## HOW DO I TRACK DEMOGRAPHIC TRENDS OVER 20 YEARS?

February, 2016



Get Started Finding Demographic Trends:

Written tutorial here:

1. Login to <u>www.stdb.com</u>



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.

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Horne		Maps	Reports	-	-	-		
My Content	Standard Reports	Companison Reports						
Selected Sites 1 Select AL   Nor B	1	Chicago City, %. 4 Standard Geography Place: Chicago City-Iu		hcago City, IL 3 Standard G Place: Chica	eography go City-IL	Mecrae SI	nburg County undard Geog ounty: Meckie	raphy mburg C
0	Comparid	Choose the sites to compare Selected Sites Chir Select geographies to comp ZIP Code: Select Select a site to use as a benc Benchmaric Sele View graphs and tables for t	e from the panel a cage City, IL 4 are to your chose t chmark. (optionel) ret he popular criteri	above. n sites. (option County: 1 : ① a below or cho	nal). ()) ielect	State e to select your o	Select.	

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.

Select your vanables.      Select your vanables.      Custom Search: 200 Categories      Perios Results	0 Vanabler (SB	1	Seriet249 variables (Clean an) Click and drag variable to reorder int. Seved lists - Selected variables 2000 Total Population (U.S. Census)
By Keyword (53) Enter any Keyword Vear (53) C 2020 (8) 2 2015 (24) 2 2010 (3) 2 2000 (8) 2 2000 (8) Source (53) E San (24) E San (24) E San (24) Marencen Community (10)	2000 Data in 2010 Geography (U.S. Census)     2000 Total Population (U.S. Census)     2000 Total Population (U.S. Census)     2000 Total Housing Units (U.S. Census)     2000 Owner Occupied Housing Units (U.S. Census)     2000 Owner Occupied Housing Units (U.S. Census)     2000 Renter Occupied Housing Units (U.S. Census)     2000 Total Family Households (U.S. Census)     2000 Population in Families (U.S. Census)     2000 Population in Households (U.S. Census)     2000 Population in Households (U.S. Census)     2000 Population in Households (U.S. Census)     2000-2013 ACS Households Income by Age of Householder     2009-2013 ACS Households by Pent     2009-2013 ACS Households by Year Householder Moved into Unit     2009-2013 ACS Households by Year Householder Moved into Unit     2009-2013 ACS Households by Year Householder Moved into Unit		Add more variables Save (a)

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 and10 to add as many variables to your report as you wish.



Select your variables.     Select your variables.     Gustom Search: 20     Categories	»	Selected variables (clear au) Click and diag variable to reorder first. Seved lists -
Refine Results           By Keyword (53)           Enter any Keyword           Vear (53)           2020 (8)           2015 (24)           2010 (3)           2009-2013 (10)           20000 (8)           Source (53)           Enri (24)           American Community (10)	Vanubles (53)  Vanubles (54)  Vanubl	Add incre variables Seve Ent

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.

View your results.	
S Variables in columns (Variables in rows	
Variables	Chicago City, IL Geography
2000 Total Population (U.S. Census)	2,890,892
2010 Total Population (U.S. Census)	2,695,598
2015 Total Population (Esri)	2,737,877
2020 Total Population (Esri)	2,780,942
2015-2020 Population: Annual Growth Rate (Esn)	0.31%

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

6 View your results.		
Variables in columns  Variables in rows		th III
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