

# HOW DO I TRACK DEMOGRAPHIC TRENDS OVER 20 YEARS?

February, 2016

## STDB TOOLS TO USE

- Business Analyst
- Comparison Report

Click on image to the right to begin video tutorial. Written tutorial with screen shots is below:

**STDB**<sup>®</sup>  
Site to do Business



Get Started Finding Demographic Trends:

Written tutorial here:

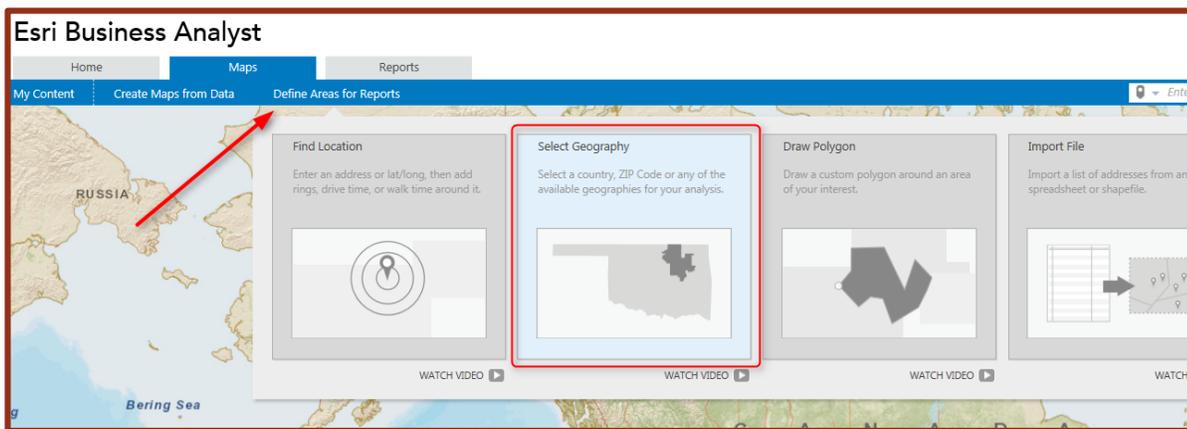
1. Login to [www.stdb.com](http://www.stdb.com)



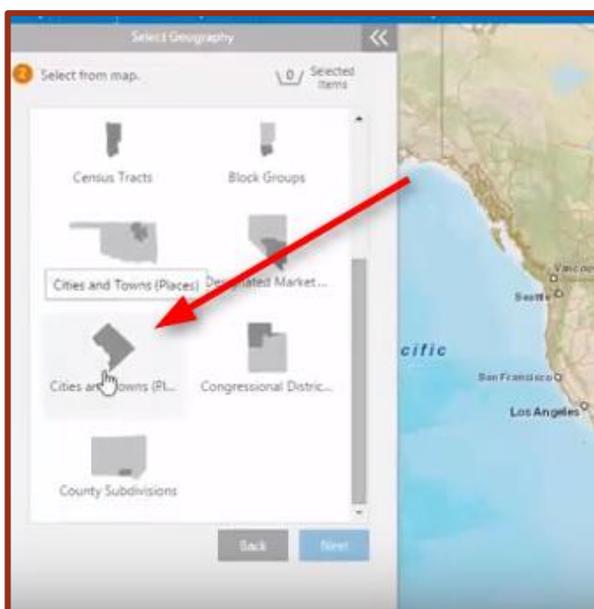
## 2. Navigate to ESRI Business Analyst Online.



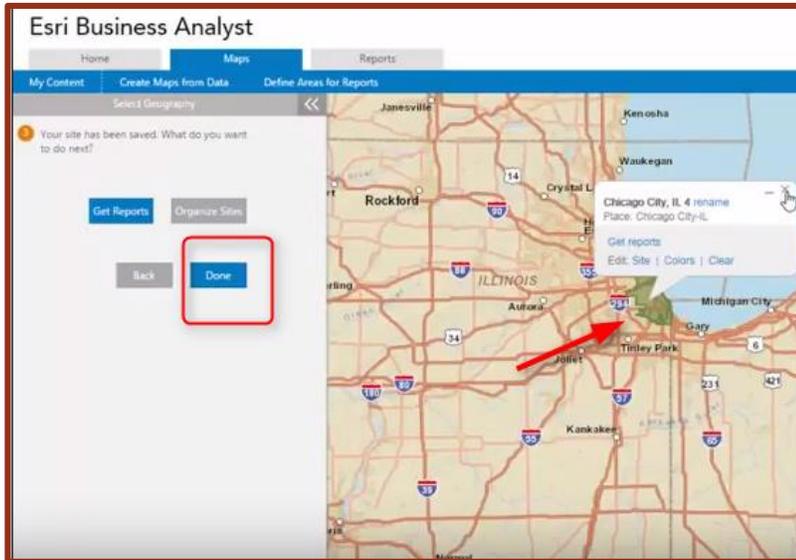
## 3. Click on the Maps Tab, define area for report, and choose Select Geography.



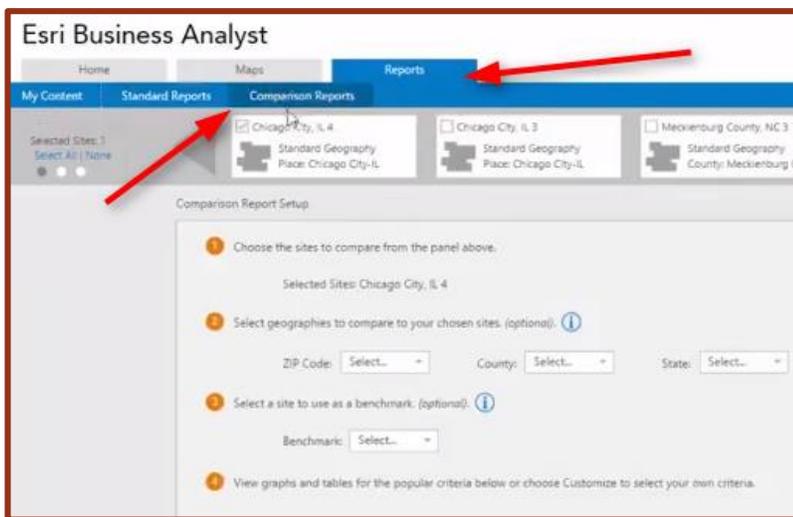
## 4. Click on Select from Map and choose your site you're interested in.



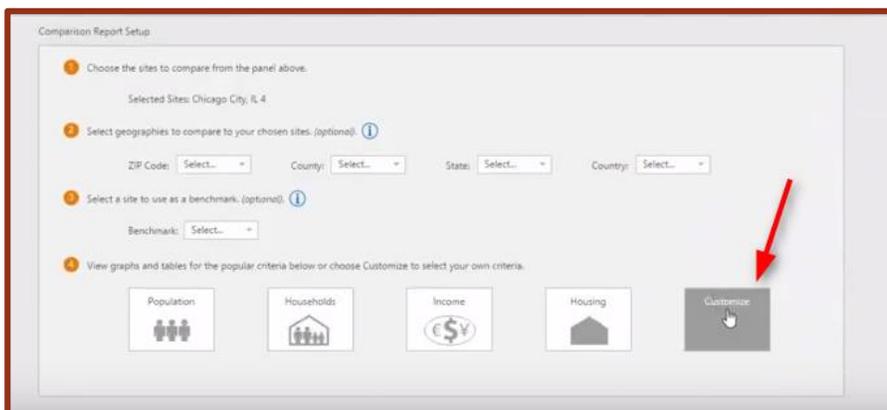
5. Click on the map to select your site and click Done to complete your site.



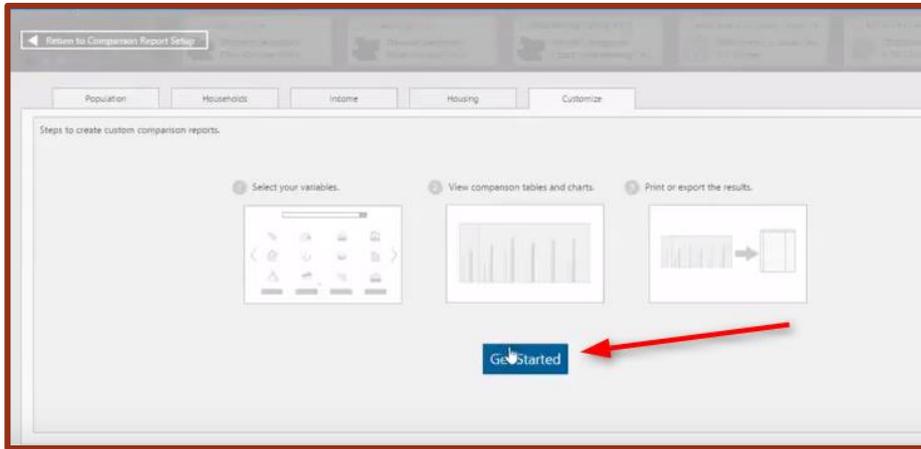
6. Click on the Reports tab at the top of the page and choose Comparison Report.



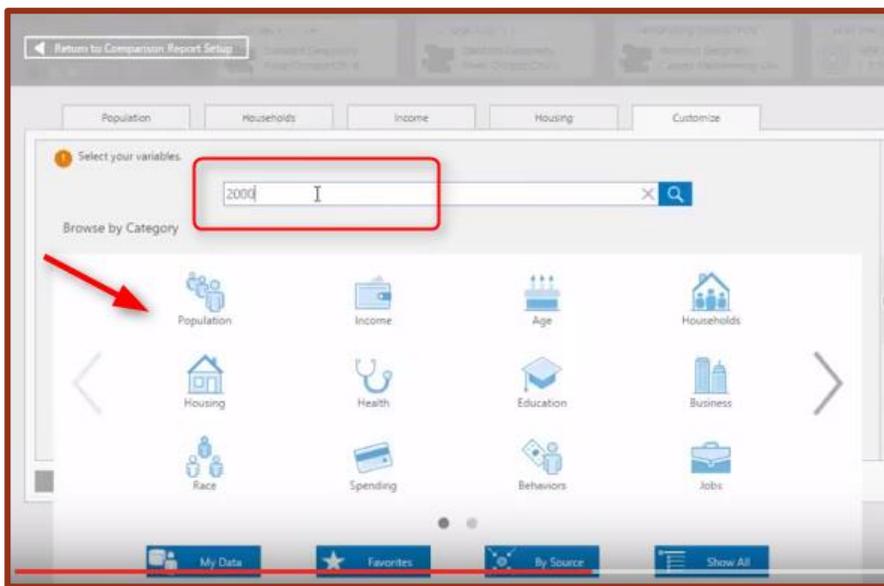
7. Choose Customize to create your own report.



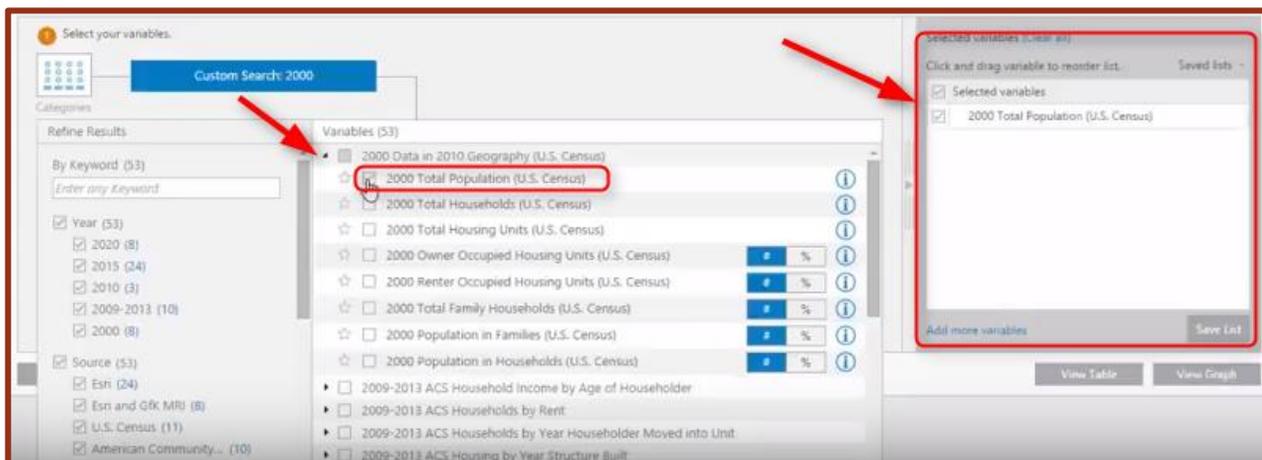
8. Use the “Get Started” link to create your own variables for the report.



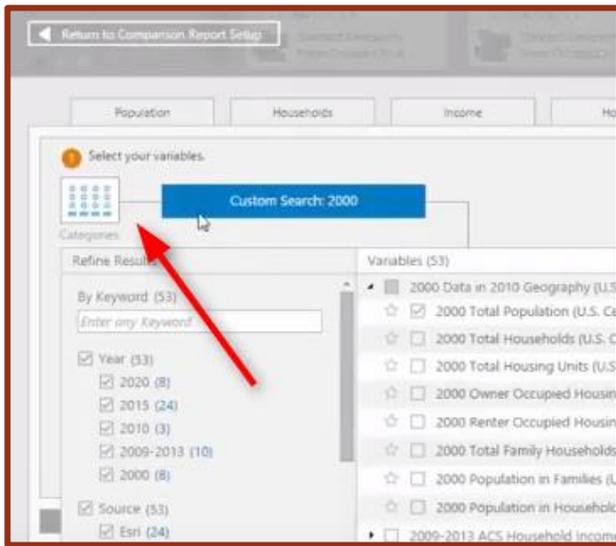
9. You can search for your variable or browse by category.



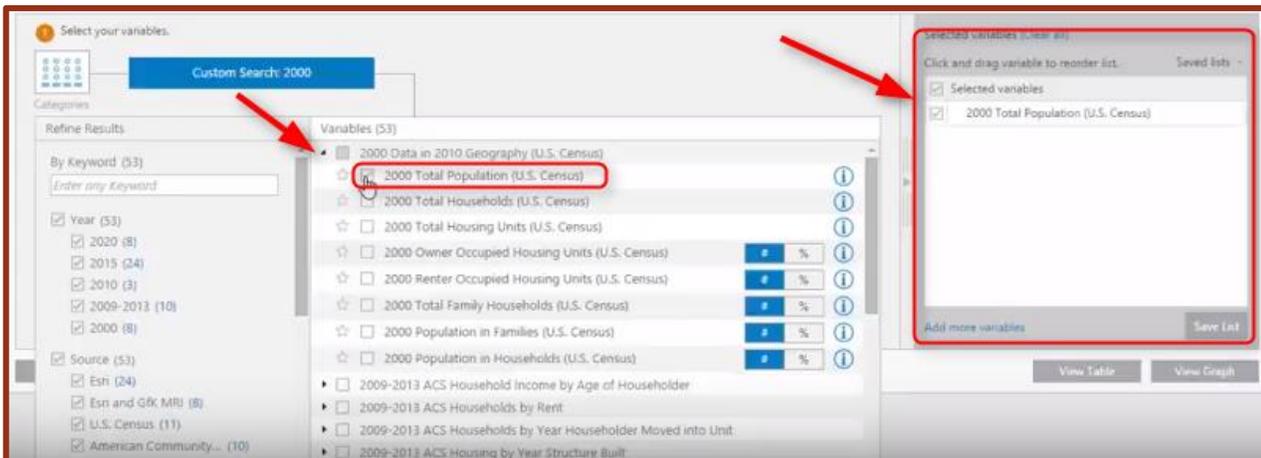
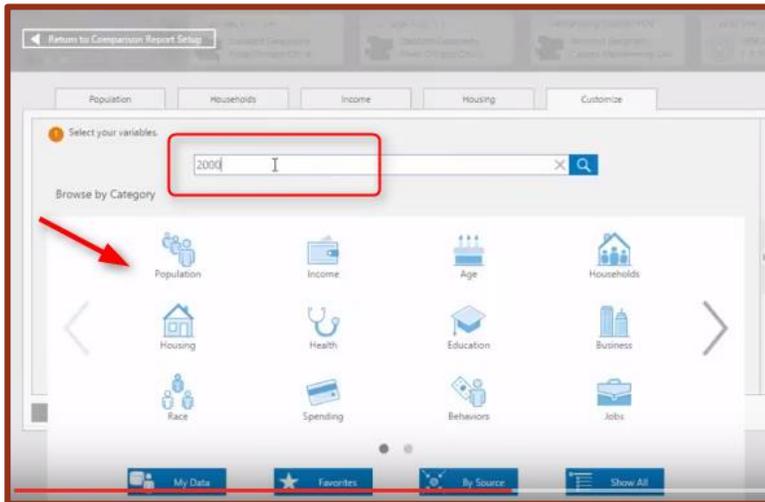
10. Choose your variable and check mark the box next to the title to bring over to your list of variables.



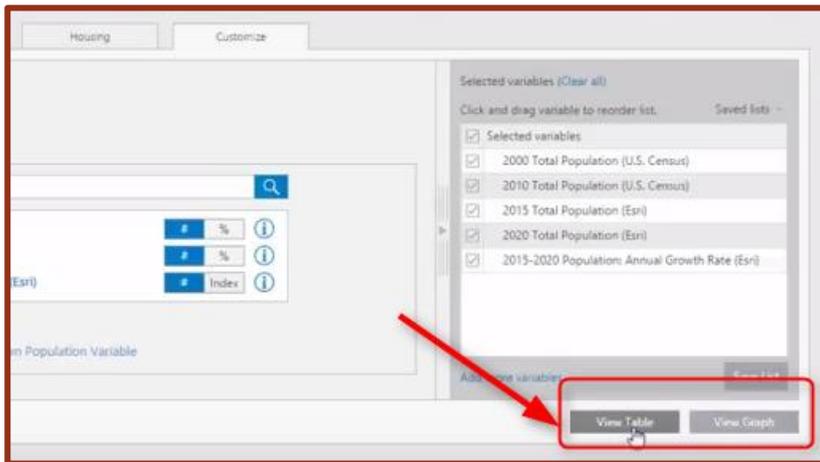
11. Click on the Category Box in the top left hand corner to go back to the search area to search for a new variable.



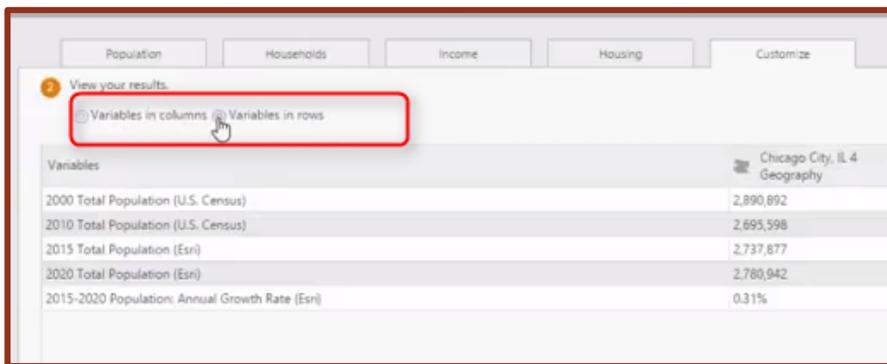
12. Type in or search for another variable you wish to add and follow steps 9 and 10 to add as many variables to your report as you wish.



13. Once you are finished adding your variables you have the option to View your report in a table or in a graph.



14. You can then choose to view your variables in columns or rows.



15. Click Print or Export to save your customized report.

