

# EMPLOYMENT DATA IN 3 EASY STEPS

Using the Census Bureau's On-the-Map Program for Local  
Planning Analysis



## WHY EMPLOYMENT DATA?

- What are the strengths and weaknesses of our local economy?
- What should our communities do for economic development?
- What are a project's housing and employment implications under CEQA?
- How do the jobs in our community relate to our residents?

## WORKSHOP AGENDA

- Introductions
- Data Discussion
- Hands-on Tutorial
- Analyzing Data
- Q&A



## INTRODUCTIONS

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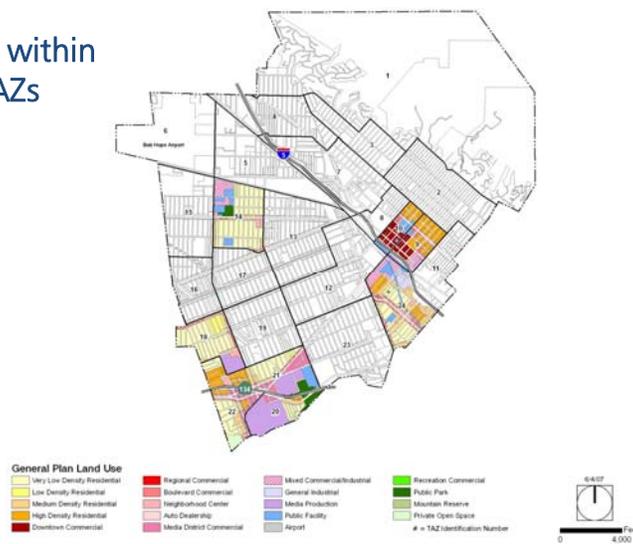
## WHY EMPLOYMENT DATA?

- HOW DO WE USE EMPLOYMENT DATA IN PLANNING?
  - + CEQA example
  - + Economic development example
  - + General plan example



## CEQA EXAMPLE

Projects within these TAZs



Note that this graphic is shown for hypothetical and instructional purposes only. No actual projects or analysis are shown.

# CEQA EXAMPLE

## SCAG TAZ Structure



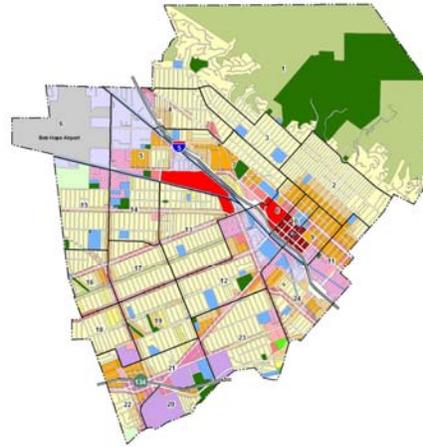
TAZ Orientation  
# = TAZ Identification Number  
SCAG Tie Number



Note that this graphic is shown for hypothetical and instructional purposes only. No actual projects or analysis are shown.

# CEQA EXAMPLE

## General Plan Land Use



**General Plan Land Use**

Very Low Density Residential	Regional Commercial	Mixed Commercial/Industrial	Recreation Commercial
Low Density Residential	Residential Commercial	General Industrial	Public Park
Medium Density Residential	Neighborhood Center	Media Production	Recreation Reserve
High Density Residential	Auto Dealership	Public Facility	Private Open Space
Downtown Commercial	Media District Commercial	Airport	

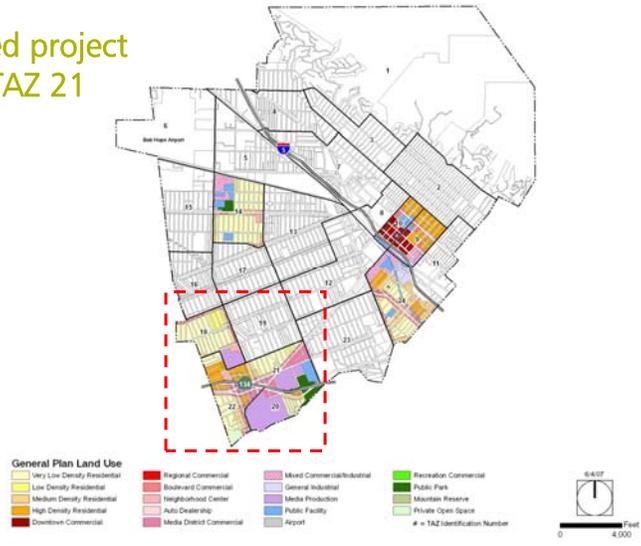
# = TAZ Identification Number



Note that this graphic is shown for hypothetical and instructional purposes only. No actual projects or analysis are shown.

### CEQA EXAMPLE

Proposed project within TAZ 21



Note that this graphic is shown for hypothetical and instructional purposes only. No actual projects or analysis are shown.

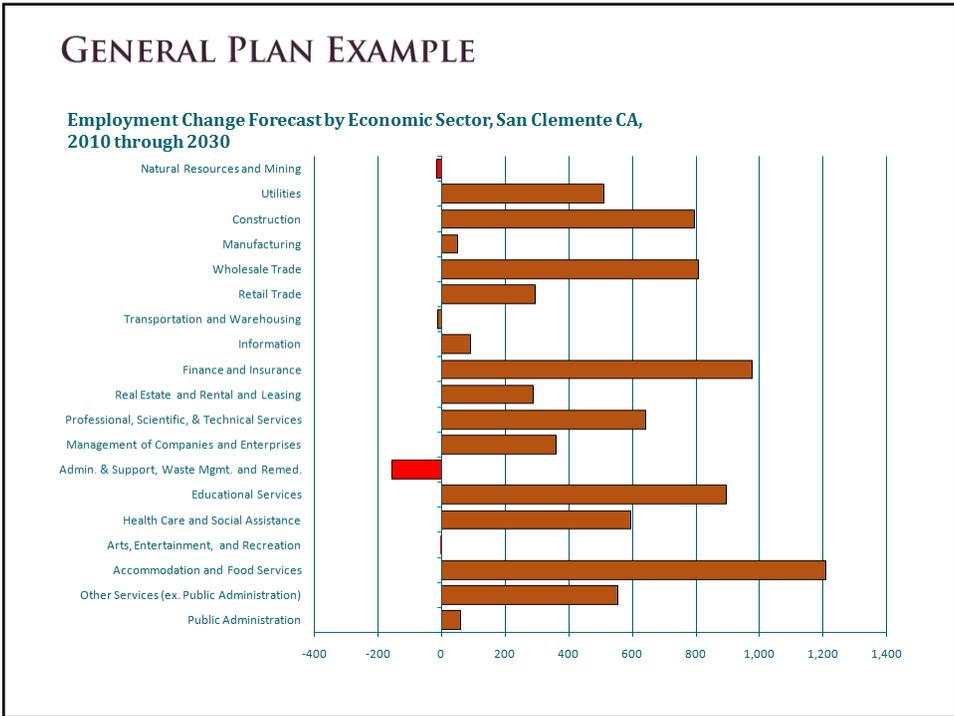
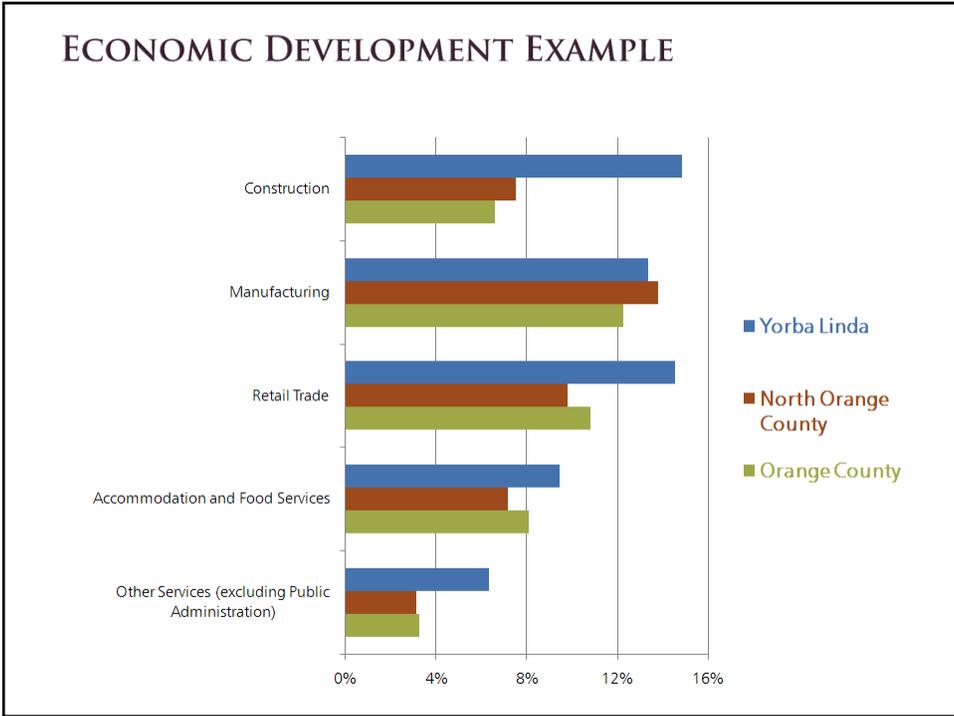
### CEQA EXAMPLE

Population and Housing Analysis

1. Proposed Project: Identify employment buildout
2. SCAG RTP: Identify projected employment by TAZ
3. LED: Identify existing employment by TAZ
4. Determine consistency with SCAG RTP Forecast



Note that this graphic is shown for hypothetical and instructional purposes only. No actual projects or analysis are shown.



## GENERAL PLAN EXAMPLE

	Retail	Commercial	Office	Industrial	Total
20-year employment increase	245	914	2,736	1,895	
Market demand potential (bldg. sq. ft.)	61,169	228,466	547,167	473,644	1,310,445
FAR	0.25	0.25	0.25	0.25	
Acreage	5.6	21.0	50.2	43.5	120.3

## DATA DISCUSSION

- Workplace versus homeplace data
- Data sources
- What is LED and what is On-the-Map?

## WORKPLACE VERSUS HOMEPLACE

- **WORKPLACE DATA**
  - + Represents jobs located in the study area, regardless of where the workers live
  - + Usually reported by industry or economic sector [North American Industrial Classification System], such as:
    - Manufacturing
    - Accommodation and food services
  - + Based on the primary business activity at that particular location
  - + Labor shed analysis

## WORKPLACE VERSUS HOMEPLACE

- **HOMEPLACE DATA**
  - + Represents residents of the study area, regardless of where they work
  - + Usually reported by occupation, such as:
    - Financial managers
    - Food processing workers
  - + No one-to-one correlation between economic sector and occupation
  - + Commute shed analysis

## WORKPLACE VERSUS HOMEPLACE

- ROSSMOOR, ORANGE COUNTY

- + 956 jobs in Rossmoor  
(US Census, LED)

- + 4,747 residents live in Rossmoor, employed,  $\geq 16$   
(US Census, American FactFinder, P49/50)

You are here: [Main](#) > [Data Sets](#) > [Data Sets with Detailed Tables](#) > [Geography](#) > [Tables](#) > [Results](#)

Use the links above to change your results | [Options](#) | [Print / Download](#)

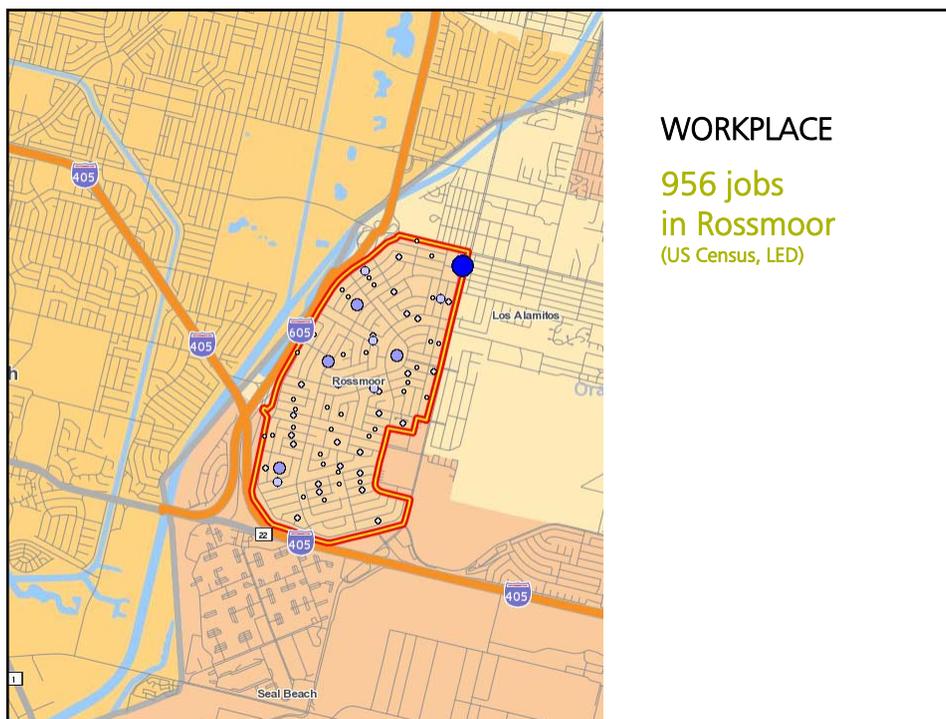
[P49. SEX BY INDUSTRY FOR THE EMPLOYED CIVILIAN POPULATION 16 YEARS AND OVER \[55\]](#)  
 Universe: [Employed civilian population 16 years and over](#)  
 Data Set: [Census 2000 Summary File 3 \(SF 3\) - Sample Data](#)

NOTE: Data based on a sample except in P3, P4, H3, and H4. For information on confidentiality protection, sampling error, nonresponse, and count corrections see <http://factfinder.census.gov/home/en/datanotes/expsf3.htm>.

	Rossmoor CDP, California
Total:	4,747
Male:	2,586
Agriculture, forestry, fishing and hunting, and mining:	12
Agriculture, forestry, fishing and hunting	0
Mining	12
Construction	228
Manufacturing	395
Wholesale trade	99
Retail trade	264
Transportation and warehousing, and utilities:	105
Transportation and warehousing	87
Utilities	18
Information	79
Finance, insurance, real estate and rental and leasing:	316
Finance and insurance	218
Real estate and rental and leasing	98
Professional, scientific, management, administrative, and waste management services:	450
Professional, scientific, and technical services	316
Management of companies and enterprises	13
Administrative and support and waste management services	121
Educational, health and social services:	261
Educational services	127
Health care and social assistance	134
Arts, entertainment, recreation, accommodation and food services:	163
Arts, entertainment, and recreation	82
Accommodation and food services	81
Other services (except public administration)	43
Public administration	171
Female:	2,161
Agriculture, forestry, fishing and hunting, and mining:	0
Agriculture, forestry, fishing and hunting	0
Mining	0
Construction	33
Manufacturing	188

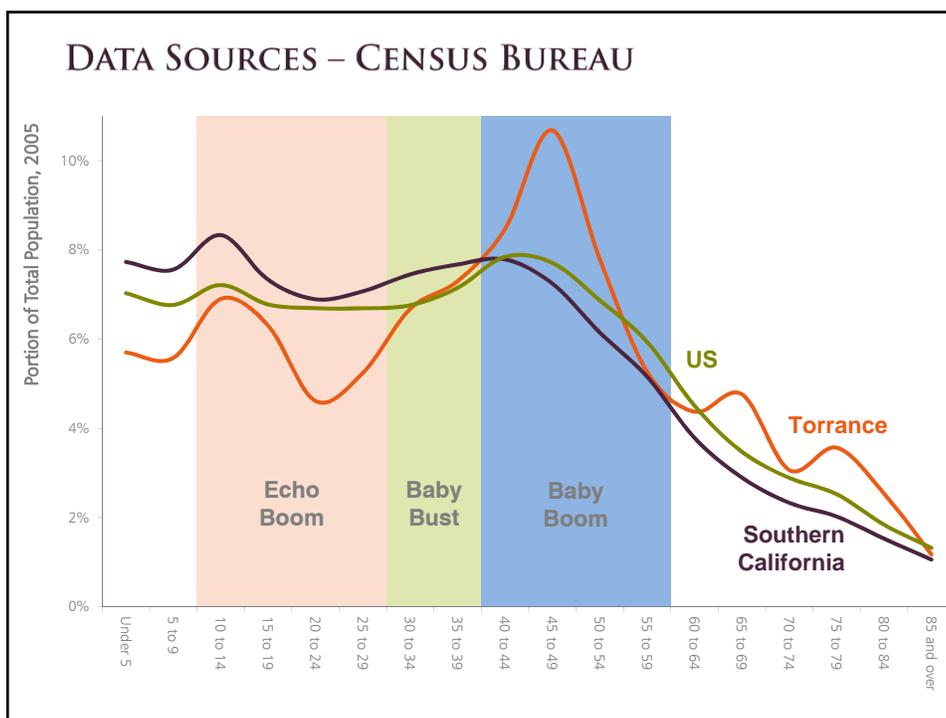
## HOMEPLACE

4,747 residents of  
Rossmoor who  
are employed  
(US Census, P49/50)



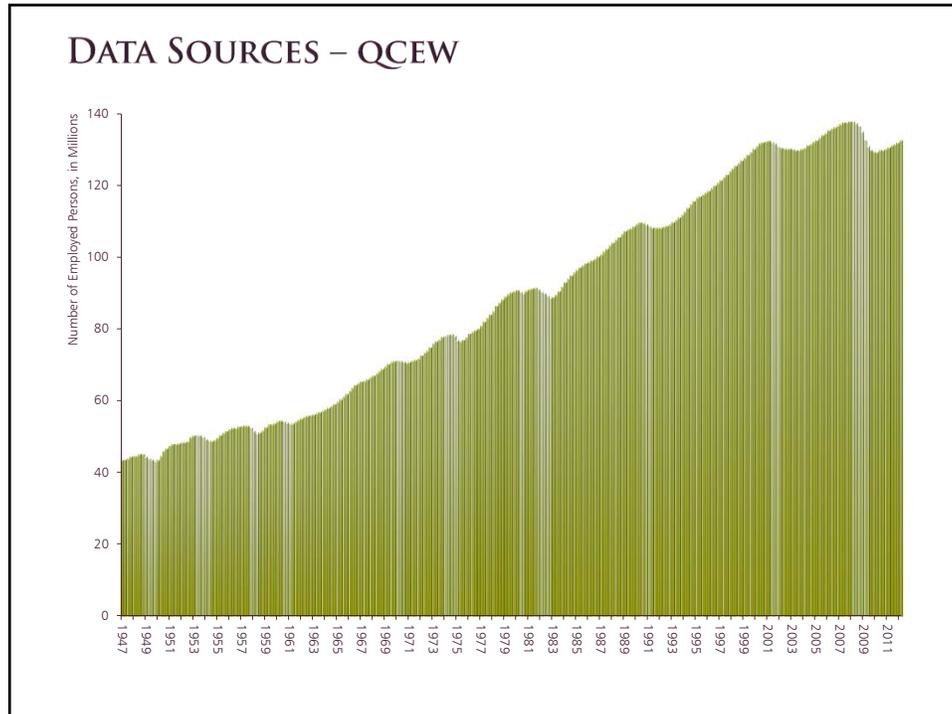
## DATA SOURCES

- CENSUS BUREAU
  - + Primarily homeplace data
  - + American Community Survey
    - 1-year estimates for 65,000+ population
    - 3-year estimates for 20,000+ population
    - 5-year estimates by block group
  - + People: Age and sex, aging, disability, education, employment, income, language, origins, population, poverty, race and ethnicity, relationships, veterans
  - + Housing: Physical characteristics, financial characteristics



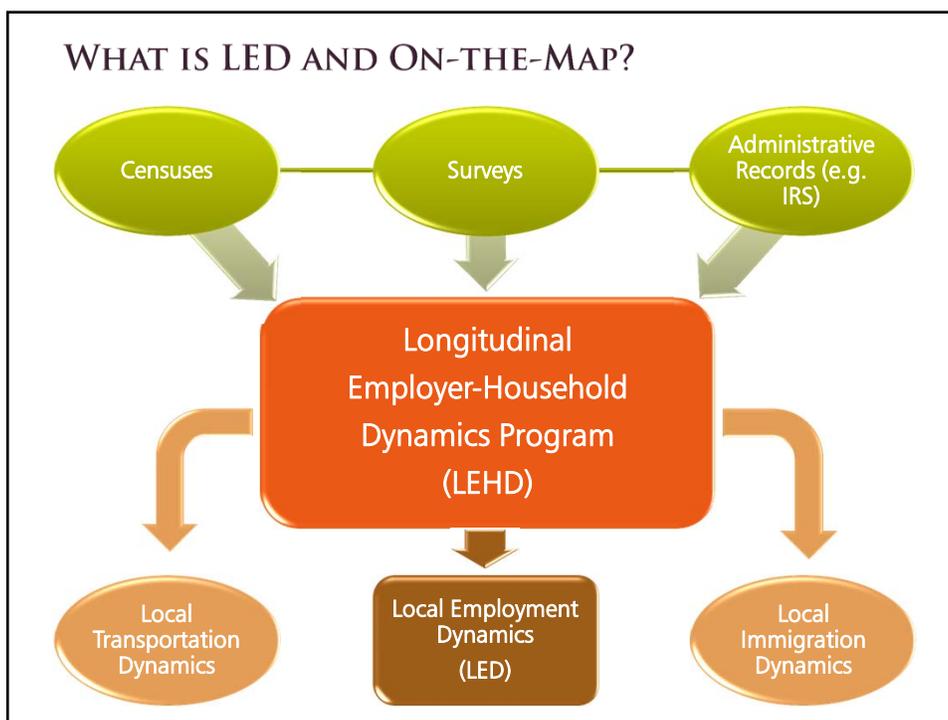
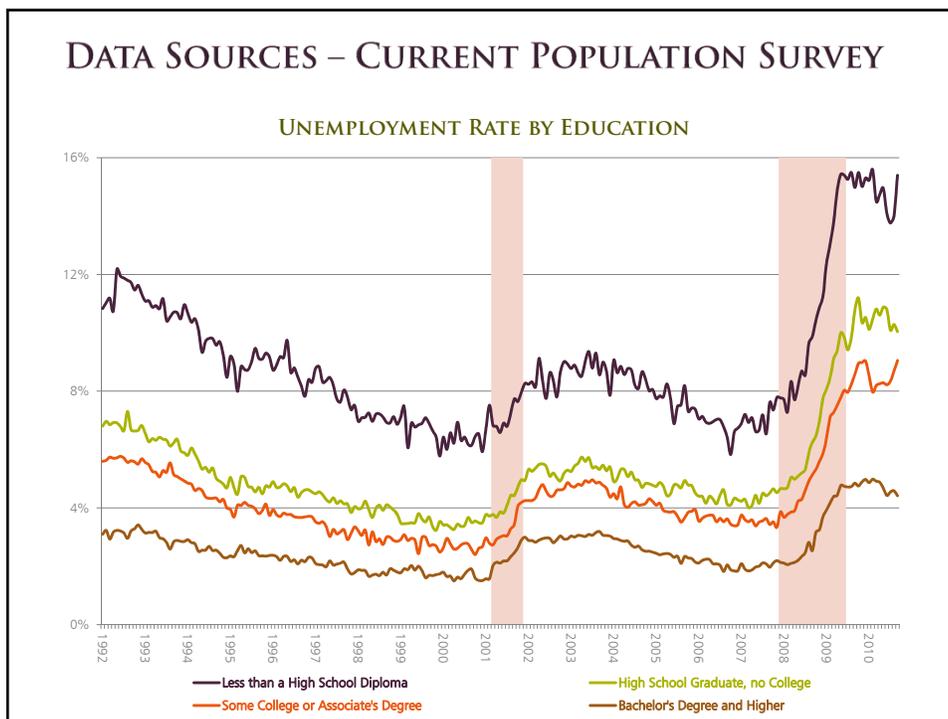
## DATA SOURCES

- QUARTERLY CENSUS OF EMPLOYMENT AND WAGES (QCEW)
  - + Workplace data
  - + Based on employers' quarterly unemployment compensation filings
  - + Varies by state; about 98% job coverage
  - + US Bureau of Labor Statistics; CA Employment Development Department
  - + Includes:
    - Total number of jobs (full- and part-time) by NAICS
    - Average monthly wage for quarter
  - + Available at national, state, MSA and county level



### DATA SOURCES

- **CURRENT POPULATION SURVEY (CPS)**
  - + Homeplace data
  - + Monthly interview with 60,000 households, about 110,000 people
  - + Conducted by Census Bureau for the Bureau of Labor Statistics
  - + Includes:
    - Labor data – employed, unemployed, and not in labor force
    - Supplemental data – income/earnings, demographics, work experience, special non-economic information
  - + Available down to cities with population of 25,000+



### WHAT IS LED AND ON-THE-MAP?

- LONGITUDINAL HOUSEHOLD-EMPLOYER DYNAMICS (LEHD)
  - + A voluntary partnership between 48 states and the Census Bureau
  - + States supply quarterly worker and business wage records
  - + Census Bureau merges the state records with existing business and household data to produce new information about your local economy
  - + The Census Bureau ensures confidentiality of the data

### WHAT IS LED AND ON-THE-MAP?

- LOCAL EMPLOYMENT DYNAMICS (LED)
  - + Makes the data from LEHD available to the public through several products:
    - OnTheMap
    - Industry Focus
    - Quarterly Workforce Indicators (QWI) Online
    - Community Economic Development HotReport
  - + <http://lehd.did.census.gov/led/index.php>

## WHAT IS LED AND ON-THE-MAP?

- ON-THE-MAP
  - + An internet-based program to access, manipulate, obtain, and map data from LED
  - + Block level is the smallest unit of underlying data
  - + Data can be obtained for:
    - States, counties, county subdivisions, places
    - Metropolitan/micropolitan areas, census tracts, block groups
    - Congressional districts, state legislative districts
    - Zip codes, traffic analysis zones, school districts
    - Workforce investment areas, military bases, tribal lands, tribal subdivisions
    - User-defined areas

## HANDS-ON TUTORIAL

- Obtain data for your jurisdiction
  
- Obtain data for a comparison regional economy

## OBTAIN DATA FOR YOUR JURISDICTION

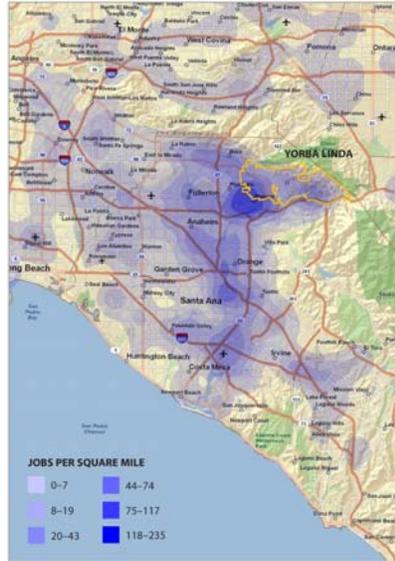
	Work Place Data	Home Place Data
Economic Structure	Work Area Profile	Home Area Profile
Commuting Patterns	Home Destination Report	Work Destination Report

## WHAT IS ECONOMIC STRUCTURE?

- |  |   |
|--|---|
| <a href="#">11</a> Agriculture, Forestry, Fishing and Hunting    | <a href="#">53</a> Real Estate and Rental and Leasing                                       |
| <a href="#">21</a> Mining, Quarrying, and Oil and Gas Extraction | <a href="#">54</a> Professional, Scientific, and Technical Services                         |
| <a href="#">22</a> Utilities                                     | <a href="#">55</a> Management of Companies and Enterprises                                  |
| <a href="#">23</a> Construction                                  | <a href="#">56</a> Administrative and Support and Waste Management and Remediation Services |
| <a href="#">31-33</a> Manufacturing                              | <a href="#">61</a> Educational Services   |
| <a href="#">42</a> Wholesale Trade                               | <a href="#">62</a> Health Care and Social Assistance  |
| <a href="#">44-45</a> Retail Trade                               | <a href="#">71</a> Arts, Entertainment, and Recreation                                      |
| <a href="#">48-49</a> Transportation and Warehousing             | <a href="#">72</a> Accommodation and Food Services  |
| <a href="#">51</a> Information                                   | <a href="#">81</a> Other Services (except Public Administration)                            |
| <a href="#">52</a> Finance and Insurance                         | <a href="#">92</a> Public Administration  |

## WHAT IS A 'SHED'?

Map 6. Where Yorba Linda Residents Work, 2008

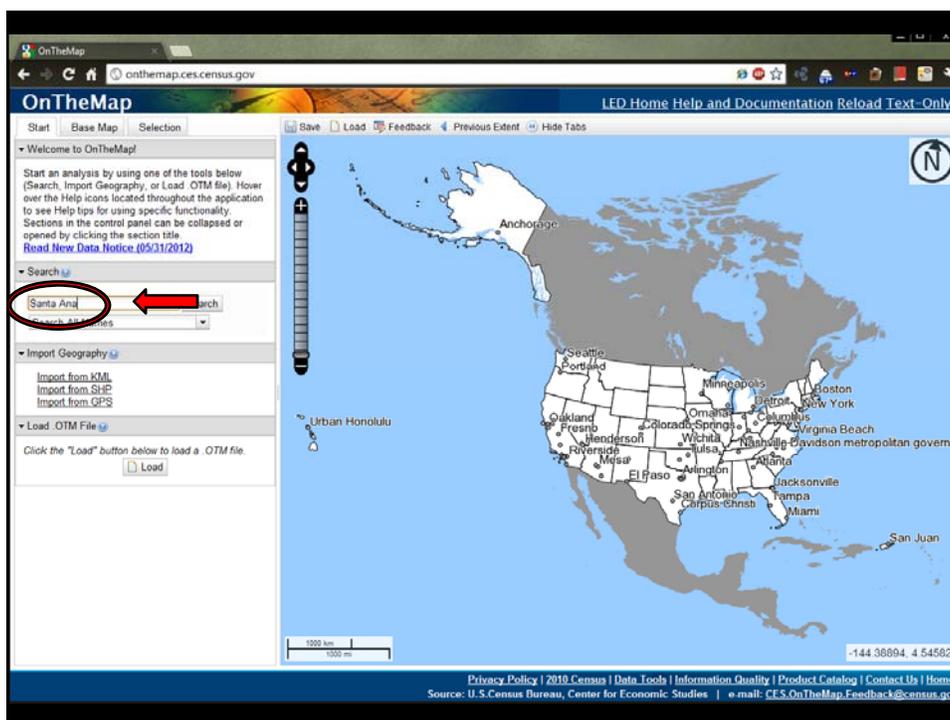
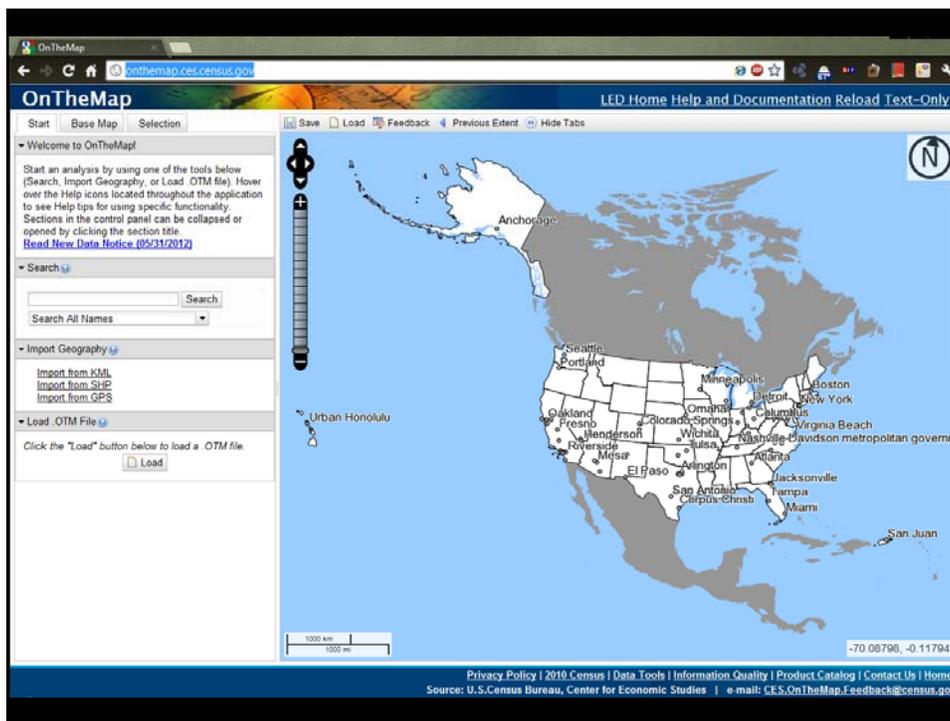


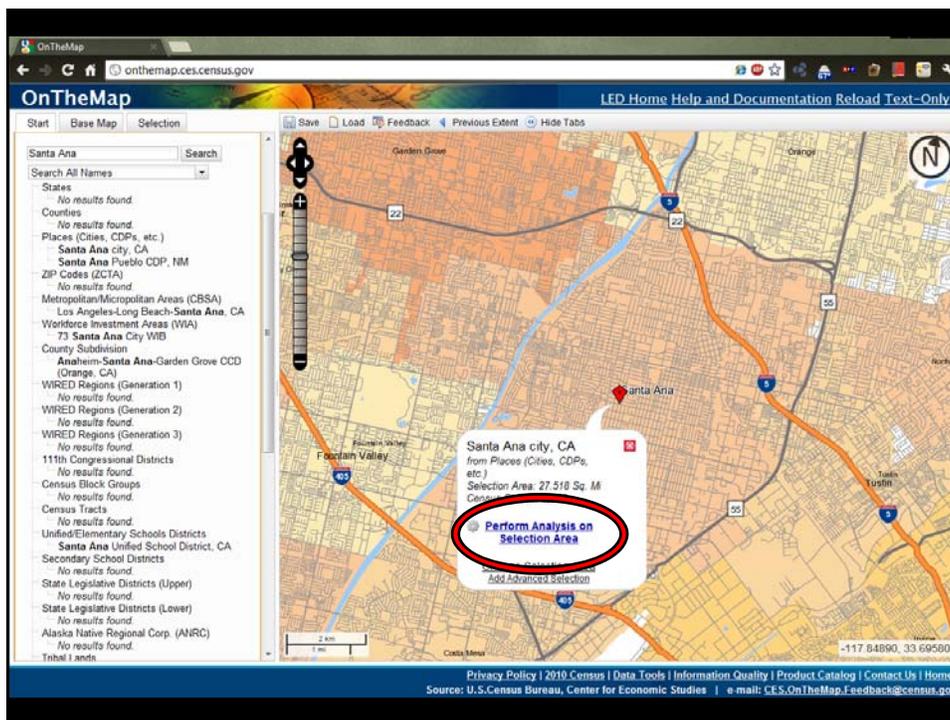
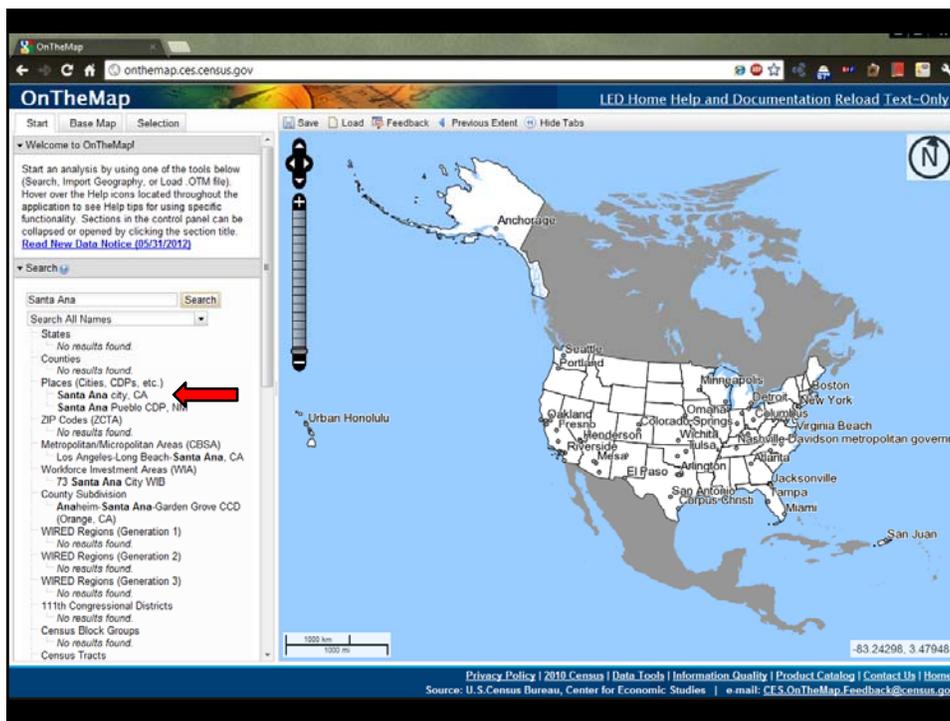
Map 7. Where Yorba Linda Workers Live, 2008

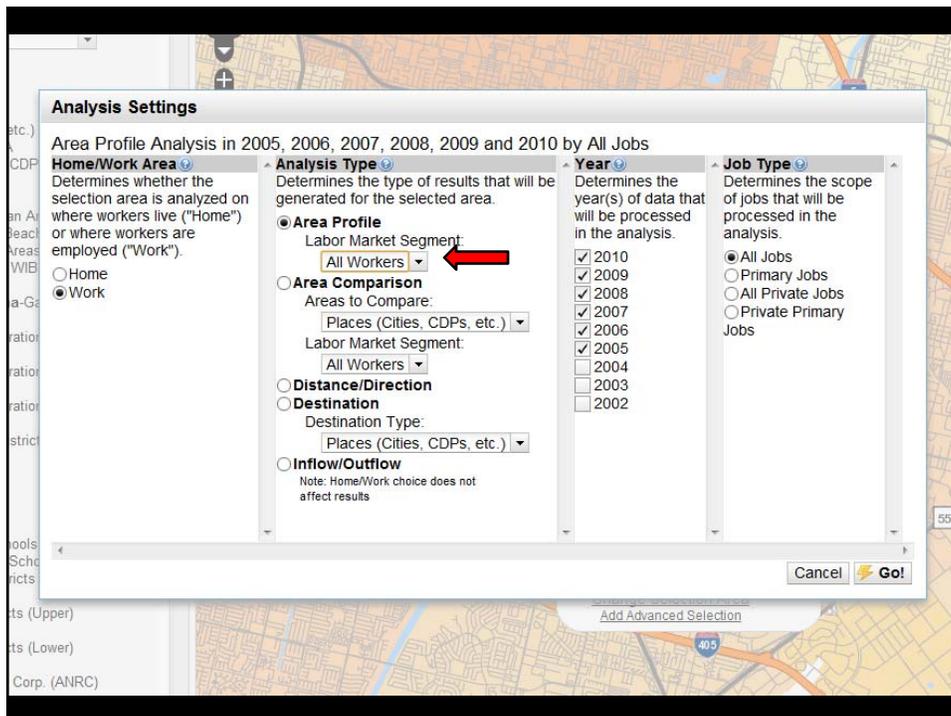
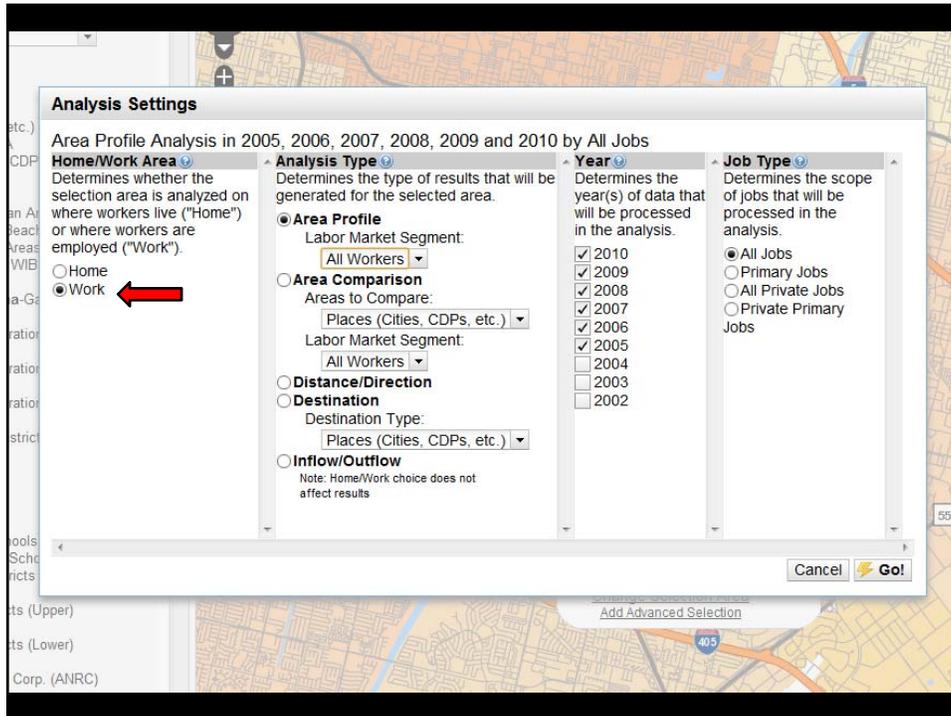


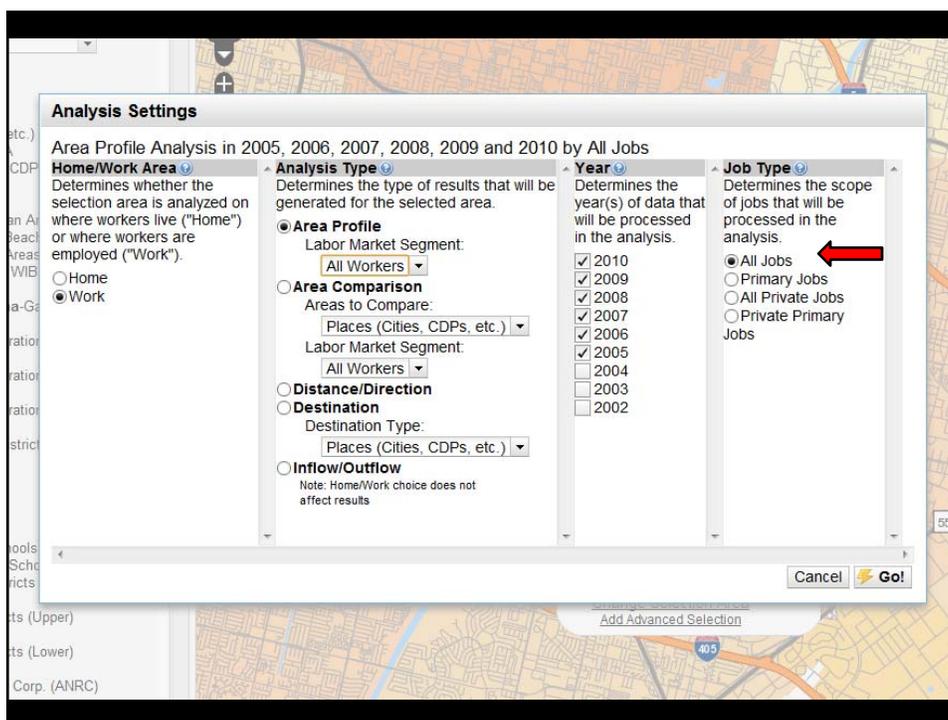
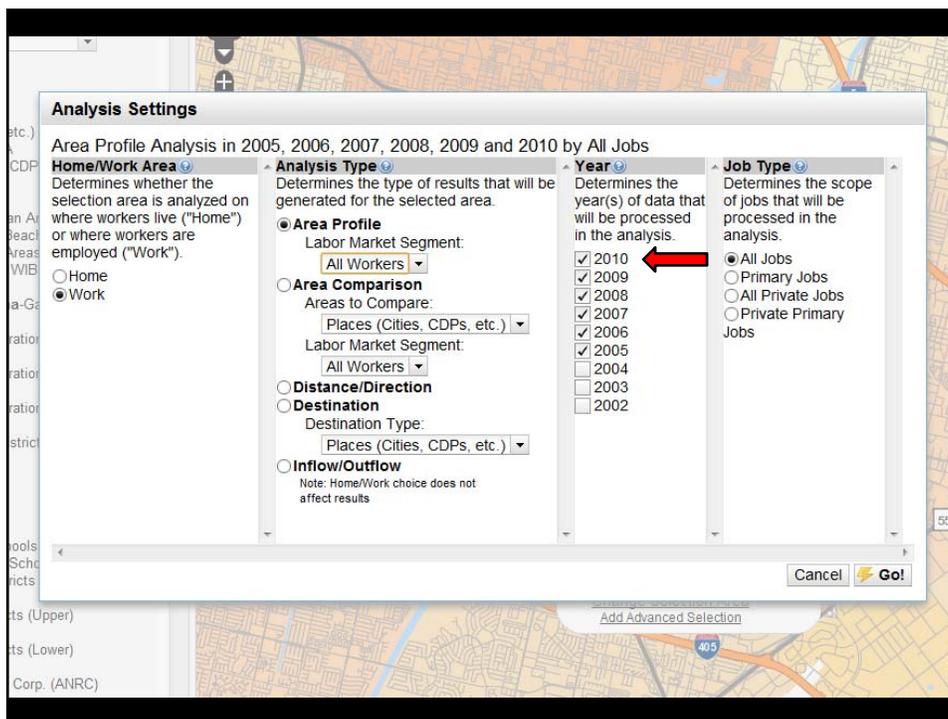
## HANDS-ON TUTORIAL

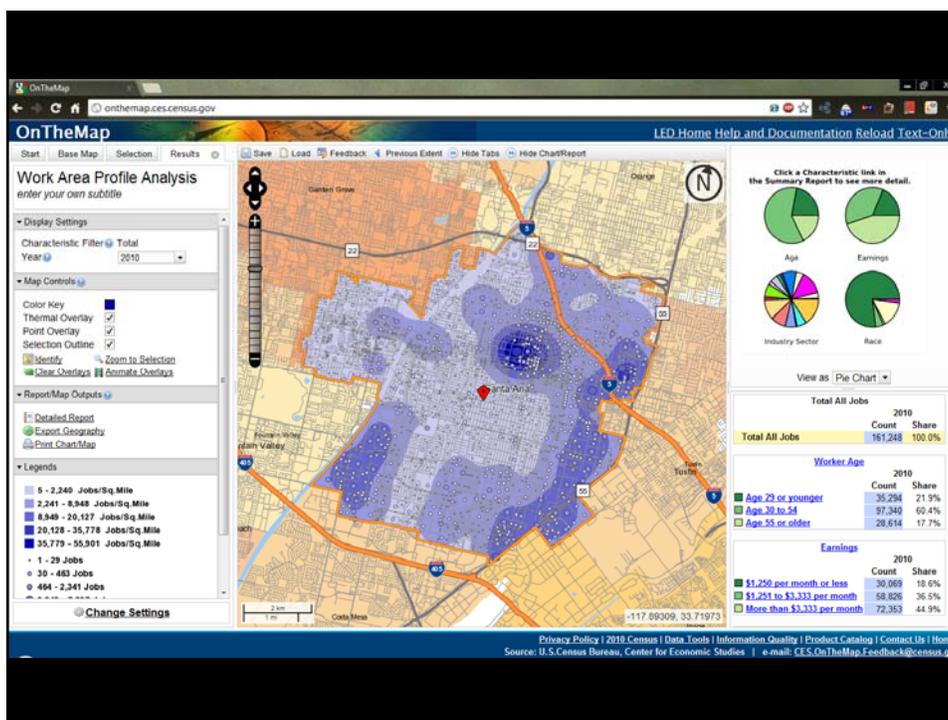
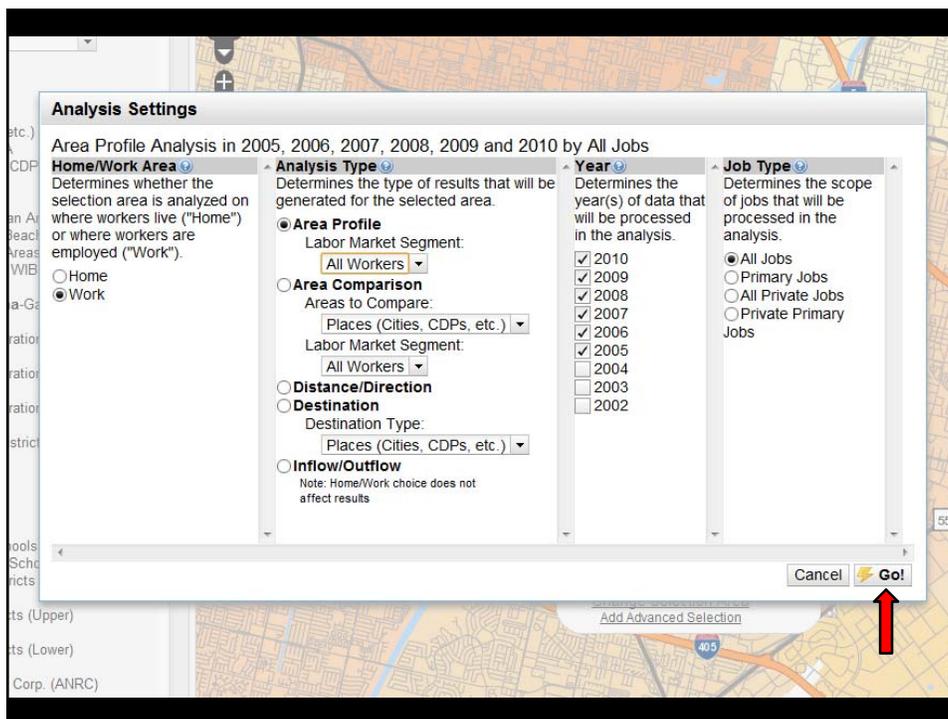
- Click on the link below to go to the site
- <http://onthemap.ces.census.gov/>











▼ 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

▼ Legends

- 5 - 2,240 Jobs/Sq.Mile
- 2,241 - 8,948 Jobs/Sq.Mile
- 8,949 - 20,127 Jobs/Sq.Mile
- 20,128 - 35,778 Jobs/Sq.Mile
- 35,779 - 55,901 Jobs/Sq.Mile
- 1 - 29 Jobs
- 30 - 463 Jobs
- 464 - 2,341 Jobs

Profile Analysis

Detailed Report View

### Work Area Profile Report

**Total All Jobs**

	2010		2009		2008		2007		2006		2005	
Total All Jobs	Count	Share										
Total All Jobs	161,248	100.0%	160,617	100.0%	179,237	100.0%	174,376	100.0%	173,416	100.0%	177,446	100.0%

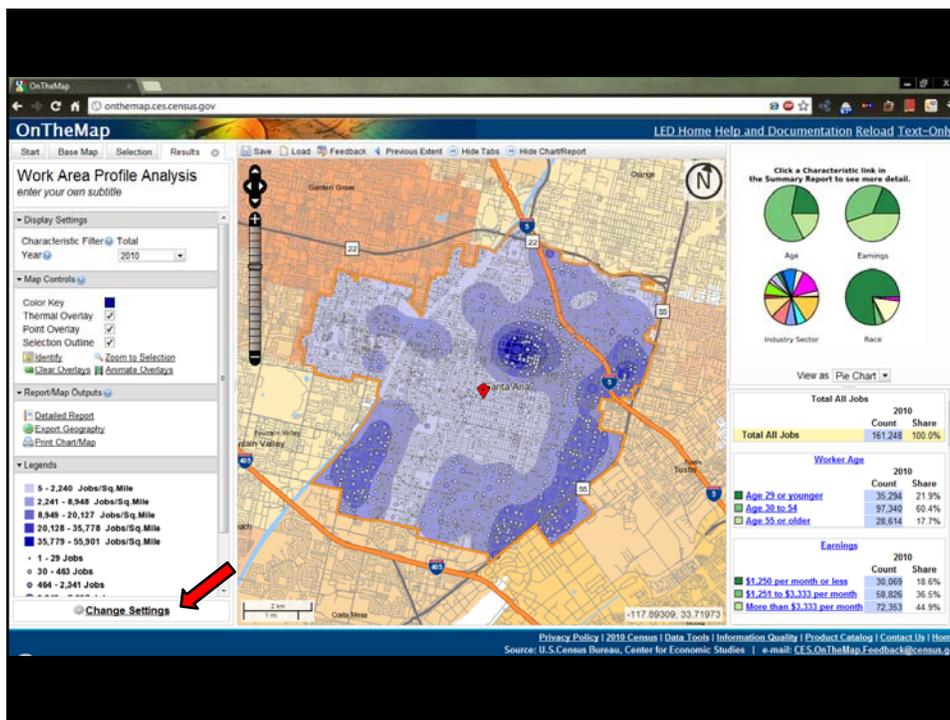
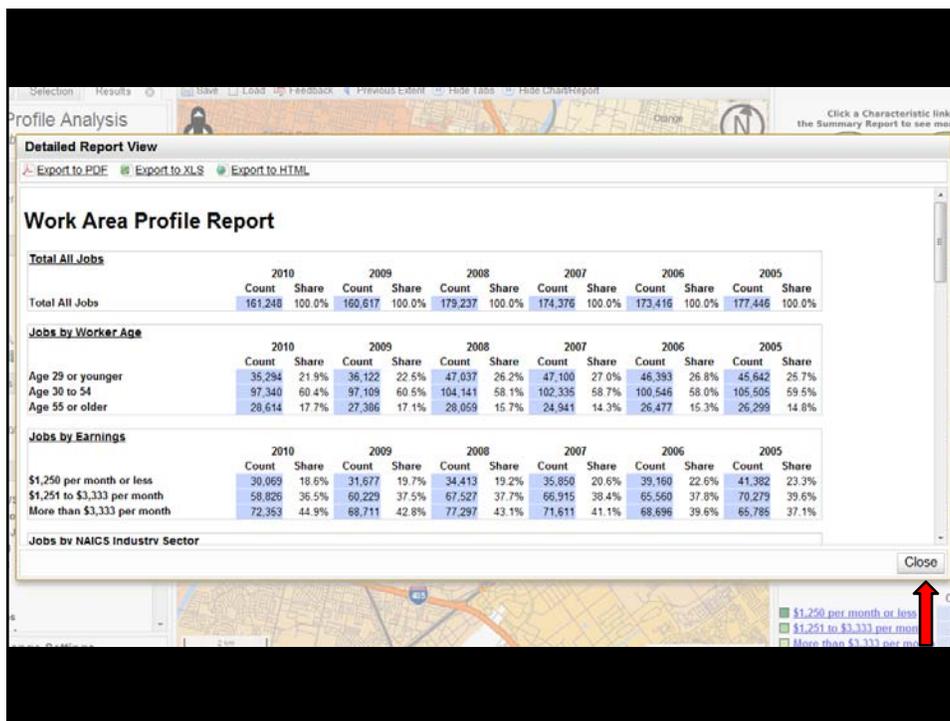
**Jobs by Worker Age**

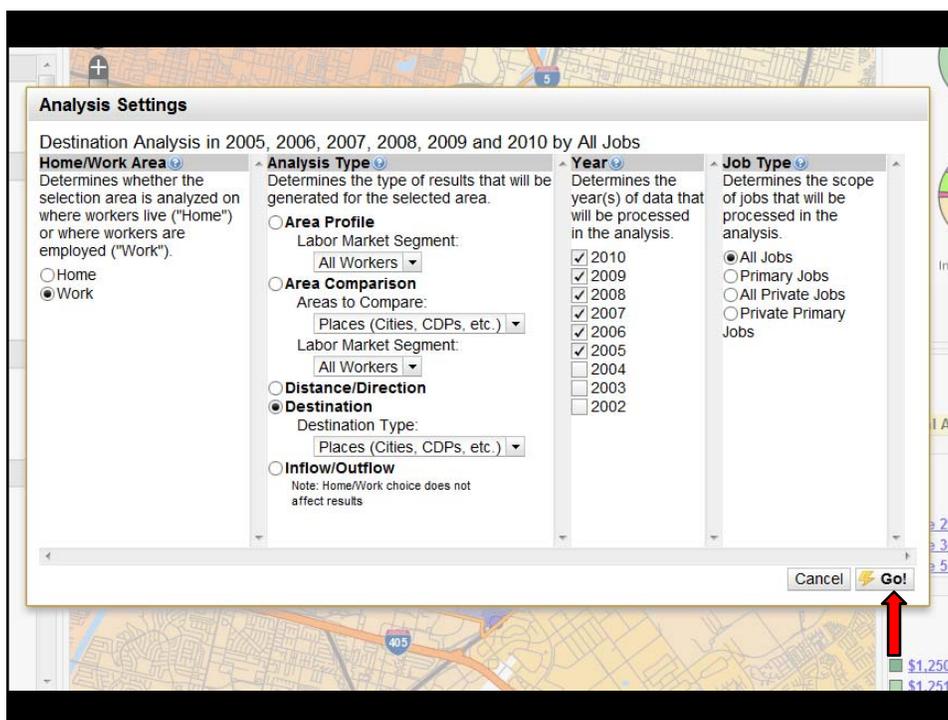
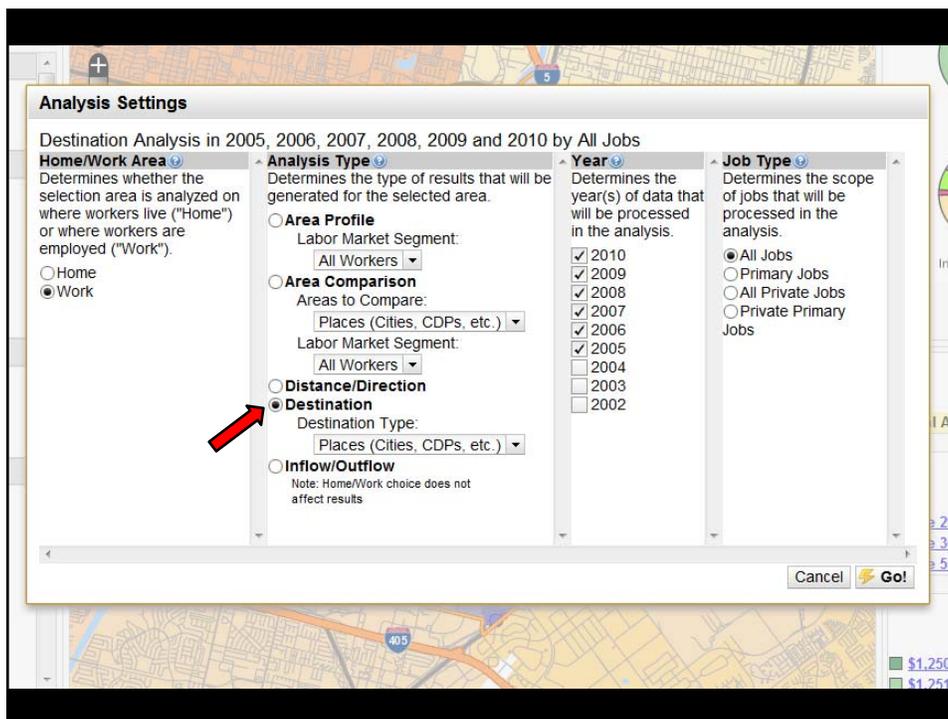
	2010		2009		2008		2007		2006		2005	
Age 29 or younger	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share	Count	Share
Age 29 or younger	35,294	21.9%	36,122	22.5%	47,037	26.2%	47,100	27.0%	46,393	26.8%	45,642	25.7%
Age 30 to 54	97,340	60.4%	97,109	60.5%	104,141	58.1%	102,335	58.7%	100,546	58.0%	105,605	59.6%
Age 55 or older	28,614	17.7%	27,386	17.1%	28,059	15.7%	24,941	14.3%	26,477	15.3%	26,299	14.8%

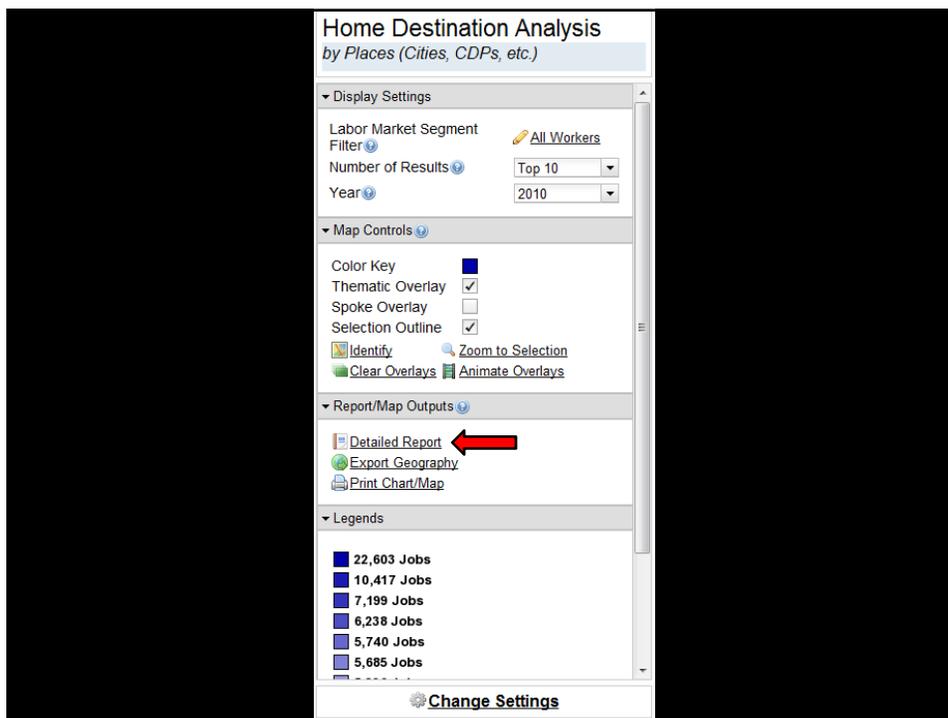
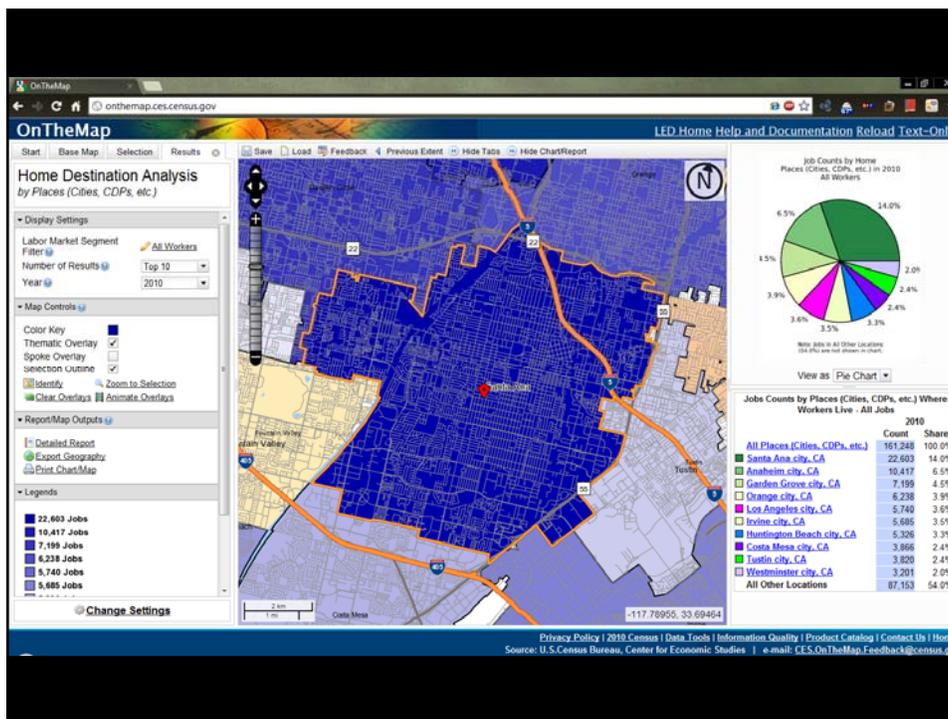
**Jobs by Earnings**

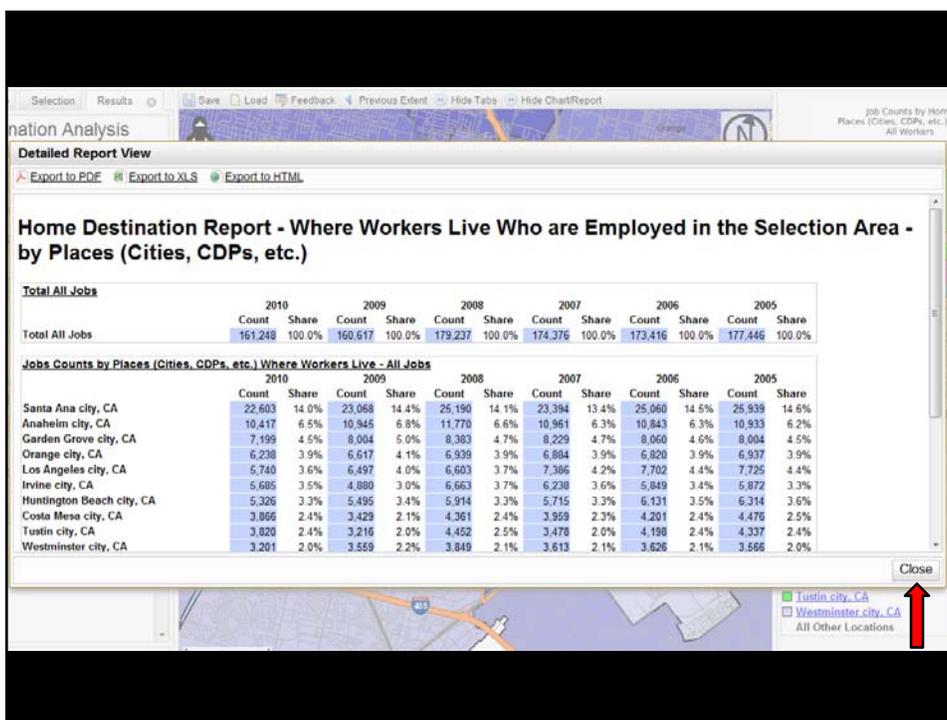
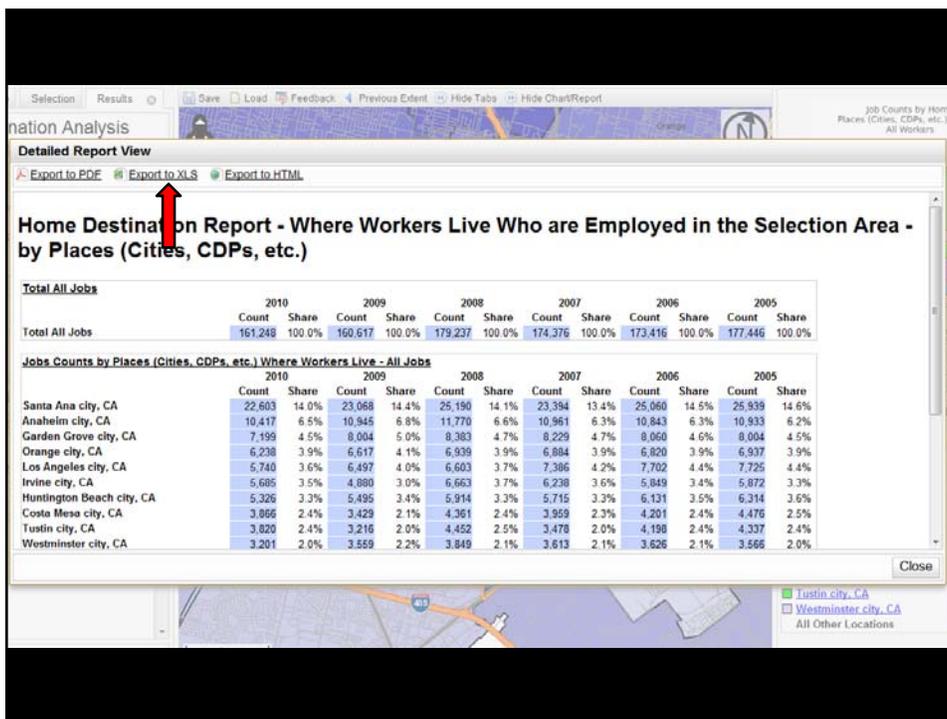
	2010		2009		2008		2007		2006		2005	
\$1,251 to \$3,333 per month	Count	Share										
\$1,251 to \$3,333 per month	30,069	18.6%	31,677	19.7%	34,413	19.2%	35,850	20.6%	39,160	22.6%	41,382	23.3%
More than \$3,333 per month	58,826	36.5%	60,229	37.5%	67,527	37.7%	66,915	38.4%	65,560	37.8%	70,279	39.6%
\$1,250 per month or less	72,353	44.9%	68,711	42.8%	77,297	43.1%	71,611	41.1%	68,696	39.6%	65,785	37.1%

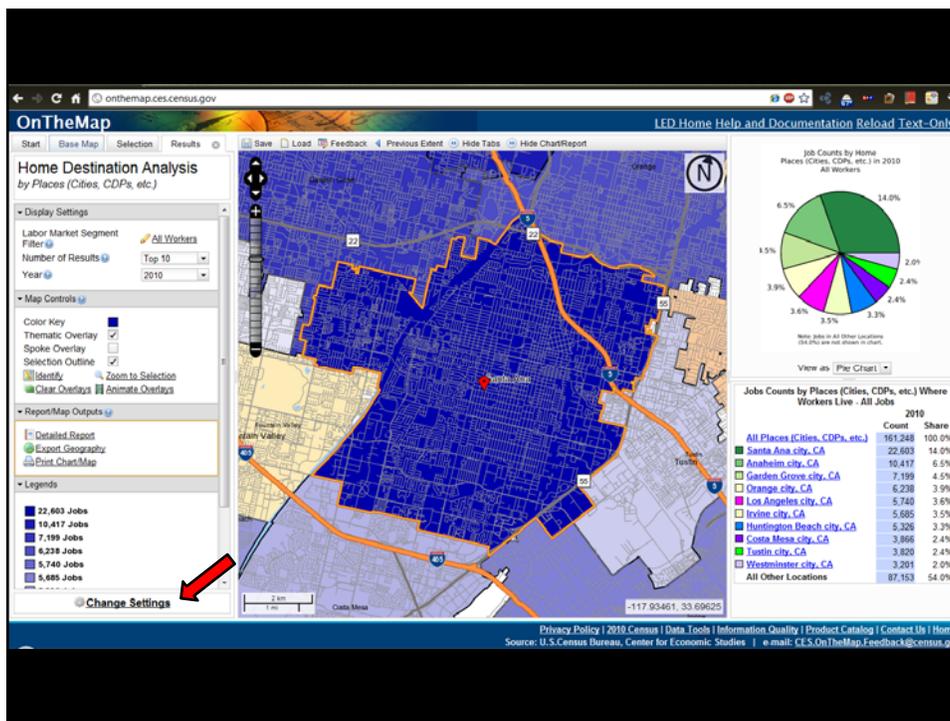
**Jobs by NAICS Industry Sector**











### Analysis Settings

Area Profile Analysis in 2005, 2006, 2007, 2008, 2009 and 2010 by All Jobs

**Home/Work Area**  
Determines whether the selection area is analyzed on where workers live ("Home") or where workers are employed ("Work").

Home ←

Work

**Analysis Type**  
Determines the type of results that will be generated for the selected area.

**Area Profile**  
Labor Market Segment: All Workers

**Area Comparison**  
Areas to Compare: Places (Cities, CDPs, etc.)  
Labor Market Segment: All Workers

**Distance/Direction**

**Destination**  
Destination Type: Places (Cities, CDPs, etc.)

**Inflow/Outflow**  
Note: Home/Work choice does not affect results

**Year**  
Determines the year(s) of data that will be processed in the analysis.

2010  
 2009  
 2008  
 2007  
 2006  
 2005  
 2004  
 2003  
 2002

**Job Type**  
Determines the scope of jobs that will be processed in the analysis.

All Jobs  
 Primary Jobs  
 All Private Jobs  
 Private Primary Jobs

Cancel **Go!**

**Analysis Settings**

Area Profile Analysis in 2005, 2006, 2007, 2008, 2009 and 2010 by All Jobs

**Home/Work Area**  
Determines whether the selection area is analyzed on where workers live ("Home") or where workers are employed ("Work").

Home  
 Work

**Analysis Type**  
Determines the type of results that will be generated for the selected area.

**Area Profile**  
Labor Market Segment:  
All Workers

**Area Comparison**  
Areas to Compare:  
Places (Cities, CDPs, etc.)  
Labor Market Segment:  
All Workers

**Distance/Direction**

**Destination**  
Destination Type:  
Places (Cities, CDPs, etc.)

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**Analysis Settings**

Area Profile Analysis in 2005, 2006, 2007, 2008, 2009 and 2010 by All Jobs

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Home  
 Work

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**Distance/Direction**

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Destination Type:  
Places (Cities, CDPs, etc.)

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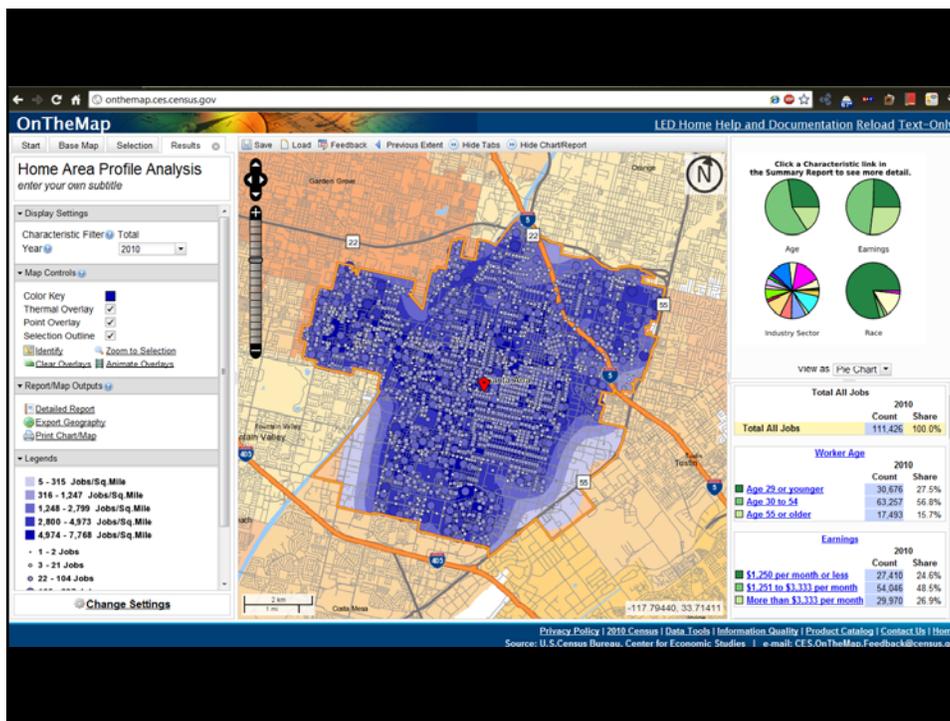
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 2002

**Job Type**  
Determines the scope of jobs that will be processed in the analysis.

All Jobs  
 Primary Jobs  
 All Private Jobs  
 Private Primary Jobs

Cancel **Go!**



**Home Area Profile Analysis**  
enter your own subtitle

Characteristic Filter: Total  
Year: 2010

**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 - 315 Jobs/Sq.Mile
- 316 - 1,247 Jobs/Sq.Mile
- 1,248 - 2,799 Jobs/Sq.Mile
- 2,800 - 4,973 Jobs/Sq.Mile
- 4,974 - 7,768 Jobs/Sq.Mile
- 1 - 2 Jobs
- 3 - 21 Jobs
- 22 - 104 Jobs

**Detailed Report View**  
[Export to PDF](#) [Export to XLS](#) [Export to HTML](#)

### Home Area Profile Report

**Total All Jobs**

	2010		2009		2008		2007		2006		2005	
	Count	Share										
Total All Jobs	111,426	100.0%	111,174	100.0%	122,108	100.0%	114,058	100.0%	125,672	100.0%	127,026	100.0%

**Jobs by Worker Age**

	2010		2009		2008		2007		2006		2005	
	Count	Share										
Age 29 or younger	30,676	27.5%	30,899	27.8%	39,098	32.0%	36,755	32.2%	40,374	32.1%	39,899	31.4%
Age 30 to 54	63,257	56.8%	63,543	57.2%	66,196	54.2%	62,520	54.8%	69,639	55.4%	72,173	56.8%
Age 55 or older	17,493	15.7%	16,732	15.1%	16,814	13.8%	14,783	13.0%	15,659	12.5%	14,954	11.8%

**Jobs by Earnings**

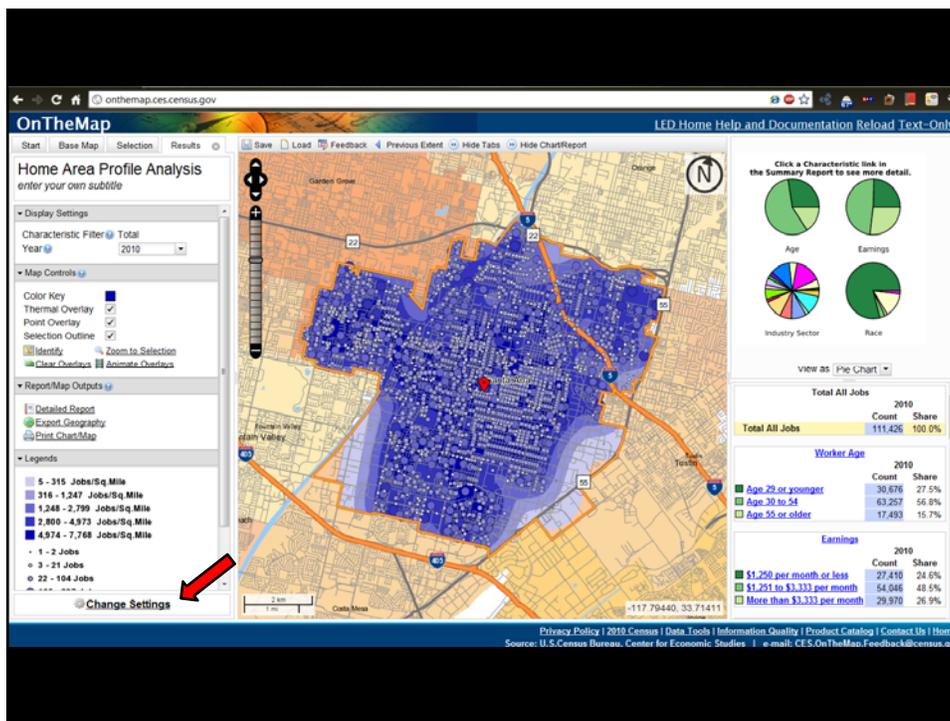
	2010		2009		2008		2007		2006		2005	
	Count	Share										
\$1,250 per month or less	27,410	24.6%	27,947	25.1%	30,486	25.0%	29,762	26.1%	34,879	27.8%	36,770	28.9%
\$1,251 to \$3,333 per month	54,046	48.5%	54,153	48.7%	58,872	48.2%	55,712	48.8%	61,849	49.2%	63,531	50.0%
More than \$3,333 per month	29,970	26.9%	29,074	26.2%	32,750	26.8%	28,584	25.1%	28,944	23.0%	26,725	21.0%

**Jobs by NAICS Industry Sector**

**Detailed Report View**  
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**Jobs by NAICS Industry Sector**

	2010		2009		2008		2007		2006		2005	
	Count	Share										
Agriculture, Forestry, Fishing and Hunting	1,358	1.2%	1,262	1.1%	1,709	1.4%	1,524	1.3%	1,620	1.3%	1,623	1.3%
Mining, Quarrying, and Oil and Gas Extraction	90	0.1%	69	0.1%	95	0.1%	57	0.0%	71	0.1%	61	0.0%
Utilities	407	0.4%	370	0.3%	362	0.3%	323	0.3%	380	0.3%	425	0.3%
Construction	5,221	4.7%	5,806	5.2%	8,136	6.7%	8,481	7.4%	10,302	8.2%	9,878	7.8%
Manufacturing	16,525	14.8%	16,513	14.9%	18,819	15.4%	18,172	15.9%	20,118	16.0%	21,545	17.0%
Wholesale Trade	5,009	4.5%	5,647	5.1%	6,238	5.1%	5,984	5.2%	6,255	5.0%	6,407	5.0%
Retail Trade	12,453	11.2%	12,217	11.0%	13,869	11.4%	12,661	11.1%	13,921	11.1%	14,027	11.0%
Transportation and Warehousing	2,510	2.3%	2,463	2.2%	2,781	2.3%	2,305	2.0%	2,500	2.0%	2,582	2.0%
Information	1,941	1.7%	2,086	1.9%	2,430	2.0%	2,224	1.9%	2,375	1.9%	2,354	1.9%
Finance and Insurance	4,161	3.7%	4,240	3.8%	4,730	3.9%	5,135	4.5%	6,199	4.9%	6,208	4.9%
Real Estate and Rental and Leasing	2,637	2.4%	2,688	2.4%	2,750	2.3%	2,508	2.2%	2,858	2.3%	2,880	2.3%
Professional, Scientific, and Technical Services	6,437	5.8%	6,876	6.2%	7,873	6.4%	6,999	6.1%	7,653	6.1%	7,202	5.7%
Management of Companies and Enterprises	1,818	1.6%	1,972	1.8%	2,037	1.7%	1,841	1.6%	2,303	1.8%	2,631	2.1%
Administration & Support, Waste Management and Remediation	11,513	10.3%	10,245	9.2%	10,909	8.9%	11,009	9.7%	12,181	9.7%	11,768	9.3%
Educational Services	7,414	6.7%	7,697	6.9%	8,435	6.9%	7,114	6.2%	7,558	6.0%	7,526	5.9%
Health Care and Social Assistance	9,597	8.6%	9,479	8.5%	9,087	7.4%	8,179	7.2%	8,488	6.8%	8,566	6.7%
Arts, Entertainment, and Recreation	2,008	1.8%	2,222	2.0%	2,222	1.8%	2,222	1.9%	2,222	1.7%	2,222	1.8%



### Analysis Settings

Destination Analysis in 2005, 2006, 2007, 2008, 2009 and 2010 by All Jobs

**Home/Work Area**  
Determines whether the selection area is analyzed on where workers live ("Home") or where workers are employed ("Work").

Home  
 Work

**Analysis Type**  
Determines the type of results that will be generated for the selected area.

Area Profile  
Labor Market Segment: All Workers

Area Comparison  
Areas to Compare: Places (Cities, CDPs, etc.)  
Labor Market Segment: All Workers

Distance/Direction

**Destination**  
Destination Type: Places (Cities, CDPs, etc.)

Inflow/Outflow  
Note: Home/Work choice does not affect results

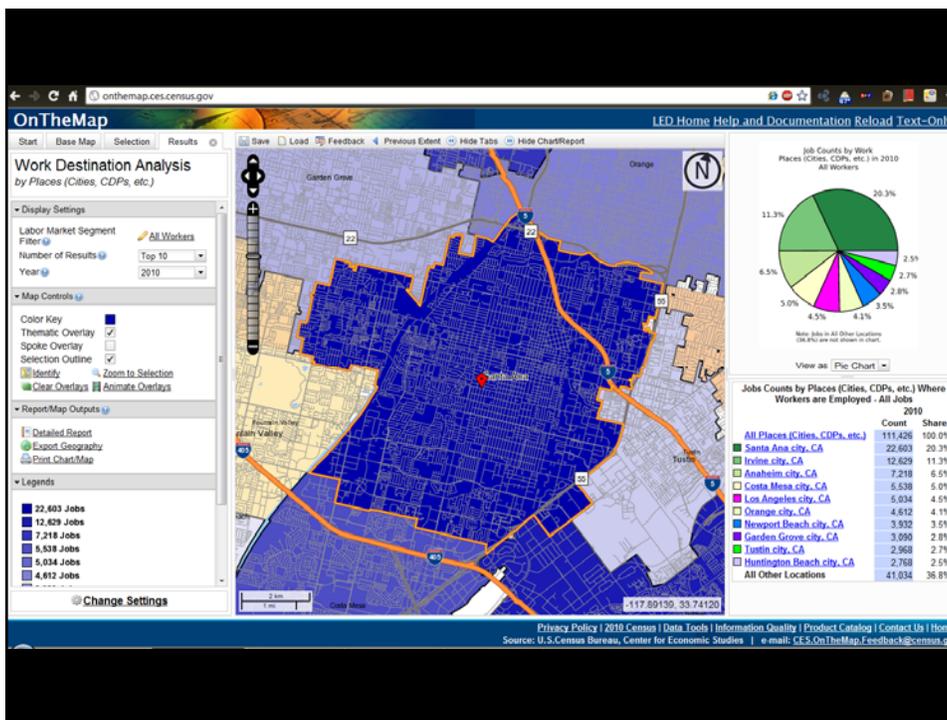
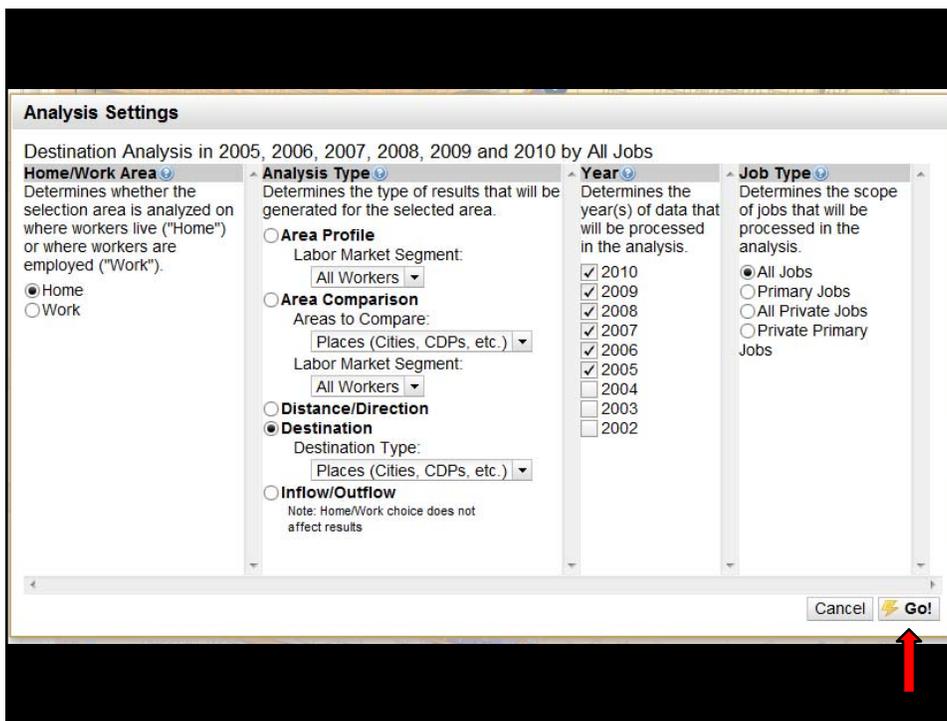
**Year**  
Determines the year(s) of data that will be processed in the analysis.

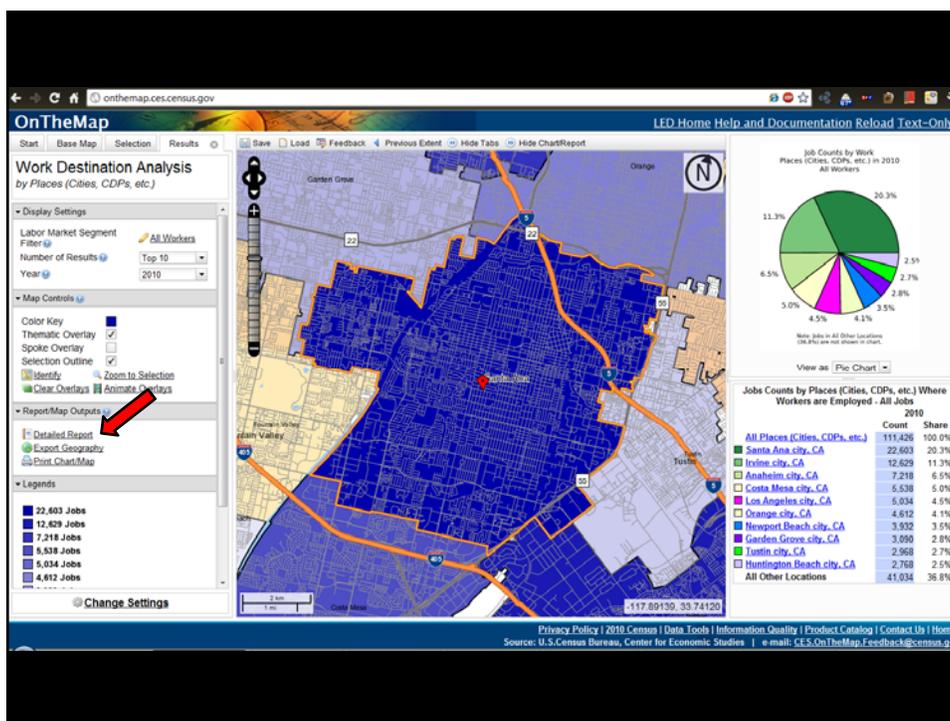
2010  
 2009  
 2008  
 2007  
 2006  
 2005  
 2004  
 2003  
 2002

**Job Type**  
Determines the scope of jobs that will be processed in the analysis.

All Jobs  
 Primary Jobs  
 All Private Jobs  
 Private Primary Jobs

Cancel **Go!**





**Detailed Report View**

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### Work Destination Report - Where Workers are Employed Who Live in the Selected by Places (Cities, CDPs, etc.)

	2010		2009		2008		2007		2006		2005	
	Count	Share										
<b>Total All Jobs</b>	111,426	100.0%	111,174	100.0%	122,108	100.0%	114,058	100.0%	125,672	100.0%	127,026	100.0%
<b>Jobs Counts by Places (Cities, CDPs, etc.) Where Workers are Employed - All Jobs</b>												
	2010		2009		2008		2007		2006		2005	
	Count	Share										
Santa Ana city, CA	22,603	20.3%	23,068	20.7%	25,190	20.6%	23,394	20.5%	25,060	19.9%	25,939	20.4%
Irvine city, CA	12,629	11.3%	12,920	11.6%	13,517	11.1%	13,599	11.9%	15,196	12.1%	15,398	12.1%
Anaheim city, CA	7,218	6.5%	6,647	6.0%	7,363	6.0%	7,306	6.4%	8,004	6.4%	8,313	6.5%
Costa Mesa city, CA	5,538	5.0%	5,277	4.7%	5,891	4.8%	5,621	4.9%	6,464	5.1%	6,138	4.8%
Los Angeles city, CA	5,034	4.5%	5,067	4.6%	5,914	4.8%	5,224	4.6%	6,118	4.9%	5,896	4.6%
Orange city, CA	4,612	4.1%	5,010	4.5%	5,409	4.4%	5,270	4.6%	5,448	4.3%	5,385	4.2%
Newport Beach city, CA	3,932	3.5%	3,700	3.3%	3,894	3.2%	3,982	3.5%	4,481	3.6%	4,637	3.7%
Garden Grove city, CA	3,090	2.8%	3,071	2.8%	3,301	2.7%	3,091	2.7%	3,112	2.5%	3,170	2.5%
Tustin city, CA	2,968	2.7%	3,127	2.8%	3,495	2.9%	3,332	2.9%	3,554	2.8%	3,657	2.9%
Huntington Beach city, CA	2,768	2.5%	2,709	2.4%	3,257	2.7%	2,956	2.6%	3,156	2.5%	3,357	2.6%

## HANDS-ON TUTORIAL

- OBTAIN FOUR REPORTS FOR REGIONAL COMPARISON
  - + Work Area Profile
  - + Home Destination Report
  - + Home Area Profile
  - + Work Destination Report

## ANALYZING DATA

- Economic Structure
- Net Worker Migration

## ANALYZING DATA

- Open
  - + Economic Analysis – Master Workbook