that there are "TIPS" throughout the workbook that point out some of the additional features and functions of the NEW American FactFinder. If there is time, you can briefly explain these items; if not, you can just mention them and continue on to the next item.

- A type-ahead overlay will appear when common search terms are entered in the **Quick Start** search box. Select an item from the list, or complete your text entry.
- FactFinder Search will try to help users with its NEW spell correction feature. A message will appear on the search results page if a spelling correction is made.
- A "Did you mean..." feature is now available for searches that closely match other common searches or predefined synonyms. A message will appear at the top of your search results if there are any suggestions.
- Perform a "wild card" search by entering a "*" in your search.

The screenshot shows the American FactFinder homepage. At the top, it says "U.S. Census Bureau" and "AMERICAN FactFinder". There are navigation tabs for "SEARCH", "WHAT WE PROVIDE", and "ABOUT FACTFINDER". A "Quick Start" search box is prominent, with a type-ahead overlay showing suggestions like "People", "Housing", "Business and Industry", "Year", "Program", "Survey", "Product Type", "Document Type", and "Data Set". Below the search bar, there are sections for "Data Available on Legacy American FactFinder" and "News and Notes". On the right side, there is a "U.S. Population Clock" showing 308,554,629 and "Reference Maps".

(10 Minutes) Search by Topics

1. The **Topics** search box is located on the left-hand side of the American FactFinder Main Page. Navigate back to the Main page and have the class follow along. Show the class where the "Topics" search is located and click on it to expand and display the taxonomy categories. Explain how DADS worked with the various data providers to create this list and how each data provider provides DADS with information (through metadata) about what products to associate ("tag") with each category.
2. Users can expand search categories and select items to add to their "Your Selections" box. The search results will be narrowed or "refined" each time an item is added or removed from "Your Selections." Have the class follow along as you "expand" some of the Topics categories. Explain how items that are "tagged" by the data providers for each category will be displayed in the Search Results when they are selected (added to "Your Selections"). Note that a search item that is selected from one of the pre-defined categories will display/update their Search Results with these "tagged" data products, whereas a Quick Start/text search will display/update their "Search Results" with data products that contain the keyword/phrase in the data product table headers or stubs. Users, however, can continue to "refine" their results, as necessary. It is important to note that data users can control how narrow or broad they want their search results to appear. Users have the option to perform text only searches, predefined category searches, or a combination of both.
3. The topics categories are also updated each time a search is narrowed or "refined." Each subcategory displays a number in parenthesis that indicates the number of corresponding products for that search topic. Explain this to the class as you expand the topics categories. Expand the "People" category under "Topics" and select the subcategory "Poverty." Have the class follow along with you and be sure to point out the numbers in the parenthesis, as well as how "Your Selections," Search Results, and the topics categories are all updated to reflect your selection.

TIPS:

- Pay attention to the number of "Search Results" available. Each time you refine your search criteria, the number of results will be updated.
- Use the "Search within Results for..." text box to narrow your search or use the pre-defined topics, geographies, population groups, or industry codes items to make selections for your search. Explain how the geographies, population groups, and industry code filters function similar to the topics search, but be sure to note that they will be covered in more detail later. For now, show the class how they can refine their results with a text search. Enter "Place of Birth" in the "Search within Results" text box and have the class follow along. Be sure to point out how "Your Selections," Search Results and the topics categories are updated, accordingly.
- Check the "Include archived products" option to see archived data products included with your search results. Once a user selects to "View" an archived product, they will be taken to a FTP site where they can download the archived product(s). Be sure to point this out, especially to those groups that act as customer service representatives or end-user intermediaries.

The screenshot shows the American FactFinder search interface. At the top, it says "U.S. Census Bureau" and "AMERICAN FactFinder". There are navigation tabs: "HOME", "WHAT WE PROVIDE", and "DADS FACTFINDER". A search bar contains the text "Search - Use the options on the left (search, topics, geographies, ...) to find the data you're looking for".

On the left side, there is a "Your Selections" box (currently empty) and a "Search within Results for..." text box. Below these is a "Topics" menu with a plus sign icon. The menu is expanded to show several categories, each with a plus sign icon and a number in parentheses:

- People (1)
- Housing (1)
- Business and Industry (1)
- Year (1)
- Product Type (1)
- Data Type (1)
- Program (1)
- Survey (1)
- Dataset (1)
- Industry Sector (1)

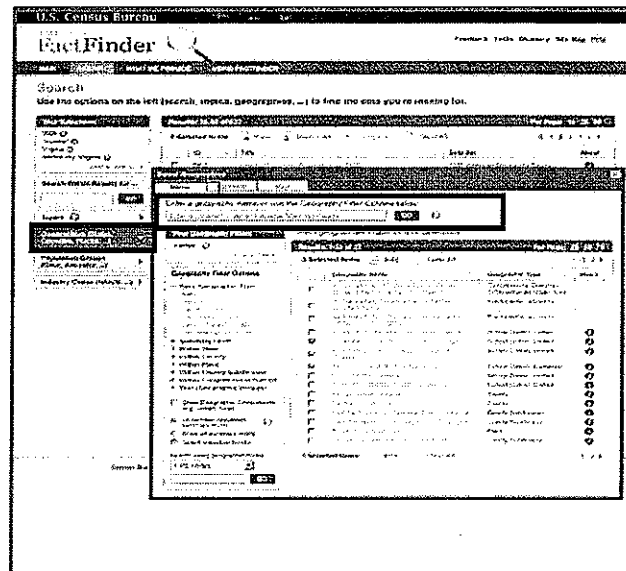
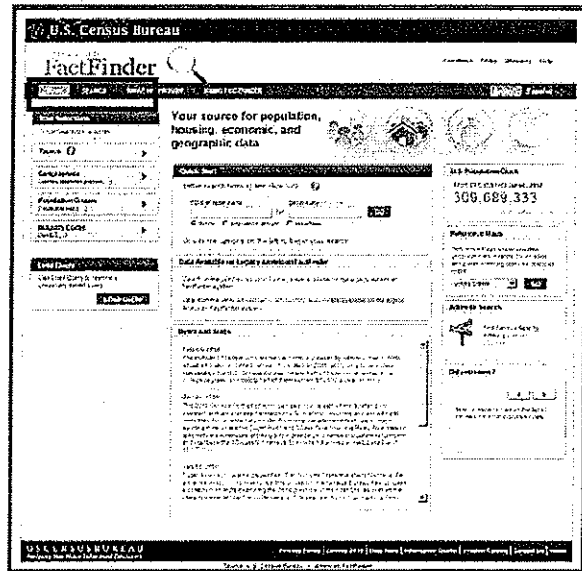
 Below the Topics menu are sections for "Include archived products", "Geographies (States, counties, places...)", "Population Groups (Race, ancestry...)", and "Industry Codes (NAICS...)", each with a right-pointing arrow.

The main search results area shows a table with the following columns: "Selected", "View", "Download", "Add", "Criteria", and "Page" (1 2 3 4 5). The table lists various datasets:

ID	Title	Dataset	About
DP	Selected Social Characteristics in the United States: 2006	2006 ACS 1-year estimates	(1)
DP	Selected Social Characteristics in Puerto Rico: 2006	2006 ACS 1-year estimates	(1)
DP	Selected Housing Characteristics: 2006	2006 ACS 1-year estimates	(1)
DP	Selected Economic Characteristics: 2006	2006 ACS 1-year estimates	(1)
DP	ACS Demographic and Housing Estimates: 2006	2006 ACS 1-year estimates	(1)
DP-1	General Demographic Characteristics	2006 Population Estimates	(1)
DP-1-001	General Demographic Characteristics	2006 Population Estimates	(1)
DP3YR	Selected Social Characteristics in the United States: 2006-2008	2006 ACS 3-year estimates	(1)
DP3YR	Selected Economic Characteristics: 2006-2008	2006 ACS 3-year estimates	(1)
DP3YR	Selected Social Characteristics in Puerto Rico: 2006-2008	2006 ACS 3-year estimates	(1)
DP3YR	Selected Housing Characteristics: 2006-2008	2006 ACS 3-year estimates	(1)
DP3YR	ACS Demographic and Housing Estimates: 2006-2008	2006 ACS 3-year estimates	(1)
S0101	Age and Sex	2006 ACS 1-year estimates	(1)

(20 Minutes) Search by Geographies

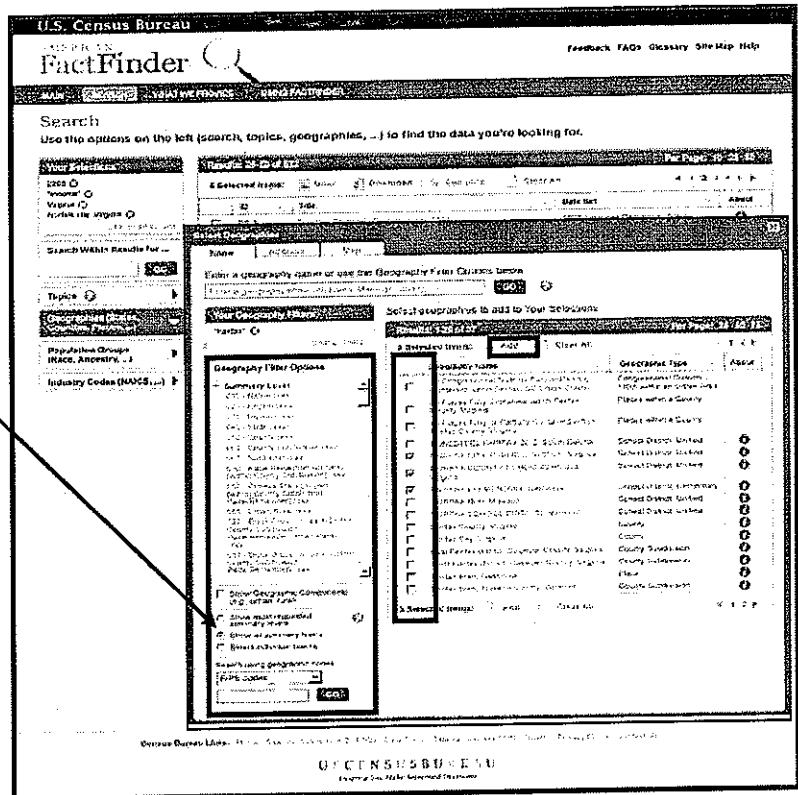
1. The **Geographies** search option is located on the left-hand side of the American FactFinder Main Page and the Search Results Page. When a user selects this search option, a geography search window will appear over the Search Results pane. Spend some time discussing this. Show the class how the Geography Search window looks and have them follow along with you as you open the window (from the Main page – be sure to “clear” your previous selections). Explain to them that this is an overlay window, and not a pop-up window. Therefore, it cannot be moved around and is fixed. Note how the background of the Search Results page is visible behind the window. Explain how each time selections are made, the Search Results, “Your Selections,” and Geography categories are updated.
2. Users can select to search for geographies by using the **Name** tab, the **Address** tab, or the **Map** tab. Show the class where the three tabs are located and “click” on each one. Explain how you will go into more detail later, but that the **Geography**, **Population Group**, and **Industry Code** searches all function similarly. The primary difference is that the **Population Group** and **Industry Code** searches don’t have multiple tabs. Each of these search windows allows users to make “Selections” to add to their search criteria. Each time they select a search item, the “Your Selections,” Search Results and predefined categories are all updated to reflect their choice(s).
3. To look for geographies by name, simply enter your search into the text box. A type-ahead overlay will appear as you type your search. You can select one of those items, or continue typing your search and click “Go” when you are finished with your entry. Have the class follow along with you as you type in a geography in the geography name text box. Enter “Georgia” and be sure to point out the type-ahead overlay, as noted above. When you are finished with your entry, click “GO.”



4. A list of geographies that contain the geography you are searching for will be displayed in the Geography Results. Select the geography you'd like to search for from this list by clicking on the hyperlinked geography name. You can also use the checkbox on the left side of the geography name along with the "Add" button to add one or more geographies to your search. "Your Selections," "Your Geography Filters," and your Search Results will be updated with your selections. When you are finished adding your geographies, you can close the Geographies search window to see your updated search results. Show the class where the Geography "Results" are located and how to make selections. They can make a single selection by clicking on the name of the Geography, or can make multiple selections by using the checkboxes to the left of the geography name and then clicking on the "Add" button. Be sure to note that multiple selections can only be made to a single page of geography results at a time.

TIPS:

- To see all geographic summary levels or individual blocks, select the corresponding radio button on the bottom of the left-hand navigation of the geography search window. Be sure to point this out to any group that focuses on searching for uncommon geographies, such as end-user intermediaries or data provider/analysts. If there is time, you may want to demonstrate by selecting each of the options with your geography search and pointing out the difference in the number of geography "Results" displayed within the Geography Search window.
- When entering a text search for a geography, be sure to "clear all filters" in the "Your Geography Filters" box if you are searching for multiple unrelated geographies to add to "Your Selections". Be sure to note this. You can "show" or demonstrate this to the class, depending on your available time. For example, if you search for geography by name using "Georgia" first, and then wanted to search for "Texas," you would not find any results for states named "Texas" without clearing your geography filters first. The "Your Geography Filters" and the "Geography Results" work similar to the "Your Selections" and Search Results from the Main page.



5. You can also search for geographies in the Geographies Name tab by using the Geography Filter Options on the left-hand side of the Geographies navigation window. These filters function very much like the Topics filters.

(15 Minutes) Working with Search Results

(Can be abbreviated for 2-Hour session)

- When you are ready to access your search results, you can do so from the Search Results page. You can also continue to narrow or "refine" these results by applying filters or by using the "Search within Results for..." text search box. Your Search Results will be updated each time you add or remove an item to "Your Selections." Emphasize again to the class that they can continue to "refine" their search results to accommodate either a broad or narrow search. Make sure you point out that it's best to use the pre-defined "Topics" if they are looking for data specific to a particular program area, or product type. Have the class follow along as you re-demonstrate a search related to some of the items searched for in previous sections:
 - Enter "Place of Birth" in "Georgia" into the "Quick Start" text and Geography boxes and Click "GO."
 - Click on the "Topics" button and expand the "People" category and select "Poverty."
 - Click on the "Geography" button and select the "Map" tab and use the selection tools to "Add" Alabama, Florida, and South Carolina to "Your Selections." Close the Geography Search Window.
 - Click on the "Population Groups" button and type in "Cuban" (or Cherokee alone 03B) in the population groups text search box. Select Cuban (or Cherokee alone 03B) from the population groups "Results" to add it to "Your Selections." Close the "Population Groups" search window.
 - You are now ready to start working with your results! Explain any of the following items not yet covered to the class:
- You can select to "View" a single product by clicking its hyperlinked title. You can also select to "View" or "Download" products by placing a check in the corresponding checkbox(es) and then selecting the "View" or "Download" button located just above the search results. Select the first item from the list to "View." Have the class follow along as you get to the "Data Products Display" page.

TIPS:

If time allows, have the class follow along with you as you "point" out this functionality to them. Click on each item and "show" the class how it works.

- Use the "Compare" and "Identify" buttons to see a table shell and metadata about products so you can better decide which product(s) best meets your needs.
- You can Sort your Search Results by "ID," "Title," or by "Dataset".
- Use the "per page" dropdown box to change the default view from 25 to 50 or 75 search results per page.

The screenshot shows the U.S. Census Bureau FactFinder interface. At the top, it says "U.S. Census Bureau" and "AMERICAN FactFinder". There are navigation links for "Feedback", "FAQs", "Glossary", and "Help". Below that, there are tabs for "Main", "WHAT WE PROVIDE", and "USING FACTFINDER". A search bar contains "ACS of 2002". Below the search bar, there are several filter sections: "Your Selections" (empty), "Search within Results for..." (empty), "Topics" (expanded to "People" and "Poverty"), "Geographies" (Alabama, Florida, South Carolina), "Population Groups" (Cuban), and "Industry Codes" (empty). The search results table has columns for "Select", "View", "Download", "Compare", and "per page". The table lists several data products with their IDs, titles, datasets, and about links.

Select	View	Download	Compare	per page
<input type="checkbox"/>	View	Download	Compare	25
ID	Title	Dataset	About	
<input type="checkbox"/>	DP Selected Social Characteristics in the United States 2002	2002 ACS 1-year estimates	?	
<input type="checkbox"/>	DP Selected Social Characteristics in Puerto Rico 2002	2002 ACS 1-year estimates	?	
<input type="checkbox"/>	DP Selected Housing Characteristics 2002	2002 ACS 1-year estimates	?	
<input type="checkbox"/>	DP Selected Economic Characteristics 2002	2002 ACS 1-year estimates	?	
<input type="checkbox"/>	DP ACS Demographic and Housing Estimates 2002	2002 ACS 1-year estimates	?	
<input type="checkbox"/>	DP-1 General Demographic Characteristics	2002 Population Estimates	?	
<input type="checkbox"/>	DP-1-PR General Demographic Characteristics	2002 Population Estimates	?	
<input type="checkbox"/>	DP3YR Selected Social Characteristics in the United States 2002-2004	2002 ACS 3-year estimates	?	
<input type="checkbox"/>	DP3YR Selected Economic Characteristics 2002-2004	2002 ACS 3-year estimates	?	
<input type="checkbox"/>	DP3YR Selected Social Characteristics in Puerto Rico 2002-2004	2002 ACS 3-year estimates	?	
<input type="checkbox"/>	DP3YR Selected Housing Characteristics 2002-2004	2002 ACS 3-year estimates	?	
<input type="checkbox"/>	DP3YR ACS Demographic and Housing Estimates 2002-2004	2002 ACS 3-year estimates	?	
<input type="checkbox"/>	DP3YR Age and Sex	2002 ACS 3-year estimates	?	

(15 Minutes) Customize a Table

Data products that you select to "View" will be displayed in a new page. From there, you can choose from several options to work with your data product:

Modify Table Have the class follow along with you as you explain/demonstrate the functions/features below and on the next page (using the selection you made above). Give a brief summary of each item as you walk through and "apply" them, as appropriate to the audience group and as time permits.

Select this option to view "Table Tools" that allow you to customize the table. "Table Tools" include:

- Re-order rows and columns
- Show/hide rows and columns
- Collapse/Expand data categories
- Reset Table (to original view)
- Transpose Rows and Columns

TIP: Select the "Hide Table Tools" button to close the Table Tools Viewer.

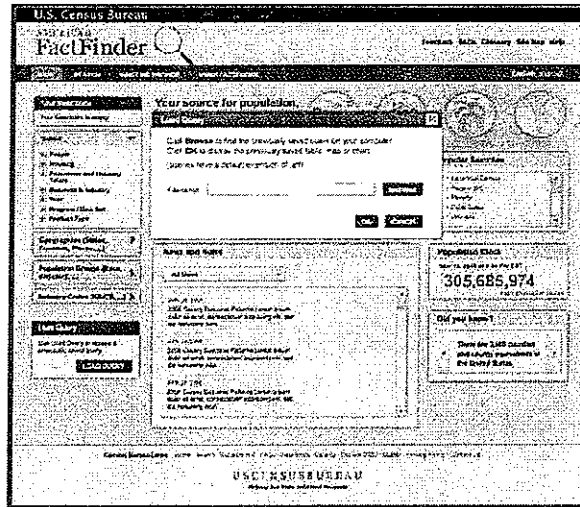
The screenshot shows the American FactFinder interface. At the top, it says 'U.S. Census Bureau' and 'AMERICAN FactFinder'. Below that, there are navigation links like 'Home', 'Search', 'What We Provide', and 'Using FactFinder'. The main content area shows 'Results: Click "Back to Search" to change geographies or industries.' Below this, there's a search bar and a 'SELECT TO SEARCH' button. The current data product is 'SEX BY AGE' for 'B01001'. There are view options: 'Table View', 'Map View', and 'Chart View'. Below these are action buttons: 'Hide Table Tools', 'Bookmark', 'Download', and 'Create Thematic Map'. A 'Table Tools' box is highlighted, containing 'Reset Table', 'Show/Hide Rows/Columns', and 'Transpose Rows/Columns'. Below the tools is a legend and a 'View Table Notes' link. The data table below has columns for 'Alabama', 'Alaska', and 'Arizona', each with 'Estimate' and 'Margin of Error' sub-columns. The rows include 'Total', 'Male', 'Under 5 years', and '5 to 9 years'.

	Alabama		Alaska		Arizona	
	Estimate	Margin of Error	Estimate	Margin of Error	Estimate	Margin of Error
Total	4,447,568		641,724		5,028,906	
Male	2,142,901	+/-5,584	325,659	+/-1,691	2,902,393	+/-2,678
Under 5 years	147,159	+/-1,040	24,514	+/-1,224	238,015	+/-1,475
5 to 9 years	146,889	+/-5,288	25,661	+/-1,787	216,751	+/-6,122

Bookmark

Select this option to create a **Bookmark** or to "Save a Query" of a data product. The URL for your table will be saved as a bookmark in your Internet browser bookmarks or saved as a "Query" in the location you designate. URLs that are over the size capacity for bookmarks can only be saved as "Queries." American FactFinder will prompt you, as necessary. You can

choose the "Load Query" option from the Main page to find and view any of your saved "Queries."



Download

The Download function allows users to extract tables from the system and to save them in the following formats:

- Database-compatible - (.csv)
- Database-compatible - (.xls)
- Presentation-ready - Microsoft Excel (.xls)
- Presentation-ready - PDF

Note: The number of rows for downloads are limited to system constraints, session size, and ongoing performance testing.

	Alabama	Florida	Georgia	South Carolina
Total	4,100,360	4,100,360	4,100,360	4,100,360
Male	2,050,180	2,050,180	2,050,180	2,050,180
Female	2,050,180	2,050,180	2,050,180	2,050,180
U.S. Total	4,100,360	4,100,360	4,100,360	4,100,360
Foreign Born	1,000,000	1,000,000	1,000,000	1,000,000

(15 Minutes) Create a Map

- To "Create a Map" from a table, simply select the **Create a Map** button from the **Table Actions** menu indicating to do so. You will be prompted to select a data field that you'd like to map and then prompted to confirm your selection, followed by a display of the map. Explain how thematic mapping in the American FactFinder is no longer a delivered product. Thematic Maps can be created "on the fly" for any tables containing multiple geographies. Using the table you selected earlier, have the class follow along as you "Create a Map." When prompted, select a data cell that you feel is appropriate to demonstrate. Be sure to point out the "Create a Different Map" Button that allows users to create different thematic map "views" from the same data product.

Create a Map

To select a data item for your Thematic Map, move the mouse cursor over the table and click a cell. Click Cancel to return to the Table View with no Map View selected.

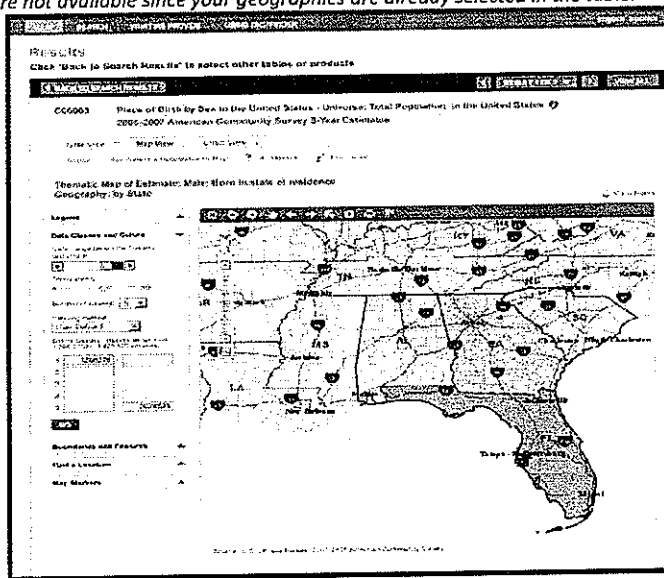
Briefly explain that the map tools covered before are the same with the exception of the drawing selection tools. Also, be sure to point out to the class that any additional geographies they'd like to add, can be added by going back to the "table view" and then selecting "Back to Search Results" where they can continue to modify or narrow their "Selections," as appropriate.

- From this point, you can choose to work with your map to customize it to your preferred view, or you can bookmark, print, or download the map.

The following map tools are available for you to customize your map:

- o 15-level zoom, pan, reposition
- o Change Map Scale
- o Identify a geography name
- o Change Data Classes and Colors
- o Find a location (address, search and latitude / longitude)
- o Show/Hide Features, Boundaries and Label
- o Map Markers (points and text)

Note: The selection tools (drawing tools) mentioned on page 12 of this workbook are not available since your geographies are already selected in the table.



TIP:

- Dynamic content such as the census boundaries (Urban Areas, Places, Congressional Districts etc), Features layers (military installations, schools, golf courses, church etc) and their labels can be turned on and off by the user.

FactFinder Exercise #1

(20 Minutes for all 3 exercises) – These are self-guided exercises. If time allows, discuss the answers/results shown below

1. Your niece is considering moving south to be closer to family and you are helping her research the housing situation in the two areas she is thinking about moving to. Find some information about median real estate taxes paid (in dollars) for owner-occupied housing units in Birmingham City, AL and Savannah City, GA (in 2008).

- >Enter “median real estate taxes paid” in Quick Start
- >Click on Geographies button and search for/select Birmingham City, AL and Savannah City, GA to add to “Your Selections”; close the Geographies search window
- >Click on the “Topics” button and expand the “Year” category and select 2008
- >Select table B25103 to “View”
- > Discuss the results with the class to see other ways they may have searched for the data or other results they might have viewed

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Results - Click Back to Search to select other tables or geographies

B25103 HOUSING STATUS BY MEDIAN REAL ESTATE TAXES PAID (DOLLARS)
 Universe: Owner-occupied housing units
 2008 American Community Survey 1-Year Estimates

	Birmingham city, Alabama	Savannah city, Georgia
	Estimate	Estimate
Median real estate taxes paid (dollars)	409	360
Median real estate taxes paid (dollars) with mortgage	543	443
Median real estate taxes paid (dollars) without mortgage	264	210

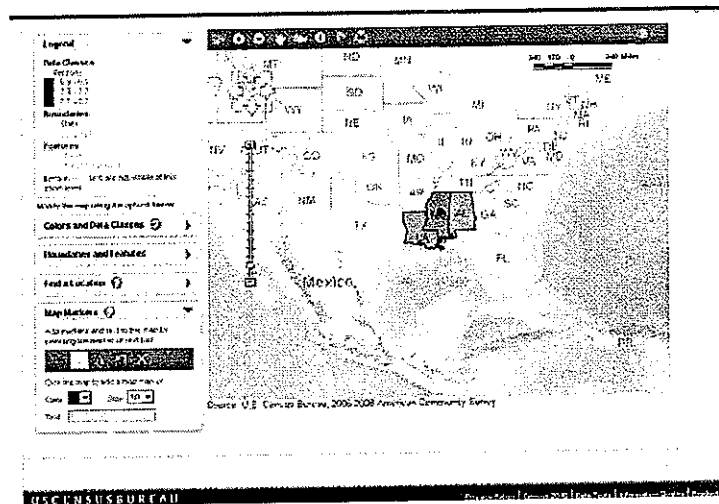
Source: U.S. Census Bureau, 2008 American Community Survey

U.S. CENSUS BUREAU
 Making the Most Informed Decisions
 Source: U.S. Census Bureau | American FactFinder

FactFinder Exercise #2

2. You are working for a non-profit organization that is dedicated to helping children get adequate nutrition. Recent reports are showing that boys under 5 years old in Alabama, Louisiana, and Mississippi are lacking nutrition more than any other age/gender group. You are about to present your proposal to a potential sponsor for review and are working on creating a slide presentation. Find data that shows the number of males under 5 years old in each state (in 2006-2008) and place a marker on the map that shows which of the three states has the highest number of males under 5 years old. Be sure to download and print your map, in case you need to refer to it again later.

- >Enter "males under 5 years old" in Quick Start
- >Click on Geographies button and search for/select Alabama, Louisiana, and Mississippi to add to "Your Selections"; close the Geographies search window
- >Click on the "Topics" button and expand the "Dataset" category and select "2008 ACS 3-year estimates"
- >Select table S0101 to "View"
- > Click "Create a Map" and select the appropriate data cell to map and use the map markers to place a point on the map, as instructed



FactFinder Exercise #3

3. You were a bit annoyed that the 2010 Census taker arrived at your home two times and even though you did participate eventually, you felt like it was a big deal over nothing. You overheard two members of your yoga class talking about the Census and one was saying how she gladly participated because she knew that the census tract information collected helped her to get the funding she needed for her small business. You are thinking about opening a bakery and are working on your business plan to submit with your SBA loan application. You are now curious -what census tract is 4600 Silver Hill RD in Suitland, MD located in? What was the total population in 2000? **HINT: Be sure to have the class select Topic>Year>2000 before they perform their address search.**
 - >From the Main Page, select Topics>Year>2000
 - >Click on the Geographies Button and select the address tab.
 - >Enter 4600 Silver Hill Road, Suitland, MD and click "GO"
 - >Select the Census Tract from the Geography Results to add it to "Your Selections" and close the Geographies search window
 - > Click on Topics>People>Basic Count/Estimate>Total Population
 - >Select table DP-1 for SF-1 to "View"
 - > Total Population for census tract 8020.01 is 5,595

Subject	Number	Percent
Total Population	5,595	100.0
RACE AND AGE		
Male	2,918	52.0
Female	2,677	48.0
Under 5 years	573	10.2
5 to 9 years	388	6.9
10 to 14 years	457	8.2
15 to 19 years	404	7.2
20 to 24 years	442	7.9
25 to 34 years	1,095	19.6
35 to 44 years	925	16.5
45 to 54 years	611	10.9
45 to 64 years	211	3.8
65 to 74 years	182	3.3
75 to 84 years	147	2.6
85 years and over	88	1.6
Median age (years)	32	6.1
15 year anniversary	207	3.7
10 year anniversary	1,729	30.9
Male	1,583	28.3
Female	1,146	20.5
25 year and over	2,494	44.6
62 year and over	201	3.6
65 year and over	255	4.6
Male	62	1.1
Female	133	2.4
RACE		
White	5,483	98.0
Black	209	3.7
Black or African American	214	3.8
American Indian and Alaska Native	17	0.3