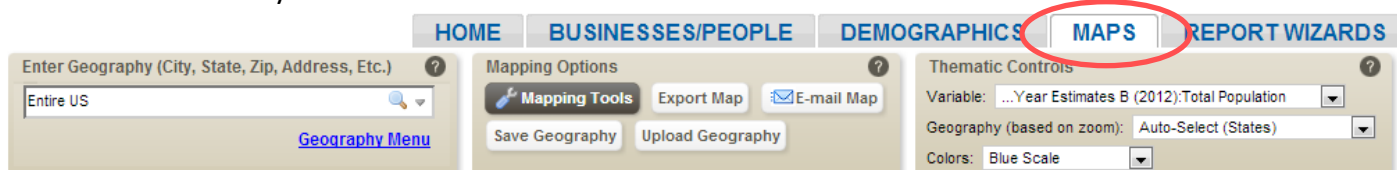




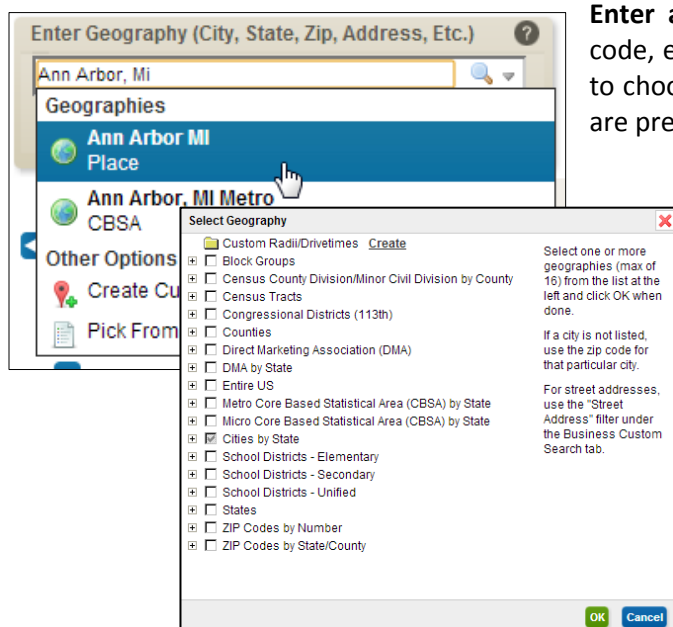
DemographicsNow

How to Display Demographic & Expenditure Variables on a Map

DemographicsNow brought to you by Gale, delivers the data you need to make sound business decisions. You can analyze the demographic and market potential of any geography in the United States. The advanced mapping option allows you to visually analyze data variables and enhance your understanding of a given market or community.



Step 1: Enter or Select Geography



Enter a Precise Location: You can enter an address, city, state, zip code, etc. and the best matching geography results will display for you to choose. If the geography has duplicate matches, all possible choices are presented.

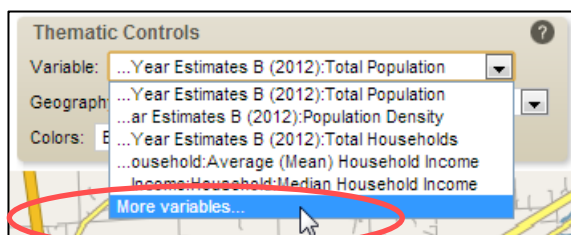
OR

Select from Geography Menu: Clicking the blue “Geography Menu” option presents you with a dialog box containing a list of standard geographies to choose from as well as the option to create custom locations. You can select one or compare up to 16 geographies.

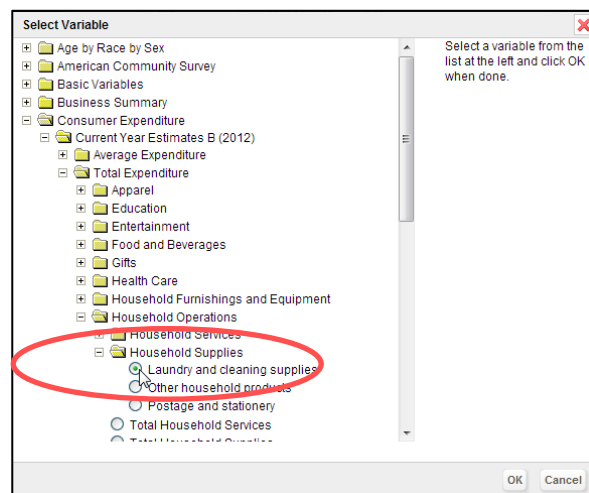
Note: You can edit your geography at any point by coming back to the Geography Selection Box.

Step 2: Select a Variable to Analyze

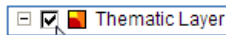
Go to the **Thematic Controls Box** and click on the Variable drop down button. This provides a selection of popular variables.



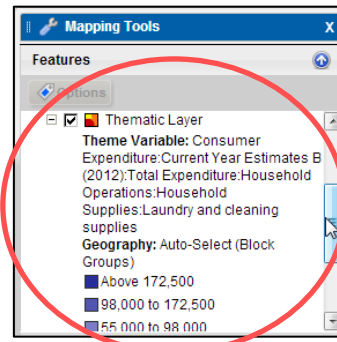
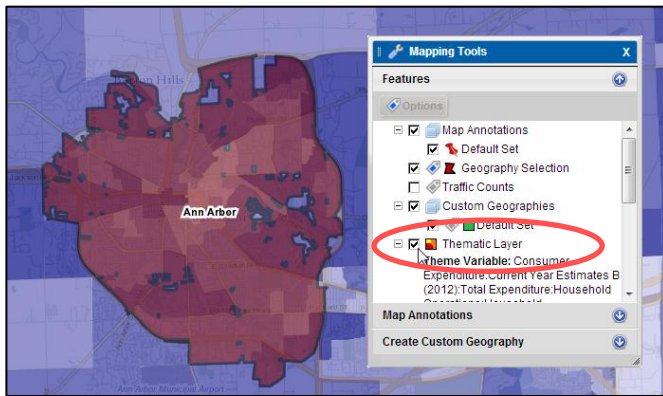
Click **More Variables** to view a dialog box of additional variables to choose from. Click on the + to open each folder and drill down to the variable of your choice. Select a variable from the list and click OK when done.



Step #3 Enable the Thematic Layer



Go to the **Mapping Tools Box** located to the right of your map. Click in the box next to the Thematic Layer option to enable the variable layer on the map. Once selected, a Blue Scaled Layer will appear on your map.

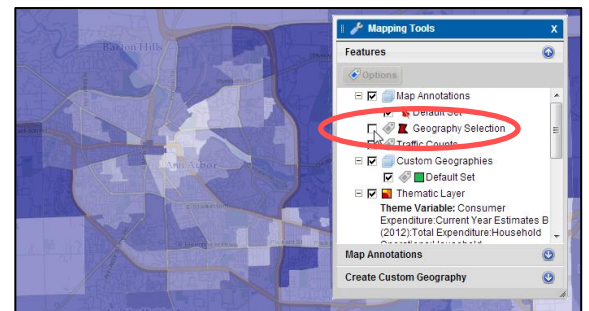
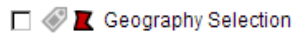


To get an understanding of what each shade of blue means, go back to your Mapping Tools box and review the Theme Variable selected along with the color legend provided.

3 Mapping Tips:

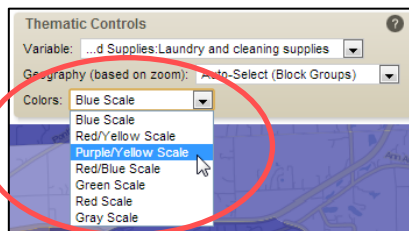
#1: Is the Geography Selection shown in RED obstructing your view of the thematic layer on your Map?

Solution: Go to your Mapping Tools Box and deselect the box next to the Geography Selection option.

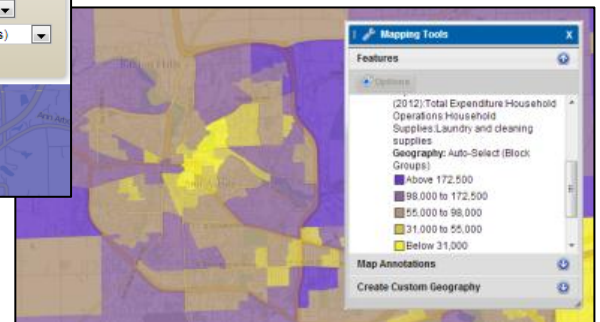


#2: Would you prefer to view the thematic layer in a different color scheme?

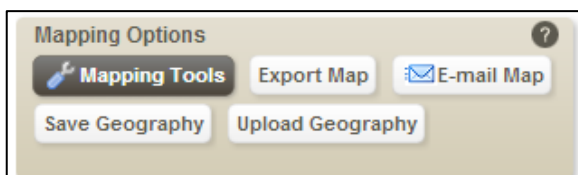
Solution: Go to the **Thematic Controls** box and click on the **Colors** drop down. From the drop down menu, select the color scheme of your choice.



The **Purple/Yellow Scale** is a great choice because there is more contrast between colors making it easier to differentiate on the map.



#3: Need to save your mapped out data variable?



You have a few options:

Option 1: Export your map to PDF or Word.

Option 2: E-mail yourself a PDF or Word version of the map.

Option 3: Save the geography as a zip file and upload it to *DemographicsNow* in a future session. Remember where you save it!

Need More Help?



Look for the **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!