Claritas Pop-Facts Demographic Reports

OVERVIEW

This document will take you through the process of creating a Pop-Facts® Demographic report.

LOCATE CLARITAS POP-FACTS DEMOGRAPHIC REPORT

1. From the homepage, click on Reports.

2. Select Standard Reports ➜ Demographic Reports ➜ Pop-Facts Demographics.

identify
deliver
optimize

SELECT REPORT INPUTS

Select an Analysis Area

1. Select the geography or analysis area you would like to include in your report.

    A green folder indicates the analysis area has been selected.

2. Select the level of detail for the analysis area included in the report. The options are:

LEVELS OF DETAIL	
LEVEL OF DETAIL	**DEFINITION**
As Selected	Creates individual columns for each analysis area in the selected order.
Aggregate	Creates columns only for the aggregate total(s) for the analysis areas you selected.
Component	Creates individual columns for all the analysis area components you selected (State, County, ZIP Code, etc).
Aggregate & Component	Shows a separate column for the aggregate analysis area followed by columns for each of its components.

Select Report Sections

1. Select the ON/OFF buttons to determine which report sections to include in your Pop-Facts Demographics report.

REPORT SECTIONS	
REPORT SECTION	DEMOGRAPHICS INCLUDED
Pop-Facts Demographic Snapshot	Shows estimated population counts and averages for race, ancestry, language, sex, age, marital status, education, household type, transportation, employment, & housing.
Pop-Facts Census Demographic Overview	Shows population counts and averages for race, ancestry, language, sex, age, marital status, education, household type, transportation, employment, and housing.
Pop-Facts Population Quick Facts	Shows specific information for population.
Pop-Facts Household Quick Facts	Shows specific information for household.
Pop-Facts Demographic Quick Facts	Shows specific information for demographics.
Pop-Facts Summary	Shows household totals for the two most recent census counts, the estimated current-year counts, and the projected. five-year counts. Growth rate percentages are calculated for the timespans between each count.

Add Additional Options

1. Select whether not to include a chart or map in your report output.

Include Chart	ON
Include Map	OFF

2. (Optional) If you select to include a map, you'll be prompted to make additional selections:

   a. Select a color scheme for your map.

   b. Specify if you want to include labels.

Select a color scheme	Claritas Standard Theme ∨
Include Labels	ON

(Optional) Map Options

If you selected to include a map in your report, you'll be prompted to make the following selections:

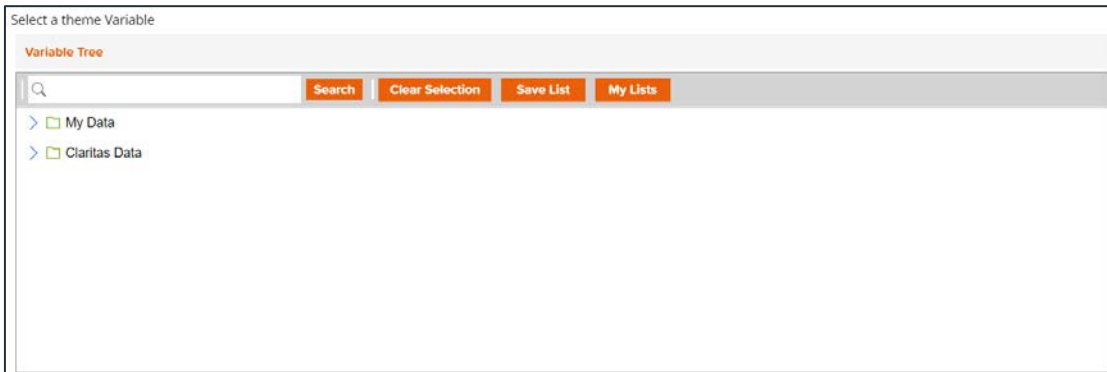| SORT/SUBTOTAL PROMPTS	
SORT/SUBTOTAL PROMPT	**ADDITIONAL INFORMATION**
Subtotal method	Sets the method used for grouping the records into subtotals. The selected subtotal method will affect which of the remaining subtotal options will appear.
Theme variable	This is the variable that your map will be themed on.
Sort measure	This is the measure tied to the theme variable that will be used for the basis of sorting.
Sort direction	The options are ascending and descending.
Number of Ranges	Sets the number of subtotal groups included in your report.

1. Select a subtotal method for the map. The options are:

   NOTE: If you want a themed map included in your report output, you must select a sub-total method.

SUBTOTAL METHODS	
SUBTOTAL METHOD	**ADDITIONAL INFORMATION**
None	No method is applied.
Equal Ranges	Groups areas (rows) based on the values of a specific variable – Each subtotal group will have an equal minimum/maximum range for the specified variable.
Equal Records	Uses basic division to group the number of areas (rows) equally – Each subtotal group will have an equal number of areas.
n-tile	This method distributes the total number of households in an area into equal groups that are approximately equal, such as fourths or fifths.

2. If you selected a subtotal method other than None, you'll be prompted to make additional selections:

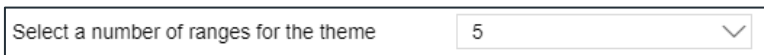   a. Select a theme variable for your map.

   b. Select a sort measure for the theme. The options are Base Count, Base % Comp, Count, % Comp, % Pen, and Index.

   c. Specify a sort direction.

   d. Select the number of ranges.

3. Select the Report Generation method. The options are:

REPORT GENERATION METHODS	
GENERATION METHOD	**DEFINITION**
Single	Generates one report for a group of analysis areas or geographies
One Report per Area	Generates an individual report for each selected analysis area or geography
Single	Generates one report for a group of analysis areas or geographies
One Report per Area	Generates an individual report for each selected analysis area or geography

Select Output Type and Delivery Options

1. Select an output type and email delivery option.

2. Enter a report name. Click Submit.

REVIEW REPORT OUTPUT

1. While the report generates, you are given the option to navigate away from the current page.

2. After the report generates, click Report Output to view your report.