







# LED *OnTheMap*



## LED – Local Employment Dynamics


- ▶ LEHD – Longitudinal Employer – Household Dynamics program
  - Census Bureau
- ▶ LED – Local Employment Dynamics program
  - Census / State Partnership





## New Mexico



- ▶ Member since 2003
- ▶ Data provided for 1996 - today
- ▶ Working with the Census
  - New Mexico Technology Contact



## LED Data Sources




- ▶ Administrative Records
  - Unemployment Insurance Tax records
  - Quarterly Census of Employment and Wages
  - Other Federal Agency Administrative Records
- ▶ Census Survey Data
  - Decennial Census
  - Current Population Survey
  - American Community Survey




## Data Caveats, Issues, Limitations

- ▶ Data Source Issues and Caveats
  - Quarterly Census covers 97% of the workforce
  - Location Data
  - Population
  - Income vs. Earnings
  - Coming Soon . . .
- ▶ Confidentiality and Disclosure Issues
  - Small Geographies
- ▶ System Limitations

## LED Tools

- ▶ QWI Online- Quarterly Workforce Indicators
  - Employment and Wages
  - Job Creation and Separation
  - New Hires and New Hire Earnings
  - Turnover
- ▶ Industry Focus
  - Industry Rankings by QWI
- ▶ *OnTheMap*
  - Graphical (Mapped) QWI






## Access

- ▶ [www.dws.state.nm.us](http://www.dws.state.nm.us)
  - Labor Market Information
    - What's New
    - Economic Data – Interactive Data
- ▶ [www.census.gov](http://www.census.gov)
  - Business & Industry – Local Employment Dynamics





## LED *OnTheMap* – Start

- States
- Counties
- Places (Cities, CDP's, etc.)
- Zip Codes
- Metropolitan/Micropolitan Areas
- Workforce Investment Areas
- WIRED Regions
- 111<sup>th</sup> Congressional District
- Census Block/Tract
- Traffic Analysis Zones
- School Districts
- State Legislative Districts
- Tribal Lands
- Military Bases \*\*
- Career Centers
- Airports
- Greenspace (Parks, Forests, etc.)
- Amtrak Stations
- Universities and Community Colleges





## LED *OnTheMap* – Base Map

- ▶ Add/Remove Layers
- ▶ Add/Remove Labels




## LED *OnTheMap* – Selection

- ▶ Add to the Selected Area
- ▶ Subtract from the Selected Area
- ▶ Paired Area Analysis
- ▶ Customizable Buffers
  - Ring
  - Donut
  - Plume



New Mexico Department of **WORKFORCE SOLUTIONS**




## LED *OnTheMap* - Results

- ▶ Map Title
- ▶ Characteristic Filters
- ▶ Select Year
- ▶ Map Controls
- ▶ Output
- ▶ Legends
- ▶ Change Settings ←

Economic Research **ER&A** & Analysis Bureau



New Mexico Department of **WORKFORCE SOLUTIONS**



## LED *OnTheMap* - Maps and Charts




- ▶ Map
- ▶ Charts
  - Pie Chart
  - Bar Chart
- ▶ Counts

Economic Research **ER&A** & Analysis Bureau


## Area Profile



- ▶ 87102
  - Census Blocks: 707
  - Selected area: 6.756 sq. mi.
- ▶ Day Care
  - Work Area Profile - 2009
  - Home Area Profile - 2009
- ▶ Restaurant
  - Breakfast/Lunch vs. Dinner
- ▶ Younger Population

## Area Comparison




- ▶ Valencia County
  - Census Blocks: 3,347
  - Selection Area: 1,068.750 Sq. Mi.
- ▶ Compare Cities
  - Increase the number of results
  - Existing workforce
  - Resident workforce
  - Export report




## Animation

- ▶ Rio Rancho
  - Census Blocks: 2,108
  - Selection Area: 104.165 Sq. Mi.
- ▶ Area Profile
  - 2002, 2006, 2009
  - Home Profile
  - Work Profile






## Report/Map Outputs

- ▶ Detailed Report
  - Total Count
  - Age
  - Earnings
  - Industry Sector
  - Race\*
  - Ethnicity\*
  - Educational Attainment\*
- ▶ Export Geography
- ▶ Print Chart/Map



New Mexico Department of **WORKFORCE SOLUTIONS**



## Advanced Features

- ▶ Save and Load Analysis
- ▶ Export and Import Geography
- ▶ Download OTM files (Census Block)

Economic Research **ER&A** & Analysis Bureau

New Mexico Department of **WORKFORCE SOLUTIONS**


## Google Earth



350010020001011	
Total	2009
Age 29 or younger	280
Age 30 to 54	293
Age 55 or older	527
\$1,250 per month or less	198
\$1,251 to \$3,333 per month	519
More than \$3,333 per month	263
White Alone	819
Black or African American Alone	41
American Indian or Alaska Native Alone	65
Asian Alone	33
Native Hawaiian or Other Pacific Islander Alone	1
Two or More Race Groups	21
Not Hispanic or Latino	508
Hispanic or Latino	472
Less than high school	96
High school or equivalent, no college	173
Some college or associate degree	257
Bachelor's degree or advanced degree	161
Agriculture, Forestry, Fishing and Hunting	0
Mining, Quarrying, and Oil and Gas Extraction	0
Utilities	1
Construction	0
Manufacturing	0
Wholesale Trade	2
Retail Trade	3
Transportation and Warehousing	0
Information	40
Finance and Insurance	94
Real Estate and Rental and Leasing	26
Professional, Scientific, and Technical Services	165
Management of Companies and Enterprises	25
Administration & Support, Waste Management and Remediation	128
Educational Services	30
Health Care and Social Assistance	247
Arts, Entertainment, and Recreation	12
Accommodation and Food Services	154
Other Services (excluding Public Administration)	53
Public Administration	0

Directions: [To here](#) - [From here](#)

Economic Research **ER&A** & Analysis Bureau



## Contact

- ▶ Michelle Doran
  - [michelle.doran@state.nm.us](mailto:michelle.doran@state.nm.us)
  - (505) 383-2723

