

# DemographicsNow USER GUIDE

## ABOUT DEMOGRAPHICSNOW

DemographicsNow brought to you by Gale, was developed by SRC, LLC to deliver the data you need to make sound business decisions. With DemographicsNow you can analyze the demographic and market potential of any geography in the U.S.

### DemographicsNow Provides Geographic Business Intelligence for:

- Business & Marketing Plans
- Determining where you should locate your business
- Understanding your customers better — How much do they earn? How much do they spend?
- Analyzing new markets...should you expand to other areas?
- Targeting direct mail and advertising programs — to the customers most likely to buy your product/service
- Identifying where your competitors are located
- Territory sales planning
- Lifestyle customer segmentation categorization used by the professionals

### DemographicsNow will allow you to:

- Create custom reports for any geography in seconds
- Perform quick and accurate market analysis
- Create fully interactive maps
- Create radius based maps and reports
- Create summary and comparison reports for any U.S. geography
- Get full access to current year estimates and five year projections
- Get complete access to 1980, 1990 and 2000 Census data as well as AGS current year estimates and 5 year projections
- View Sample Maps & Reports

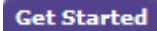
## HOW TO LOCATE DEMOGRAPHIC DATA

There are three basic steps that will enable you to locate data in the database to help you make sound business decisions:

1. Identify a location (single location or multiple locations).
2. Choose the report format (summary, ranking, or map) and the specific report type – OR - simply choose a pre-packaged 'bundle' with the most commonly used reports.
3. View the report on screen, save a PDF copy or email it for later use!

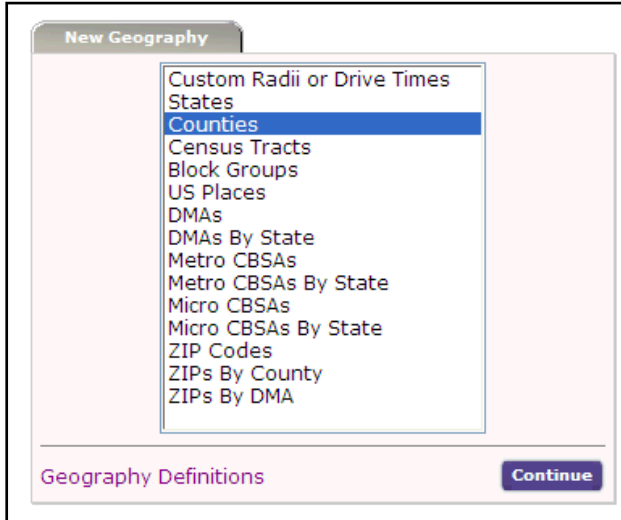
Each of these steps is covered in greater detail in the *GETTING STARTED* section of this User Guide.

## GETTING STARTED

After logging into the DemographicsNow database, click on the  button.

## Geography Selection


To search for demographic information for a particular location (i.e., counties, states, the entire US) to discover factors such as income, age, etc. for a specific location, you will need to select the Geography from the *New Geography* menu.



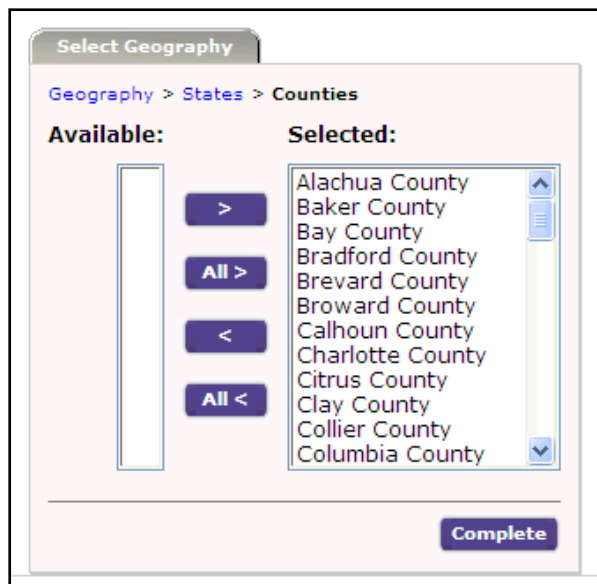
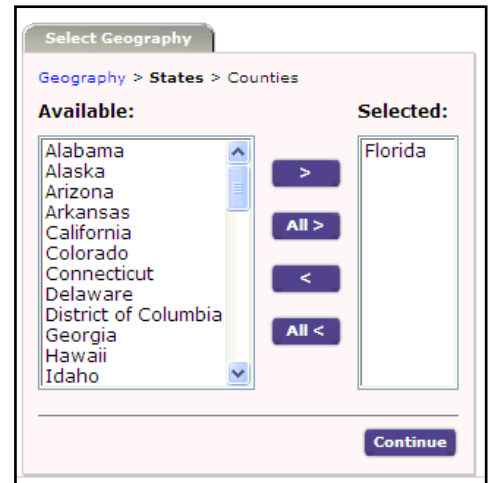
In this example, I will select *Counties* from the *New Geography* Menu. After you make your Geography selection, click on the *Continue* button to proceed to the next step.

**Note:** Clicking on the *Geography Definitions* link at the bottom of the *New Geography* menu page will provide you with definitions of each of the location choices.


From the next window, *Select Geography*, you will have the ability to select the State or States that you would like to find demographic details for by county. In this step, I will select *Florida* as an example.


Click the  button to move the selection over to the selected side of the screen.

Click on *Continue* to move to the County selection screen.




From the County selection screen, you may

select  to move all counties to the selected side of the screen, or you may choose specific counties from the list by highlighting them with your mouse and

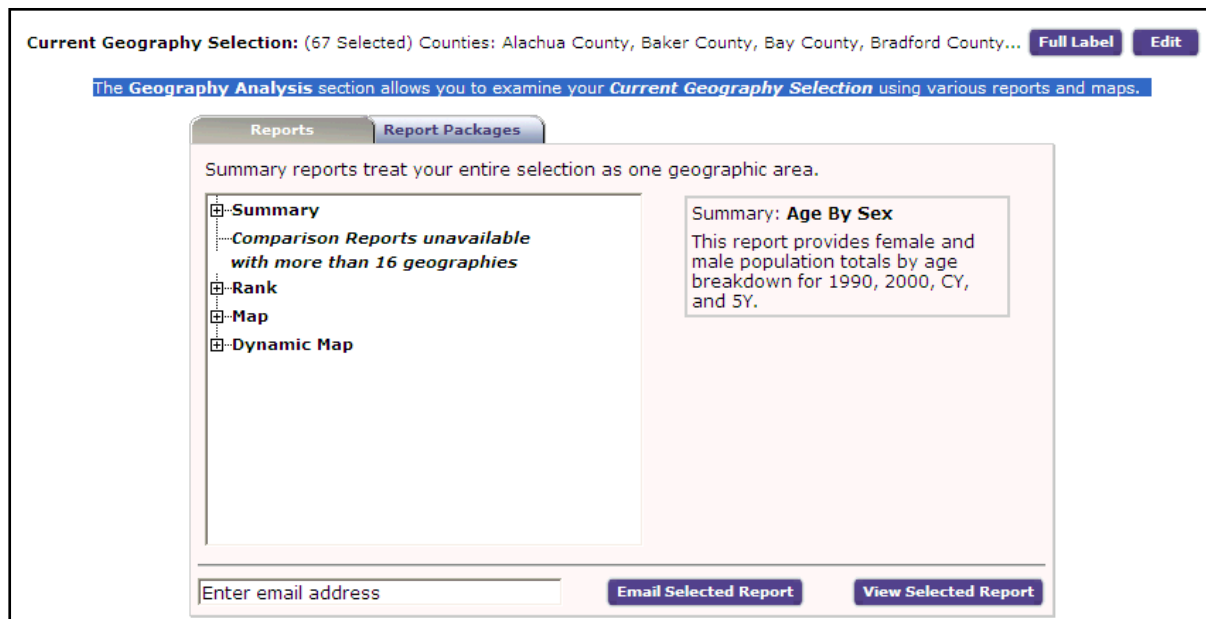
clicking on  to move the specific county selections over to the selected side of the screen.

In this example, I will select all of the Florida counties from the available list.

Select  to move to the *Geography Analysis* menu.

## Geography Analysis

The *Geography Analysis* section allows you to examine your *Current Geography Selection* using various reports and maps.



## Report Types

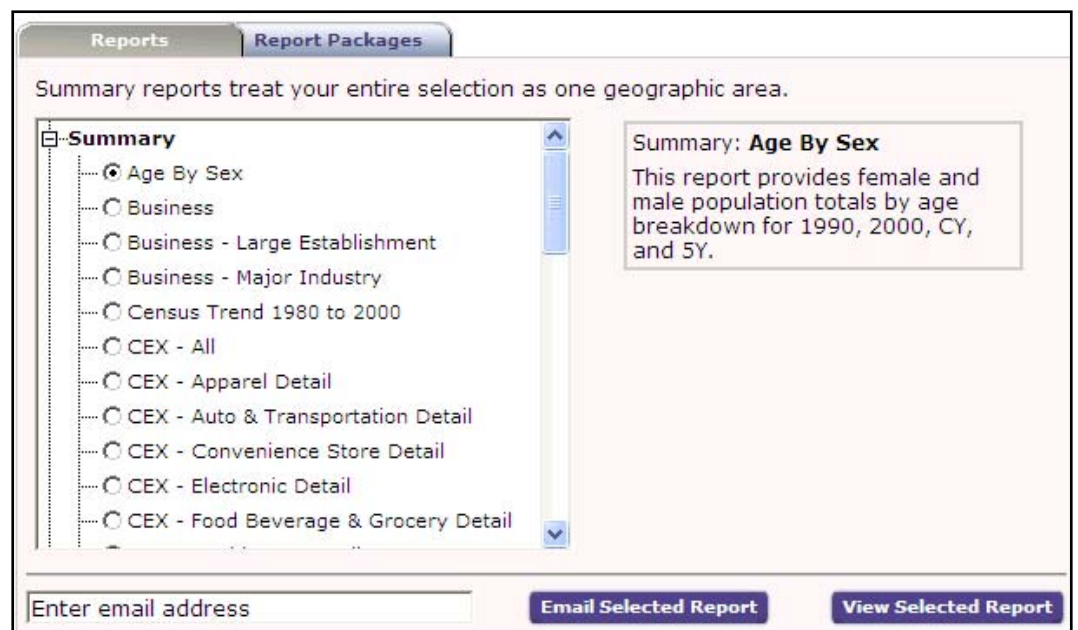
There are three main types of reports: *Summary*, *Rank*, and *Maps* (Map and Dynamic Map).

The definitions are as follows:

- Summary - These reports summarize your selected geographies.
- Rank - This type of report ranks multiple geographies by the performance of a selected variable.
- Maps - Allows users to use any of the available variables to create rich and informative maps. These maps can be produced at any geography level for any locale in the United States.

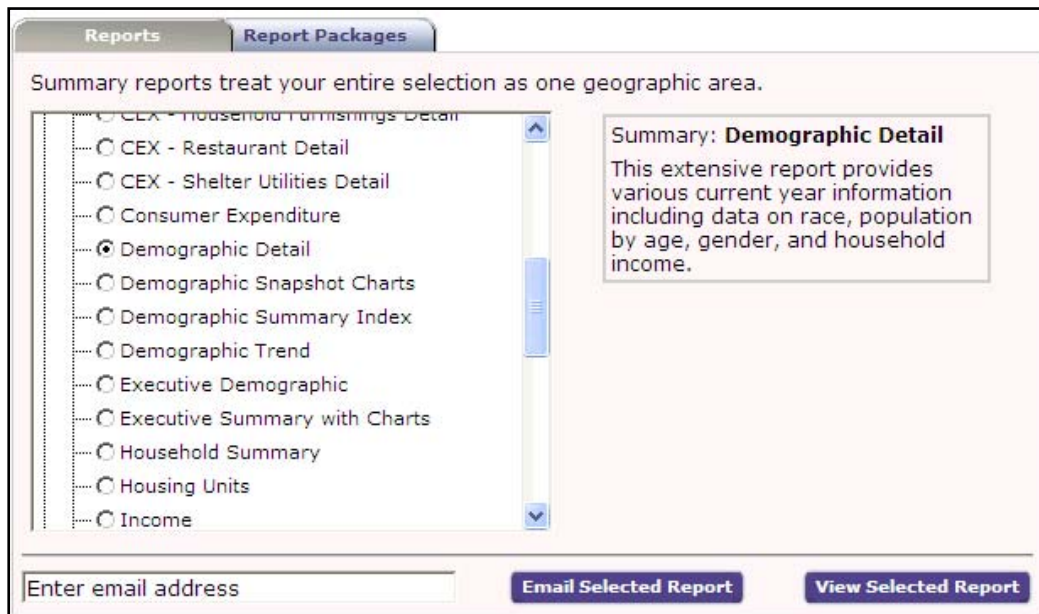
Click on the + sign or the word *Summary*, *Rank*, *Map* or *Dynamic Map* to view the various report selections for the report types.

In this example, I have clicked on the + sign next to *Summary* to view the available *Summary* report selections.



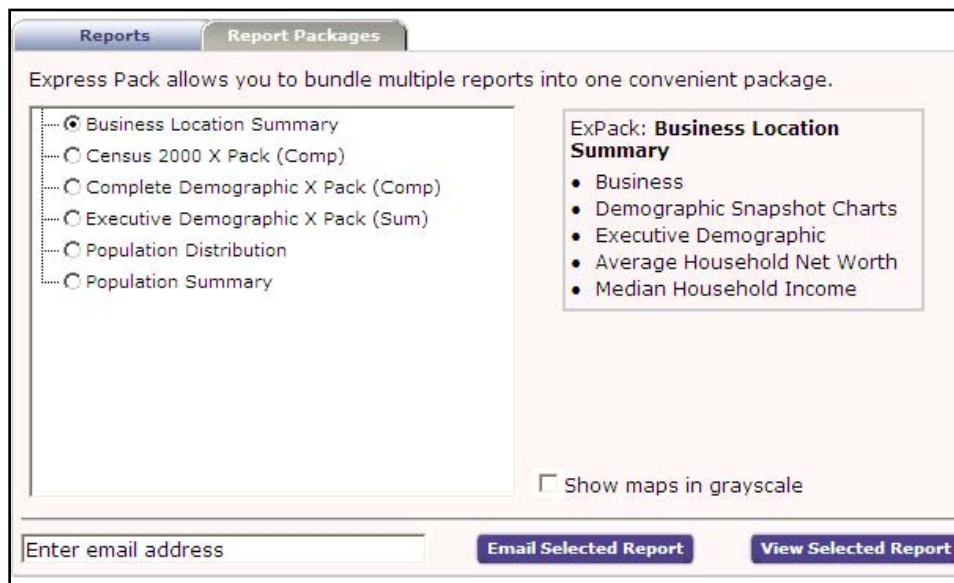
Upon clicking on any report selection's radio button, a description of the report type will be provided in a box to the right of your selection. For this example, I will select *Demographic Detail*.

The *Demographic Detail Summary* report provides a variety of current year information including data on race, population by age, gender, and household income as you can see below from the description box to the right of my selection.



### Report Packages

In addition to individual Reports, there are also *Report Packages* available, under the *Report Packages* tab. *Report Packages* offer users express bundles of multiple reports in one convenient package. Examples and descriptions of each *Report Package* are provided upon clicking on the package's radio button, as seen below.



## VIEWING REPORTS

Click on the [View Selected Report](#) button to view the report.

**DemographicsNow**  
[Back](#) [Printable Version](#) [PDF Version](#) [Excel Version](#) [Document Version](#)

Date: 05/29/08  
 Current Geography Selection: (67 Selected) Counties: Alachua County, Baker County, Bay County, Bradford County...

### Demographic Detail Summary Report

Population Demographics		1990 Census		2000 Census		2007 Estimate		2012 Projection		Percent Change	
										1990 to 2000	2007 to 2012
Total Population	12,937,941	12,937,941	15,982,378	18,486,255	20,227,232	20.5%	9.4%				
Population Density (Pop/Sq Mi)	228.6	228.6	282.3	326.6	357.3	23.5%	9.4%				
Total Households	5,134,906	5,134,906	6,337,929	7,319,608	7,996,628	23.4%	9.3%				
<b>Population by Gender:</b>											
Male	6,261,736	48.4%	7,797,715	48.8%	9,081,814	49.1%	9,974,538	49.3%	24.5%	9.8%	
Female	6,676,205	51.6%	8,184,663	51.2%	9,404,441	50.9%	10,252,694	50.7%	22.6%	9.0%	
<b>Population by Race/Ethnicity</b>											
	1990 Census	2000 Census	2007 Estimate	2012 Projection	1990 to 2000	2007 to 2012	Percent Change				
White	10,749,282	83.1%	12,465,029	78.0%	14,109,066	76.3%	15,246,193	75.4%	16.0%	8.1%	
Black	1,759,519	13.6%	2,335,505	14.6%	2,806,738	15.2%	3,136,384	15.5%	32.7%	11.7%	
American Indian or Alaska Native	36,280	0.3%	53,541	0.3%	63,162	0.3%	69,875	0.4%	47.6%	10.6%	
Asian or Pacific Islander	153,941	1.2%	274,881	1.7%	432,526	2.3%	544,448	2.7%	78.6%	25.9%	
Some Other Race	236,473	1.8%	477,107	3.0%	593,170	3.2%	710,248	3.5%	100.1%	19.7%	
Two or More Races			376,315	2.4%	480,998	2.6%	518,909	2.6%		7.9%	
Hispanic Ethnicity	1,574,138	12.2%	2,682,715	16.8%	3,768,276	20.4%	4,520,329	22.4%	70.4%	20.0%	
Not Hispanic or Latino	11,363,754	87.8%	13,299,663	83.2%	14,717,979	79.6%	15,706,903	77.7%	17.0%	6.7%	

**Population by Age**

You may select the [Back](#) button at anytime to select and preview another report type for this location.

You can also edit your *Current Geography Selection* (location) by using the [Edit](#) button located at the top of the *Geography Analysis* page, as seen below.

**Current Geography Selection:** (67 Selected) Counties: Alachua County, Baker County, Bay County, Bradford County... [Full Label](#) [Edit](#)

The **Geography Analysis** section allows you to examine your **Current Geography Selection** using various reports and maps.

**Reports** | **Report Packages**

Summary reports treat your entire selection as one geographic area.

- Summary
- Comparison Reports unavailable with more than 16 geographies
- Rank
- Map
- Dynamic Map

**Summary: Age By Sex**

This report provides female and male population totals by age breakdown for 1990, 2000, CY, and 5Y.

Enter email address  [Email Selected Report](#) [View Selected Report](#)

## Printing, Emailing, and Exporting Report Files

When viewing a report you will have several options to manage the information.

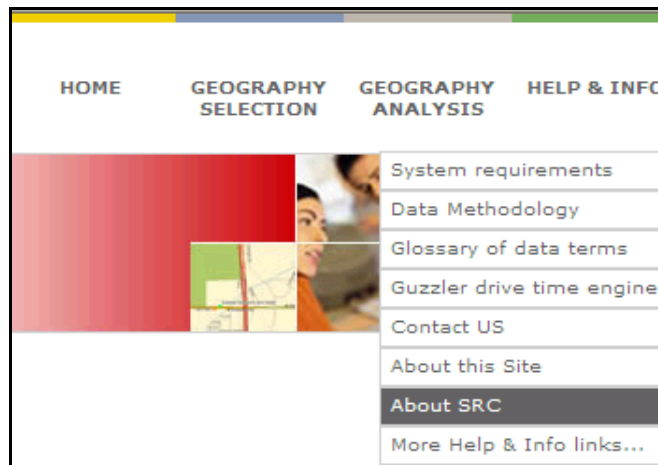
To manage information retrieved in the report, you can download a printable version, PDF file, Excel file, or Document file.

Definitions of these options are listed below:

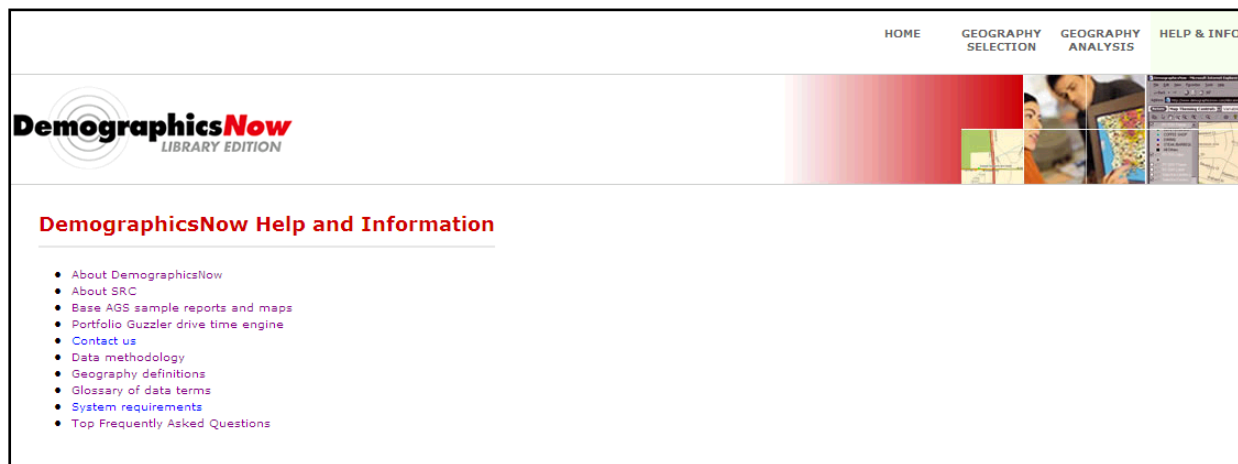
- Printable Version – reformats the report for printing from your internet browser.
- PDF Version – converts the report into a .pdf (portable document) file so that you can save the report to another location such as a drive on your computer or a removable disk. PDF files can be printed or attached to an email message, but cannot be edited.
- Excel Version – converts the report into an .xls (Excel) file so that you can save the report to another location such as a drive on your computer or a removable disk. The Excel version will allow you to filter, sort, and export data as necessary.
- Document Version – converts the report into an .rtf (Rich Text) file so that you can save the report to another location such as a drive on your computer or a removable disk. The Document version will allow you to edit the report as you see necessary.

## HELP & INFORMATION

The *Help & Information* file located within the database at the top right-hand side of the screen will provide you with more detailed information about DemographicsNow and our partner SRC.



The Help & Information file can also provide you with detailed information about Data Methodology, Reports & Maps, System Requirements as well as Geography Definitions, and a Glossary of Data Terms.



**For more information about DemographicsNow, please visit:**  
<http://www.gale.cengage.com/DemographicsNow/> or the product's **Help & Information file.**