

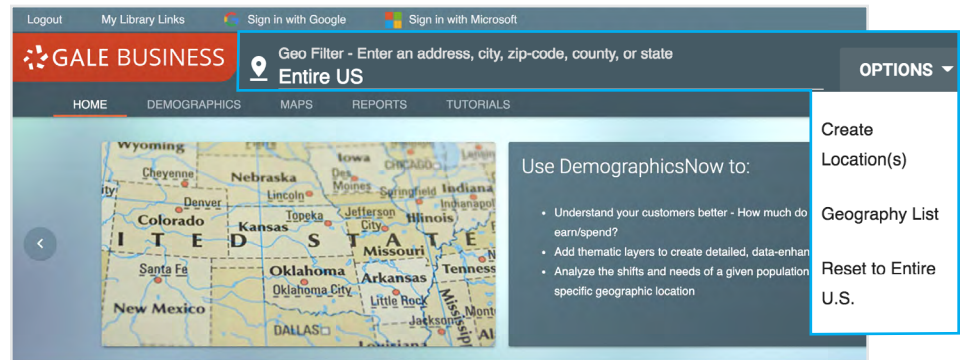
# GALE BUSINESS: DEMOGRAPHICSNOW

- Understand a population's characteristics and needs
- Evaluate sites and analyze markets
- Create detailed, data-enhanced maps

## GET STARTED

**ENTER A GEOGRAPHY** to focus your search. Click **Options** and use the **GEOGRAPHY LIST** to drill down and select from census tracts, zip codes, school districts, and more. Or, simply type in a city, county, address, etc.


Then, select menu options for **DEMOGRAPHICS** or **MAPS**, and follow the instructions below.





## DEMOGRAPHICS

*Generate reports to understand the characteristics and attitudes of consumers within your chosen geography.*

**SELECT A REPORT TYPE** to get started.

 **Comparison** reports display multiple geographies as separate columns so that you can analyze their similarities and differences.

 **Rank** reports arrange multiple geographies into an order based on an individual variable.

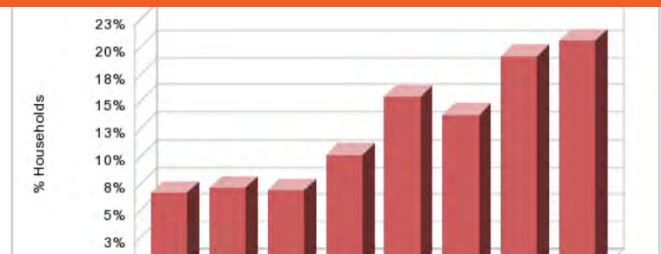
 **Summary** reports combine demographic data from multiple active geographies into one value. Use these reports to gain overall insights into multiple locations, or when working with a single geography.

### SELECT A REPORT NAME AND CLICK RUN REPORT

to generate the demographic information of interest.

**CLICK DOWNLOAD** and select a format to save the report. Download to your computer or device as **PDF**, **Microsoft Word DOCX**, **HTML**, or **Microsoft Excel XLSX**. You can also save the report to your **Google Drive** or **Microsoft OneDrive** account.


## DEMOGRAPHIC SNAPSHOT CHARTS



## CONSUMER EXPENDITURE

Average Consumer Expenditures		
	2018A Estimate	% of Total
<b>Apparel and Services</b>	\$2,116.73	3.0%
Infants	\$87.34	4.1%
Mens and Boys	\$616.39	29.1%
Women and Girls	\$730.13	34.5%
Other Apparel Products and Services	\$271.64	12.8%
Footwear	\$411.23	19.4%
<b>Education</b>	\$1,798.24	2.6%

## SIMMONS REPORTS

Simmons Lifestyle Demographics & Statements Summary Report		
I Consider Myself A Creative Person	102	
I Like Control Over People And Resource	112	
I Would Like To Set Up My Own Business	96	
Important Family Thinks I Am Doing Well	106	
Important To Be Attractive/Opposite Sex	107	
In Job, Security More Imprtnt Than Mone	100	
Like To Pursue Challenge,Novelty,Change	108	
More Imprtnt To Do Duty Than Enjoy Life	104	
Only Work At Current Job For The Money	94	

## MAPS

Visualize data related to the active geography, and draw custom geographies for further research.

**CLICK OPTIONS ON THE MAP'S MENU** to control the display.

**Thematic Controls:** Enable this option, and then drill down to select an individual variable to display at the geographic level and color scheme of your choice.

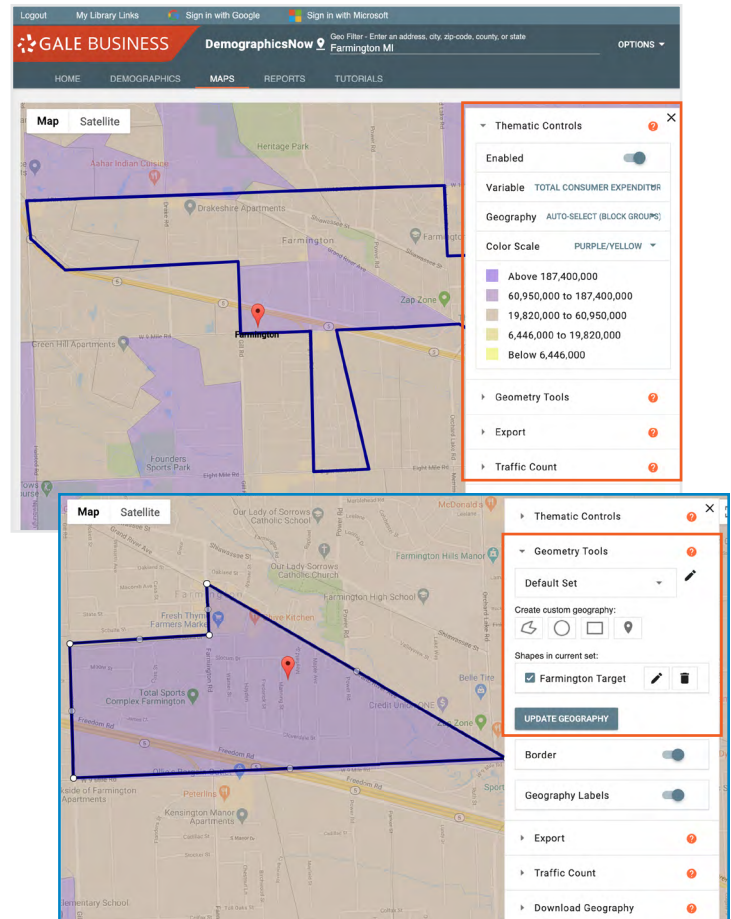
**Traffic Count:** Click to enable a display of low to high traffic counts based on various traffic studies.

**Export:** Download, print, or email the current map view.

If you notice an area of interest that you'd like to explore further, you can draw a custom geography.

1. **CLICK GEOMETRY TOOLS.**
2. **SELECT AN OPTION UNDER CREATE CUSTOM GEOGRAPHY**, and draw around a location on the map.
3. **CLICK TO UPDATE GEOGRAPHY.**

Once your custom geography is active, you can access the Demographics tab to learn more about your custom geography.



## LEARN MORE

If you require further assistance, please ask your librarian or visit [support.gale.com/training](https://support.gale.com/training).

