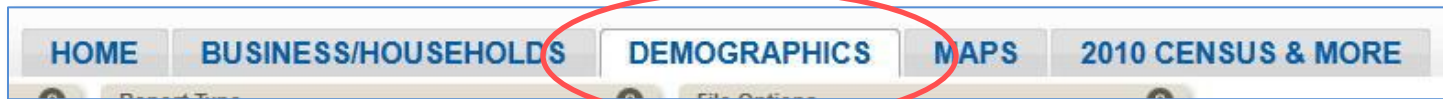# DemographicsNow
How to create a demographics report

DemographicsNow brought to you by Gale, delivers 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. This guide will provide instruction for creating a demographics report.

Creating a Demographics Report

STEP ONE: After logging into Demographics Now, click on the **DEMOGRAPHICS** tab at the top of the page.

The Demographics Tab offers a variety of reports based on the geography you choose.


STEP TWO: Enter your **Geography**. As you can see, upon selecting the Demographics option, the default geography location is set to the entire United States. To change the location, simply click on the edit button (small arrow to the far right) in the Geography Selection box in the top left corner of the page, and select a geographic location using the variety of options listed. You may also enter an address, zip code, city, state, etc. in the search field.

Pick From Geography List allows you to select single or multiple geographies with choices like counties, census tracts, cities, CBSAs, and more.

In this example, let's say we're an entrepreneur who's looking for locations for their pizza restaurant and have two locations that we're thinking of leasing. We can search two geographies at the same time and compare them. To do this, we'll select **Create Custom Locations**. We'll choose to **Enter an Address** and input our two locations.

Notice in the lower portion of the box we can select our range, meaning how far from our locations do we want demographics from. We can enter more than one range to compare as well as pick from miles, kilometers, or drive time. For this example, let's use drive time of 5, 10, & 15 minutes from our chosen geographies.
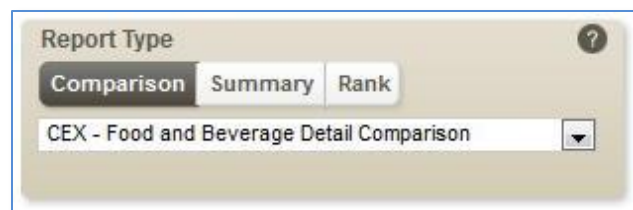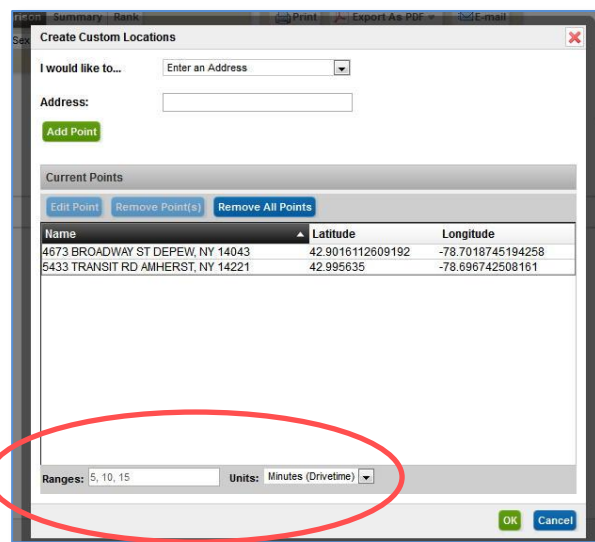
Click OK and our first report will automatically generate: a comparison report based on Age By Sex. For our entrepreneur example, let's take a look at one of the Consumer Expenditure Reports. From the **Report Type** box in the top middle of the page. The CEX (Consumer Expenditure) – Food and Beverage Detail Comparison gives a breakdown of how much the average consumer spends on food, beverage, and groceries in a year.

One of the sections is for Food & Bevrages: Away From Home; this is great detail for our entreprenuer. Notice our report is breaking down the comparison for our locations in 5, 10, and 15 minute drivetime increments.

Food & Beverages: Away From Home						
Board (Including At School)	$50.21	$52.72	$54.96	$76.68	$67.67	$56.13
Breakfast And Brunch	$182.62	$191.75	$198.78	$280.00	$246.91	$203.18
Catered Affairs	$71.01	$74.56	$77.37	$109.71	$96.40	$79.15
Dinner	$1,199.75	$1,259.38	$1,305.25	$1,842.44	$1,623.97	$1,334.61
Food on Out-Of-Town Trips	$478.02	$502.07	$520.27	$734.55	$647.46	$531.72
Lunch	$802.50	$842.77	$874.00	$1,228.72	$1,084.10	$893.03
Snacks And Non-Alcoholic Beverages	$202.77	$212.84	$220.84	$310.17	$273.79	$225.71

To take another view of our example, let's say our enterprenuer had businesses in both locations and wanted to get a better understanding of his customer base. We can change our report to show a Summary that adds up the ranges and locations chosen for our report. We can do this by selecting **Summary** from the **Report Type** box. Demographic Detail Summary is a good general report for a variety of demographic information on our geograhies – population, age, sex, household income, etc.

Demographic Detail Summary

Geography: 15 Minutes: 4673 BROADWAY ST DEPEW, NY 14043, 15 Minutes: 5433 TRANSIT RD AMHERST, NY 14221

Date: December 21, 2012

Population Demographics

	2000 Census		2010 Census		2012A Estimates		2017 Projections		Percent Change	
									2000 to 2010	2012 to 2017
Total Population	727,257		721,353		717,976		710,504		-0.8%	-1.0%
Population Density (Pop/Sq Mi)	1,879.7		1,864.4		1,855.7		1,836.4		-0.8%	-1.0%
Total Households	291,029		299,455		304,572		314,735		2.8%	3.3%
Population by Gender:										
Male	344,613	47.3%	343,501	47.6%	342,187	47.6%	339,156	47.7%	-0.3%	-0.8%
Female	382,610	52.6%	377,853	52.3%	375,789	52.3%	371,348	52.2%	-9.7%	-1.1%

Population by Race/Ethnicity

	2000 Census	%	2010 Census	%	2012A Estimates	%	2017 Projections	%	Percent Change	
									2000 to 2010	2012 to 2017
White	639,433	87.9%	600,361	83.2%	586,881	81.7%	562,320	79.1%	-6.1%	-4.1%
Black	61,415	8.4%	79,466	11.0%	86,218	12.0%	94,945	13.3%	29.3%	10.1%
American Indian or Alaska Native	1,529	0.2%	1,851	0.2%	4,013	0.5%	8,631	1.2%	21.0%	115.0%
Asian	14,678	2.0%	23,777	3.2%	22,474	3.1%	22,868	3.2%	0.4%	1.7%
Some Other Race	3,201	0.4%	4,407	0.6%	1,398	0.1%	1,659	0.2%	37.7%	18.6%

We can export any report in a few ways – **Print, E-mail,** or as a **PDF File, Excel Worksheet,** or **Word Document**. Just use the **File Options** box as a way to make this data available to you anytime.

You can run and export as many reports as you like in DemographicsNow – try out a few more geographies and report types to explore all the data available to you!

Need more help?

Look for DemographicsNow Help & Info button in the upper right hand corner of the resource; you'll find tutorials, glossaries, data methodology procedures and more.

Also, check out www.gale.cengage.com/training for *DemographicsNow* search tips and tutorials!