

LAPL ELECTRONIC RESOURCE OF THE MONTH!

DEMOGRAPHICS NOW

May 2013

HOW DO I FIND DEMOGRAPHICS NOW?

In-Library and Home (Remote Access with a valid LAPL Library card)

Demographics Now is available online at all LAPL locations and remotely from the LAPL website within the **Research & Homework** alphabetical online resources list and under the subject categories of *Company Information*, *General Information*, and *Statistics*.

DESCRIPTION:

In *Demographics Now*, you can search for an individual, a friend, a relative or create a market research list from over 206 million people and 135 million households in the U.S! Search for an individual company or create a mailing list of multiple companies from over 20 million businesses. Access a demographic report on any geography - or compare multiple geographies - for information including income, housing, race, age, education, retail spending, consumer expenditures, businesses and more. Click on one of the three areas of interest and **Start Now**.



Looking for
people?

START NOW



Looking for
businesses?

START NOW



Looking for
demographics?

START NOW

HOW TO BEGIN:

Tutorials (10) are available on the first page with step-by-step instructions to help define the massive data that is available into a format for your personal use.

Find people, businesses and more...
Want to see how it works?
VIEW OUR TUTORIALS →

(1) *How to Generate a Demographic Report* (2) *How to Create a Sales Lead List* (3) *How to Find a Business* (4) *How to Use Maps* (5) *How Find a Person* (6) *How to Access the 2010 Census Data* (7) *Sizing Your Market* (8) *Finding Your Competition* (9) *Choosing a Location for Your Business* (10) *Assessing Market Risk of a Business*

Demographics Now provides the data necessary to help make sound business decisions, so you can analyze the demographic and market potential using current demographic data to identify cultural patterns, sociological trends, household buying patterns, locations for new business potential and customers, competitors, and untapped markets that can be transferred into three main types of reports: Summary, Rank, and Maps (Map and Dynamic Map).

START UP TABS are the same for all three sections, *People*, *Businesses* and *Demographics*.

HOME

BUSINESSES/PEOPLE

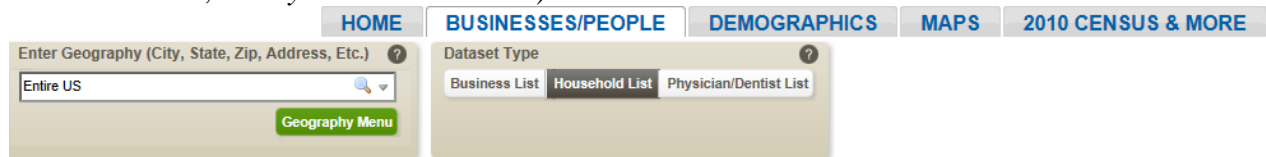
DEMOGRAPHICS

MAPS

2010 CENSUS & MORE

SEARCH BOXES open with dropdowns and subject tabs that expand:

People & Business Start Up search boxes are the same with 3 Dataset Types (*Business List, Household List, & Physician/Dentist List*) to choose from:



Demographics Start Up search boxes provide Report Type (*Comparison, Summary, & Rank* options) and File Options (*Print, Export As PDF, and E-mail*):



Geography Menu *Entire US* – is the geography default. Click and open the Geography Menu for an options list that enables you to narrow down the search area. Zip codes and addresses can be used .

Report Types described: (**Summary & Rank** provide Census 2012 estimates & 2017 projections)

- **Comparison:** A comparison report displays multiple geographies as columns, so you can easily see how geographies compare to one another. 16 geographies on a single report may be included.
- **Summary:** A summary report delivers demographic information on a single geographic area or on a group of geographic areas summarized into a single value.
- **Rank:** A rank report sorts geographies based on a single demographic variable from high to low.

MAPS TAB -This report wizard presents your geography selection with available data from the Census 2010 data release. Users select from the available 2010 geographies, or may choose to enter a potential site location by typing an address, city, state and zip code; then select a trade area size in miles or minutes.

General Wizard Help Once you click **Finish** (in the bottom right hand corner), you will receive notice your report is complete when it asks you how you want to view it or download it.

2010 CENSUS & MORE TAB - Your geography selection with available data from the Census 2010 data release

SPECIAL FEATURES

1) **Export Reports** can be viewed in the following file types:

PDF Microsoft Excel Microsoft Word HTML

2) **Help & Info** in upper right hand corner dropdown explains: Data Methodology, Drivetime Engine, Glossaries, License Agreement, Mosaic USA Details, 2010 US Census Data, (access) View Tutorials, Custom Reports/Variables, and What's New?

3) **Custom Report** New custom reports feature allows users to define their own variables instead of relying on predetermined reports.

