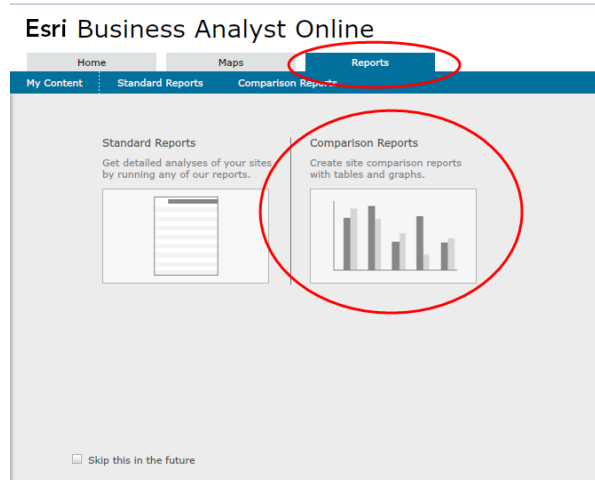


Running Comparison Reports

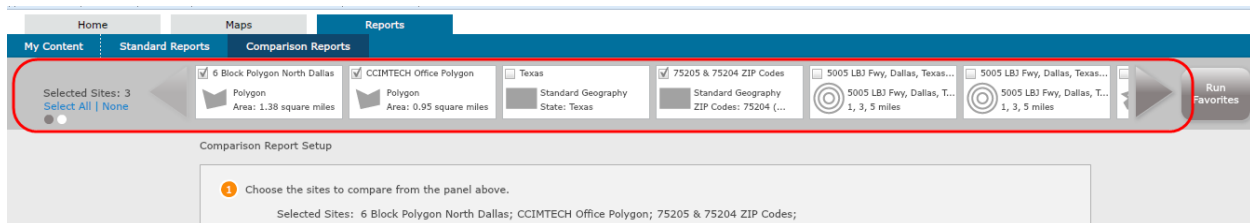
Comparison reports allow users to create reports that compare users study areas based upon a set of popular demographic variables. Examples of popular demographic variables include population, households, income, and housing. Users may also customize reports to include selected demographic variables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



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.



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.

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.

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.

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.

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
CCIMTECH Office Polygon	\$61,338	\$79,096	\$81,375
75205 & 75204 ZIP Codes	\$54,061	\$69,399	\$110,136
Dallas	\$22,372	\$37,039	\$58,903

Users may also change the data vintage by clicking **“2019”**

Sites	2019 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

Comparison tables default to columns. To view variables in rows, click **“Variables in rows”**.

The screenshot shows the 'Comparison Reports' interface. The 'Variables in rows' radio button is selected and circled in red. The table below displays demographic data for various geographic areas.

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

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.

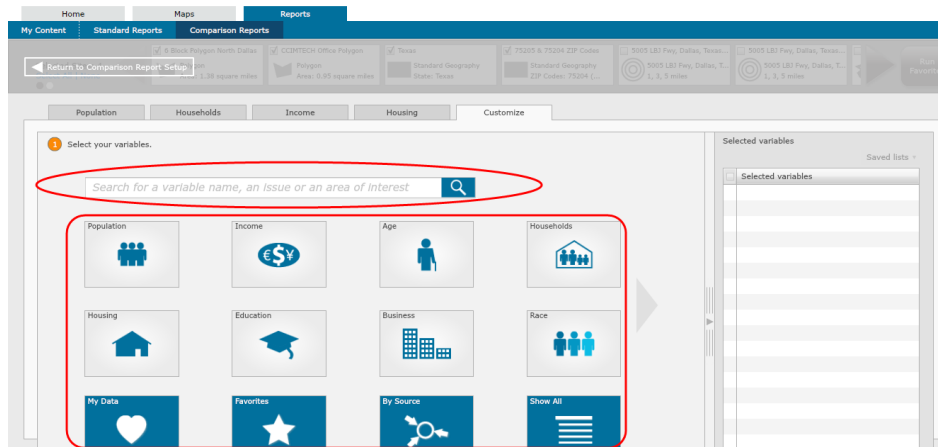
The screenshot shows the same 'Comparison Reports' interface. The 'Print' and 'Export to Excel' buttons at the bottom right are circled in red.

Option 2 - Customize Demographic Variables

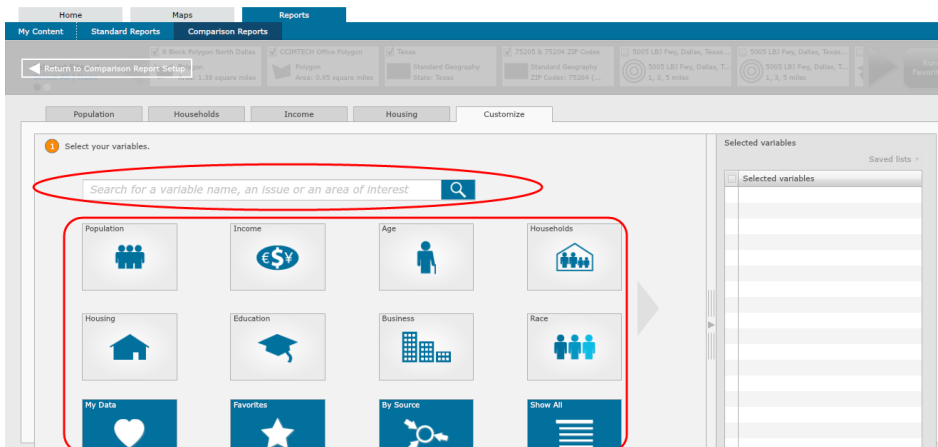
Users may create customized comparison reports that display demographic variables of the users choosing. Click **“Customize”** and then click **“Get Started”** to begin.

The screenshot shows the 'Comparison Reports' interface with the 'Customize' button circled in red. Below the main table, there is a section titled 'How to create custom comparison reports.' which includes a diagram showing the process: 'Select your variables.' -> 'Set up and view comparison tables and charts.' -> 'Print or export the results.' The 'Get Started' button at the bottom right is also circled in red.

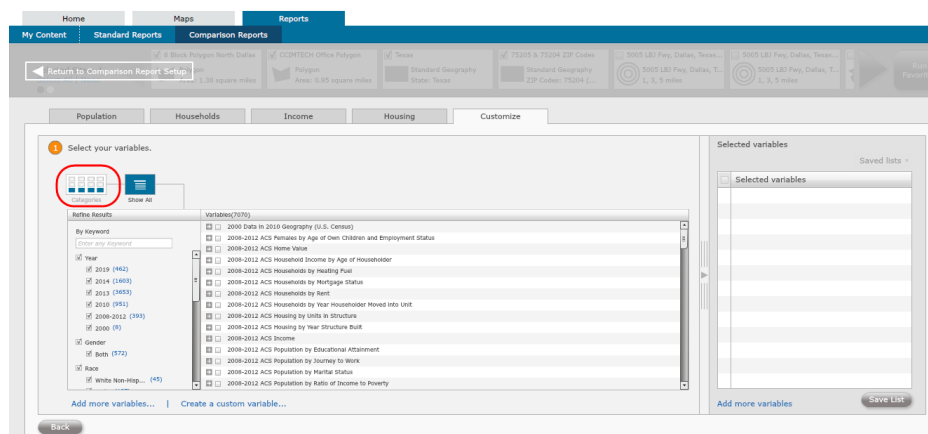
Users may use the **“Search”** tool to search for demographic variables, or select one of the popular demographic categories to find variables.



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.

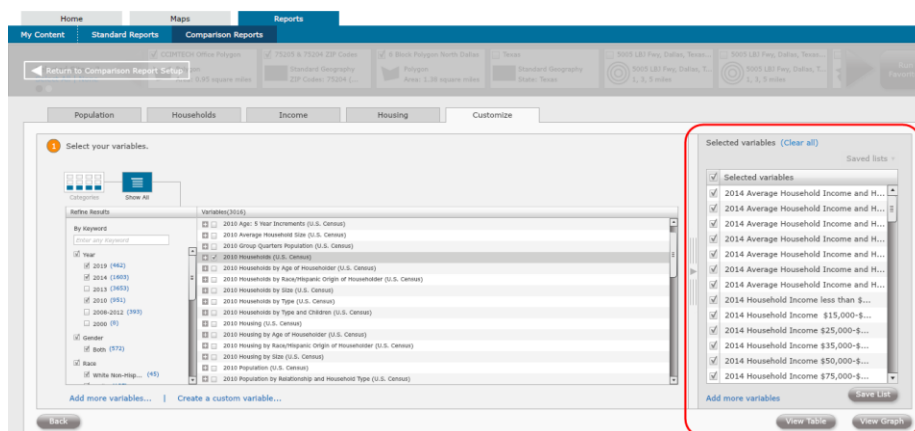


Users may also click the **“Show All”** button to review a full list of demographic variables to choose from.

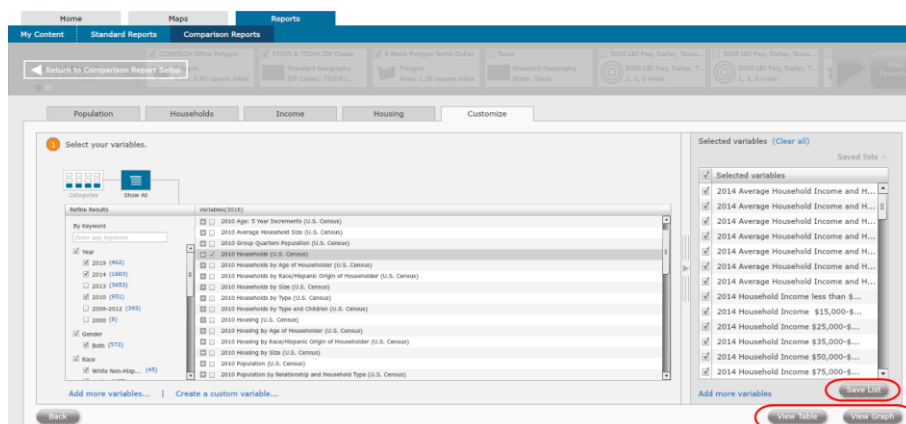


NOTE: Click **“Categories”** to return to the previous screen.

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”**.



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”**.



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.

