*(Example:* [*https://apps.urban.org/features/baltimore-investment-flows/*](https://apps.urban.org/features/baltimore-investment-flows/)*)*

**Trends in Job Density** (Mock-up)

[Intro text]

[Overview of sources and methods w/ static infographic]

**Metropolitan America’s job density increased from 2004 to 2015**

[Short explanatory text]

Figure 1(A)

**ANNOTATION: The perceived job density of all 94 large metro areas taken together increased nearly 30 percent, indicating job growth was highly concentrated in dense areas during this period.**

NB: Scrolling brings up second line of same chart:

Figure 1(B)

**ANNOTATION: A set of four extremely dense metro areas saw an even greater increase in perceived job density, however, accounting for about 90 percent of the increase in job density among large metro areas during this period.**

NB: Scrolling brings up third line of same chart:

Figure 1(C)

**ANNOTATION: Excluding these four extremely dense metro areas, the other 90 large metro areas saw an increase in perceived job density of only 5 percent, on average.**

**Not all metro areas saw an increase in job density, however**

[Short explanatory text]

Figure 2(A)

**ANNOTATION: Out of 94 large U.S. metro areas, 48 saw increases in perceived job density from 2004 to 2015 while 46 saw decreases.**

[U.S. METROS MAP]

**Jobs in metropolitan America grew denser than expected from 2004 to 2015**

[Short explanatory text]

Figure 3(A)

**ANNOTATION:** **Job density in metropolitan America increased 50 percent more than would be expected based on industry trends.**

NB: Scrolling brings up second line of same chart:

Figure 3(B)

**ANNOTATION:** **Job density in metropolitan America increased 50 percent more than would be expected based on industry trends.**

NB: Scrolling brings up second version of same chart:

**Nearly every sector contributed to metropolitan America’s increasing job density**

[Short explanatory text]

Figure 4(A)

**ANNOTATION: Jobs in every sector except manufacturing and logistics became more concentrated in dense parts of metro areas between 2004 and 2015.**

NB: Scrolling brings up second column of same chart:

Figure 4(B)

**ANNOTATION: And those jobs grew even denser than would be expected in major industries, such as professional services and information.**

**The densification trends are widespread in only six of the 16 major industries**

[Short explanatory text]

Figure 5(A)

**ANNOTATION: The densification trends are widespread in six industries of the economy, including health care, hospitality, and education. The perceived job density of those six industries increased in over 58 metro areas out of 94 larger U.S. metro areas between 2004 and 2015**.

NB: Scrolling brings up second bar of same chart:

Figure 5(B)

**ANNOTATION: Only headquarters and entertainment industries saw a greater increase in job density, however, in about 40 metro areas out of 94 larger U.S. metro areas.**

**Jobs grew denser in most parts of each metro area**

[Short explanatory text]

Figure 6(A):

**ANNOTATION: Much of the densification trends in metropolitan America has been driven by urban core areas, where at least 95% of the population live in urbanized areas.**

NB: Scrolling brings up second column of same chart:

Figure 6(B)

**ANNOTATION: Much of the densification trends in metropolitan America has been driven by urban core areas, where at least 95% of the population live in urbanized areas.**

Figure 7(A)

**ANNOTATION: However the densification trends are pretty widespread in emerging suburbs as well. 39 out of 74 metro areas that have emerging suburbs saw an increase in job density of those areas between 2004 and 2015.**

NB: Scrolling brings up second bar of same chart:

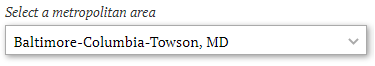
Figure 7(B)

**ANNOTATION: While majority of the areas saw a less increase in job density than would be expected, about 30% of metro areas that have urban core or emerging suburban counties saw a greater increase in job density**

[Summary text]

**What do job density trends look like in your metro area?**

(Dashboard)

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**Baltimore-Columbia-Towson, MD**

**Trends in job density in the Baltimore metro, 2004-2015**

**Trends in Baltimore’s job density by industry**

**Densification trends in metro Baltimore by county and county’s urbanization rate**