Running Comparison Reports

Comparison reports allow users to create reports that compare users study areas based upon a set of popular demographic variables. Examples of popular demographic variables include population, households, income, and housing. Users may also customize reports to include selected demographic variables of the users choosing. Users may also compare study areas to a benchmark study area and other geographies.

After logging into BAO, click "Reports" and then click "Standard Reports".

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□ s	Standard Reports Get detailed analyses by running any of ou	s of your sites reports.	Comparison Repor	ts son reports hts.	

Step 1 - Choose Analysis Sites You Want to Compare

Choose analysis sites from the Selected Sites panel by checking the box associated with the desired study area.

Home	Maps Reports	
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Selected Sites: 3 Select All None	Image: Standard Geography Image: Standard Geography Standard Geography	5
	Comparison Report Setup	
	Choose the sites to compare from the panel above. Selected Sites: 6 Block Polygon North Dallas; CCIMTECH Office Polygon; 75205 & 75204 ZIP Codes;	

Step 2 - Select Geographies to Compare to Your Sites (Optional)

Users have the option to select an additional ZIP Code, County, State or country to compare in addition to the previously selected study areas from step 1.

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Step 3 - Select a Benchmark Site to Compare to Your Sites (Optional)

Users have the option to select a previously created benchmark study area to compare to any previously selected study areas or geographies in steps 1 and 2.

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Step 4 – View Graphs and Tables for Popular Demographic Variables or Customize Variables

Option 1 – View Graphs and Tables for Popular Demographic Variables

Users may select from popular demographic variables such as population, households, income, or housing. Click the desired demographic variable to proceed.

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Selected Sites: 4 Select All None	G Block Polygon North Dallas Polygon Area: 1.38 square miles	CCIMTECH Office Polygon Polygon Area: 0.95 square mil	2 Task 2 2208 8 7530 4 1276 0 1264 □ 5001 12 Fey, Data, Task. 5001 12 Fey, Data, Task. Image: State: Tease 20 Footer: 75204 [□ 01 12 Fey, Data, Task. □ 5001 12 Fey, Data, Task. ■
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A new window will appear showing the selected demographic variable. Users may toggle between demographic variables by clicking one of the demographic variables at the top of the workflow.



Comparison figures default to the graph view, as displayed above. Users may click the **"Table"** icon to switch to view comparison figures in a table format, which is displayed below.

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Sites	2014 Per Capita Income	2014 Median Household Income	2014 Average Household Income
Texas	\$26,092	\$51,979	\$72,616
6 Block Polygon North Dallas	\$60,694	\$117,110	\$158,072
ZE205 & ZE204 ZTD Codes	\$01,530	\$79,096	301,373
Dallas	\$22 372	\$37.039	\$58.903
			Print Export to Excel

Users may also change the data vintage by clicking "2019"

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Sites	201	19 Per Capita Income	2019 Median Household Income	2019 Average Household Income
Texas	\$30,	,692	\$61,454	\$85,339
6 Block Polygon North Dallas	\$76,	,860	\$160,553	\$201,843
CCIMTECH Office Polygon	\$69,	,256	\$85,335	\$92,042
75205 & 75204 ZIP Codes	\$65,	,659	\$87,153	\$132,658
Dallas	\$27,	,011	\$43,081	\$71,209
				Print Export to Excel

Comparison tables default to columns. To view variables in rows, click "Variables in rows".

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2019 Per Capita Income	1	\$30,692	\$76,860	\$69,256	\$65,659	\$27,011
2019 Median Household Inc	ome s	61,454	\$160,553	\$85,335	\$87,153	\$43,081
2019 Average Household In	come s	\$85,339	\$201,843	\$92,042	\$132,658	\$71,209
						Print Export to Excel

Users may print or export the comparison results to excel. Click **"Print"** to print the comparison results. Click **"Export to Excel"** to export the comparison results to an excel file.

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2019 Medi	ian Household Income		\$61,454	\$160,553	\$85,335	\$87,153	\$43,081
2019 Aver	age Household Income		\$85,339	\$201,843	\$92,042	\$132,658	\$71,209
							Print Export to Excel

Option 2 – Customize Demographic Variables

Users may create customized comparison reports that display demographic variables of the users choosing. Click **"Customize"** and then click **"Get Started"** to begin.

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Users may use the **"Search"** tool to search for demographic variables, or select one of the popular demographic categories to find variables.



If a popular demographic category is not displayed on the first page, click the arrow icon to move to the next page of popular demographic categories.

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Users may also click the "Show All" button to review a full list of demographic variables to choose from.

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Add more variables	Create a custom variables Add more variables

<u>NOTE</u>: Click **"Categories"** to return to the previous screen.

After all demographic variables have been selected, they will be displayed in the **"Selected Variables"** box on the right side of the workflow. To remove a variable, deselect the box next to the name of the variable users wish to remove. To remove all variables, click **"Clear All"**.

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To View a table of the selected variables, click **"View Table"**. To view a graph of the selected variables, click **"View Graph"**. To save the list of selected variables for future use, click **"Save List"**.

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After an option has been selected, users may print or export the comparison results to excel. Click **"Print"** to print the comparison results. Click **"Export to Excel"** to export the comparison results to an excel file.

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Texas	\$37,246	\$61,607	\$82,590	\$89,176	\$82,428	\$65,706	\$44,508	141,500	93,087	68,783	72,193	64,469	31,621	20,943	5,609	2,136	\$26,756	224,962	178,510	191,058	252,495	332,190	207,897	198,604	54,193
CC	\$67,648	\$85,019	\$83,322	\$83,307	\$69,202	\$0	\$0	1	1	7	13	10	11	7	1	0	\$56,563	19	8	21	18	8	46	41	14
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