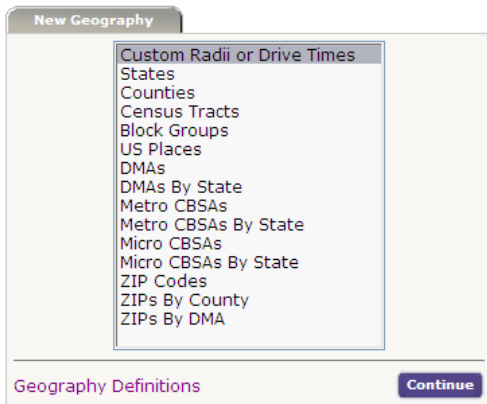


Demographics Now Search Tips

DemographicsNow offers a variety of simple, ready-to-use demographic data reports. Users may customize them by geography, choosing the area that best suits their needs. In addition, users may also run an unlimited number of reports in summary, comparison or ranking formats. From population and Census data to housing expenditures, users of *DemographicsNow* will have access to demographic information such as population, income, housing, race, age, education, businesses, retail sales, consumer expenditures, etc.

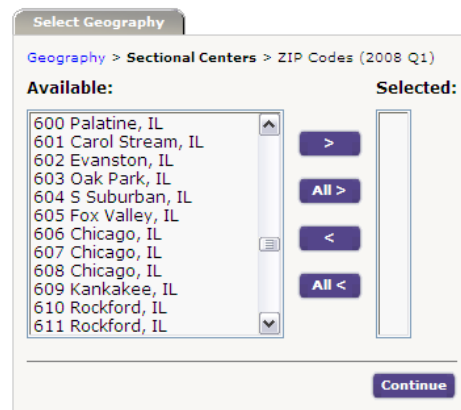
HOW TO USE DEMOGRAPHICS NOW

Use your library's Internet browser to go to the *Demographics Now* URL. At the introduction page, select Get Started. At the home page, select how you would like to select your geographic region:



SEARCH BY GEOGRAPHY

The selection you make from the initial start page will depend on the geographic information presented to search. Use the arrows to add or subtract a geographic location. You can add (>) or subtract (<) one location at a time, multiple locations, or the entire list.



SELECTING A REPORT

Once you select your exact geographic region for your report, you are taken to the Geography Analysis page. Your reports are organized into 2 tabs: **Reports** and **Report Packages**.

- **REPORTS** – will provide individual reports of your choice. They are separated into 5 groups:
 - **Summary** – Provide reports that combine all regions selected
 - **Comparison** – Provide reports that compare the regions selected
 - **Rank** – Provide ranking reports of the regions selected
 - **Map** – Provide reports that map the regions selected and provide a legend for the report
 - **Dynamic Map** – Thematic map showing the user specified variable.

- **REPORTS PACKAGE** – will provide you with a pre-packaged bundle of the individual reports you can get from the reports tab.

To view the reports provided within each category, use the “+” sign to expose.



To select a report and view a definition of that report, use the radio button next to each report and select, the definition will appear on the right side of the box. Once you select a report, select **View Selected Report**

VIEWING A REPORT

Once a report is successfully selected you will see the report selected. This report can be viewed in different formats:

- **Printable Version** – Opens in a new internet window as a .scrt file.
- **PDF Version** – Opens in a pdf viewer as a .pdf file

- **Excel Version** – Uses Microsoft Excel to present the report as a .xls file
- **Document Version** – Uses Microsoft Word to present the report as a .rtf file
- **Email PDF** – Emails the report as a .pdf file.

The screenshot shows the 'DemographicsNow' logo at the top. Below it are navigation buttons: 'Back', 'Printable Version', 'PDF Version', 'Excel Version', and 'Document Version'. The date is '07/14/08'. The current geography selection is '(2 Selected) ZIP Codes (2008 Q1): 60646 Chicago, 60647 Chicago'. The report title is '2000 US Census Overview Comparison Report'. The table compares data for ZIP codes 60646 Chicago and 60647 Chicago.

	60646 Chicago	60647 Chicago
Basic Variables		
Population	26,182	97,584
Female Population	13,643	47,904
Female Percentage	52.1%	49.1%
Male Population	12,539	49,679
Male Percentage	47.9%	50.9%
Households	10,412	32,989
Age: Total		
Age 0 to 4	6.7%	8.6%
Age 5 to 9	5.9%	8.5%
Age 10 to 13	4.6%	6.1%

TOOLS YOU CAN USE

For more information about *DemographicsNow* view **Help & Info** in the top right corner:

- System Requirements
- Data methodology
- Glossary of data terms
- Guzzler drive time engine
- Contact us
- About this site
- About SRC