

DemographicsNow

How to generate comprehensive reports and maps for specific U.S. locations.

Getting Started

- Open the DemographicsNow database.
 - Click on the **Get Started** link in the new window.
 - The report process consists of two basic steps: geography selection and geography analysis.
-

Geography Selection

Select a geography type from the New Geography list, then click **Continue**.
Select a specific location or several locations using the provided menus.

If **Custom Radii or Drive Times** is selected:

- Enter a street address or intersection.
 - Click **Add**.
 - Select a radius or drive time using the **Units** drop-down menu.
 - Enter a range of miles, kilometers or minutes in the **Ranges** field.
 - Click **Complete**.
-

Geography Analysis

Select reports and maps from options listed under the **Reports** or **Report Packages** tabs.

Single reports

- To select a single report, click on the report types to view expanded options: **Summary**, **Comparison** or **Rank**.
 - **Summary** reports treat all chosen geographic locations as one area (example: if Minneapolis and St. Paul are selected, a summary report will group data for both cities together).
 - **Comparison** reports list each chosen geographic location separately (example: a comparison report will list separate data for Minneapolis and St. Paul side-by-side).
 - **Rank** reports sort each geographic location according to one data point (example: a rank report will list data for two or more locations from greatest to least).
- Choose a report by clicking on the radio button next to the title.
- Click on **View Selected Report**.

Multiple reports

- To select multiple reports at one time, click on the **Report Packages** tab.
- Choose a bundled report by clicking on the radio button next to the title.
- Click on **View Selected Report**.

Maps

- Select a radio button under the **Map** option to generate a color-coded map displaying one variable for a geographic area or areas (example: Average Household Income in Minneapolis and St. Paul).
- For more map options, select the **Dynamic Map** radio button. Then select the **Change** link, located on the right side, next to the **Theming Variable** heading. Choose a variable and click **Continue**.
- After selecting a variable for Map or Dynamic Map, click on **View Selected Report**.