

ACCESS YOUR GALE BUSINESS: DEMOGRAPHICSNOW USAGE REPORTS

Utilize this tip sheet to access your *Gale Business: DemographicsNow* usage through Gale's Usage Dashboard, and better understand the data.

ACCESS THE USAGE DASHBOARD

Navigate to usage.gale.com and sign in utilizing your Admin Credentials.

If you don't know your credentials, reach out to Gale Technical Support at gale.technicalsupport@cengage.com.

FIND YOUR REPORTS

Select **Reports** at the top of the page and scroll to where Gale Business: DemographicsNow is listed. Learn more about the **Count** parameter below.

Usage is collected and provided in the form of **Counts**. A **Count** is the total number of times something has been accessed.

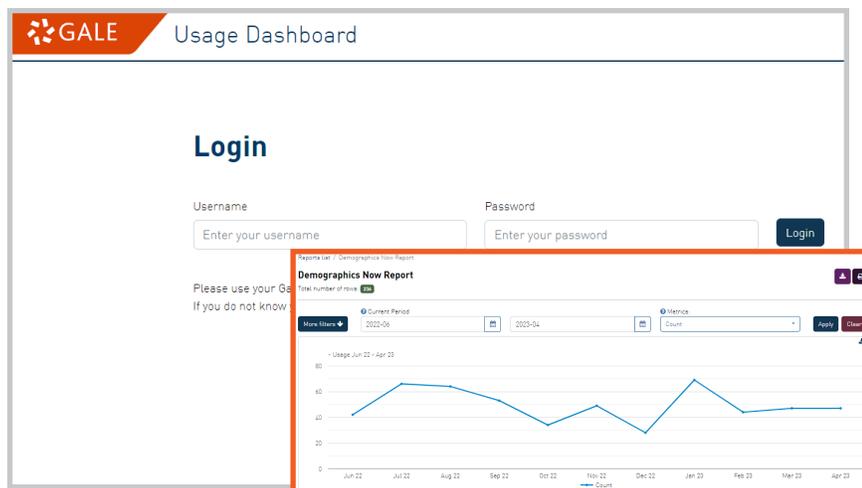
The Usage Dashboard breaks down count by **Report Title**. As an example, if some one accesses the "Basic Demographic Comparison Chart" three separate times the count for that chart is three.

Full usage is the sum of all title counts for your time frame.

RUN AND DOWNLOAD YOUR REPORTS

Select your report and you will see the information for the most recent full month. Change the date range at the top of the page to limit to what you need.

Utilize the download or print button at the top of the page to export your information.



Category	Report Title
Locations	
Products	eBook Titles Literature Criticism Online Archives Unbound Report
Product Summary	Month over Month By Products Search KPI Top Search Terms
ChiltonLibrary	Gale Business: Plan Builder Peterson's Test and Career Prep Peterson's Test Prep Gale LegalForms
	Demographics Now Report

Report Title	Type	Count
Age By Sex Comparison Report	comparison	2
Basic Demographic Comparison Chart	comparison	3
Basic Demographic Summary Chart	summary	2
Business Comparison	comparison	4
Business Large Estab Summary Report	summary	1
Business Summary Report	summary	7
Complete Demographic Comparison Report	comparison	5
Complete Demographic Summary Report	summary	7