



GeoLytics®

Online Demographic Database

User Guide

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Introduction

This guide is intended to give an orientation and explanation for using the program and selecting variables. There is a complete description of all variables and the methodologies on our website at www.GeoLytics.com.

Online Demographic databases are accessed via *INTERNET EXPLORER* only.

**** QUICK OVERVEIW OF STEPS FOR CREATING A REPORT ****

Steps to Create a Report and Export Data

1. Name the file that you want to create (called a request) by clicking on "Request" from the left hand column on the product home page. You will begin with a blank request. To name your new request, simply type the name in the white box under Request Name. Then click on Done and your new name will show up under Request on the left-hand column. If you do not name your request, the default name of "noname" will be used.
2. Define your Area. You can select the entire Nation, or any specific number of States, Counties, Tracts, Block Groups, Zip Codes, and many more geographies depending on the specific online data set that you are using. You can also select a Radius report by entering a longitude/latitude. To select your area, click on "Area" from the left hand side column and a row of icons will appear across the top. Select the icon for the area that you want and a list will appear below; choose your specific area from the list. Your area is the largest region you wish to study. Therefore, if you want to look at all the tracts in a state, your area is the state. Tracts would be your subarea, or how the data is broken out. You can select up to 255 areas per report. If you need more than 255, consider choosing a larger area. After you choose your area, click on Done.
3. Define a SubArea. The subarea is how you want your data broken-out. Click on "Subarea" from the left hand columns and a list of subareas will appear, select your subarea. If you want to compare all the counties in a state, the counties are your subarea. Each subarea is represented as a row in your spreadsheet. There is no limitation on the number of subareas a report has, so you can get all the counties in the US if you choose nation as your area and counties as your subarea. After you choose your subarea, click on Done.
4. Define the Counts (variables) to be included in your report. Click on "Counts" from the left hand column and a row of icons for count groups will appear. Select from any of the count groups across the top of the window and a list of variables for that group will be displayed. Simply click on the counts that you want for your report. To add counts from another group,

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click on the new group and its variables will appear, then select the counts that you want from that group. When you are finished selecting counts, click on Done. The total number of counts cannot exceed 255 per request.

- Run your report by clicking on "Run" in the left hand column. If you would like to view your data or map it before downloading, choose to run either a Data Report or a Map Report. Click on Data Report to view the data in a spreadsheet before you download it as either a DBF or CSV format. Use the Map Report to view and create maps for use in outside applications. Map boundaries can then be downloaded in ArcGIS Shapefile or MapInfo MID/MIF format as a compressed Zip archive. If you are running a particularly large report, you may wish to simply download the data directly onto your hard drive without viewing it online. This will increase the speed of downloading large datasets and map boundaries.

Creating & Naming a Request

In order to create a report, spreadsheet, or map, you need to first create a request. The request defines the contents of the report that you wish to create and gives a name to your report or map. Click on "Request" on the left hand column.

To name your new request, simply type the name in the white box under "Request Name". Then click on Done and your new name will show up under Request on the left-hand column. See the illustration below. If you do not name your request, the default name of "noname" will be used.

The screenshot shows the 'CensusCD 2000 Long Form' interface. On the left is a navigation menu with options: Home, office, Request, Noname, Area, None, SubArea, None, Counts, None, Run, None, and Comment. The main area is titled 'Request Options' and contains icons for New, Search, Delete, Done, and Help. Below this is a 'Request Name' input field. The 'Requests' section contains a table with two columns: 'Requests' and 'Contents'.

Requests			Contents	
new orleans in...	Input	6/20/2006 11:36:54 AM	Request Name	new orleans income
Noname	Input	8/4/2006 11:40:55 AM	Report Name	new orleans income
			Report Lines	0
			Report Fields	1
			Report Size	0
			Area Type	COUNTY
			SubArea Type	TRACT
			States	undefined
			Areas	22071.
			Counts	P087002 N.

An initial request is always blank. To add the parameters of your file content, you will next move on to Area, Subarea, and Counts, and then you will be able to run your report.

To rename or write over a previous request, select an entry in the request list and click on Done. Change the name in the input box (if you want to create a new request rather than modify the existing one) and click Done.

If you have been working on a request and wish to start over with a new blank request, simply click on New.

To search for a request, click on Search and type in a word or word fragment. This function is case sensitive.

To delete a request, click on the request name and highlight it in blue. Then click on Delete and the interface program will remove the request from the database.

Selecting an Area

To select the area for your report, spreadsheet, or map, click on “Area” from the left hand column. The area selection provides a list of areas to be covered by your report. Select an area by clicking an area icon across the top. Area selections vary according to the demographic data product that you are using, so not all data sets have the same area selections.

The area is the largest region you wish to study. Therefore, if you want to look at all the tracts in a state, your area is the state. Tracts would be your subarea, or how the data is broken out. You can select up to 255 areas per report. If you need more than 255, consider choosing a larger area.

To select the nation as your area, click on Nation and then hit Done. Nation will be written under Area in the left hand column.

To select one or more States, click on States from the list across the top. You will see a list of states. Click the state you want and the state code will show up listed under the second window under “Selected”. Click Done when you are finish selecting your state(s).

To select more than one entry in a table, press the Ctrl key, hold it, and click on your areas and then release the Ctrl key. To select a range of entries, select the first one, then press the Shift key, hold it, and select the last entry in your range. Release the Shift key and all the entries between your two entries will be highlighted.

To select a County as your area, click on the Counties icon across the top of the page. A list of states will be displayed. Choose the state your county is in, then a list of counties will be displayed. Select the county(ies) that you want in your report. The list of selected areas will display with the county code(s) that you have selected. See Below.

States	51	Counties	8	Selected	2
AL	Alabama	09001	CT, Fairfield County	09007	CT
AK	Alaska	09003	CT, Hartford County	09009	CT
AZ	Arizona	09005	CT, Litchfield County		
AR	Arkansas	09007	CT, Middlesex County		
CA	California	09009	CT, New Haven County		
CO	Colorado	09011	CT, New London County		
CT	Connecticut	09013	CT, Tolland County		
DE	Delaware	09015	CT, Windham County		
DC	District of Columbia				
FL	Florida				
GA	Georgia				
HI	Hawaii				
ID	Idaho				
IL	Illinois				
IN	Indiana				
IA	Iowa				
KS	Kansas				
KY	Kentucky				

For Tracts and Block Groups, a further selection is required. After you choose the state, you are given a further choice of county. Choose the county for your tract or block group. The list of tracts or BG codes for the county will be displayed. Select one or more entries. The list of selected areas will be displayed under Selected. Click on Done when you are finished selecting your tracts or block groups.

NOTE: if you want all the tracts or block groups in a county or a state, your area should be the county or state. Your Subarea would be tract or block group.

For Zip Code areas, a list of states will be displayed. Click on the state your zip code(s) is in and then select the zip code(s) that you want. The list of selected areas will be displayed with the new zip code added.

To run a Radius report, click on Radius from the icons across the top of the page. Enter a longitude and latitude, and then enter the number of miles around the longitude and latitude that you want your radius to be. Click Done.

To remove one or more areas from the Selected box, select the items and click the Clear icon at the top of the page. If no areas have been selected, then clicking on Clear will remove all entries from the Selected box and reset the area control.

Click Done when you are finish selecting your area. The type of area you have chosen will appear under the heading Area in the left hand column.

Selecting the Subarea

The subarea is how you want your data broken-out. If you want to compare all the counties in a state, the counties are your subarea. Each subarea is represented as a row in your spreadsheet.

There is no limitation on the number of subareas a report has, so you can get all the counties in the U.S. if you choose nation as your area and counties as your subarea.

To select your Subarea, click on Subarea from the left hand column. A list of subareas will be displayed based on your Area. If the Subarea that you want is not listed, you may need to choose a larger area. For example, you cannot choose to have a county broken out by zip code, because zip codes cross county boundaries. Thus you will need to choose the State as your area and then have the state broken out by zip code. Alternatively, you can choose Zip Codes as your area and hand select the zip codes that you want. Your subarea would then be zip code.

After you select a subarea, click Done. The subarea you selected will be listed under Subarea in the left hand column. Subarea selections vary according to the data set you are using.

Selecting Counts & Variables

After choosing your area and subarea, you are ready to select your counts (variables). Select from any of the count groups from the list across the top of the page. After choosing a group, a list of variables for that group will be displayed. Simply click on the counts that you want for your report. The counts that are available in each data set vary from census to census and among demographic data products.

To add counts from another group, click on the new group and its variables will appear, and then select the counts that you want from that group. When you are finished selecting counts, click on Done. The total number of counts cannot exceed 255 per report.

To choose more than one count in a table, press the Ctrl key, hold it, click on a count, and then release the Ctrl key. To select a range of counts, select the first one, then press the Shift key, hold it, select the last count, and then release the Shift key. All of the counts between the two selected counts will be highlighted and will appear in the Selected box

To remove one or more counts from the Selected box, select them and then click the Clear icon. If no counts have been selected, then clicking on Clear will remove all entries in the Selected box and reset the counts screen.

Click on Done when you are finished selecting counts.

Running Reports & Downloading Data

After you have selected your area, subarea, and counts, you are ready to run a report or to download the data directly to your PC. If you would like to view your data before downloading, or to make a map, choose to run either a Data Report or a Map Report.

To download a DBF file, a CSV file, or Map Boundaries, simply Click on the corresponding icon from across the top of the page. A task list will pop open with the status of your download. When it is finished being compiled, click on the File Name and you will be prompted to download the file onto your P.C. Map boundaries are compressed into a ZIP archive due to their large size. You will have to download and then unzip the contents onto your hard drive.

A Data Report is a spreadsheet. Each row corresponds to a Subarea and each column corresponds to a count. Data reports can be viewed online and downloaded to your computer as DBF files or CSV files. With the Data Report you will be able to view the data in a spreadsheet before you download it as either a DBF or CSV format. Click on the Data Report from the icons across the top of the page and your spreadsheet will open. You then have the choice to download your spreadsheet as a DBF or a CSV file.

Map Reports provide thematic maps for selected data columns. Click on Map Report from the icons along the top of the page to run your map. Maps can be viewed online, scaled, and navigated. You can make a bitmap of your online image for use in outside applications such as reports, spreadsheets, or presentations. The map boundaries can also be downloaded in ArcView Shapefile and MapInfo MID/MIF format as a compressed Zip archive.

NOTE: If you are running a particularly large report, you may wish to simply download the data directly onto your hard drive without viewing it online. This will increase the speed of downloading large datasets and map boundaries.

Using the Map Viewer

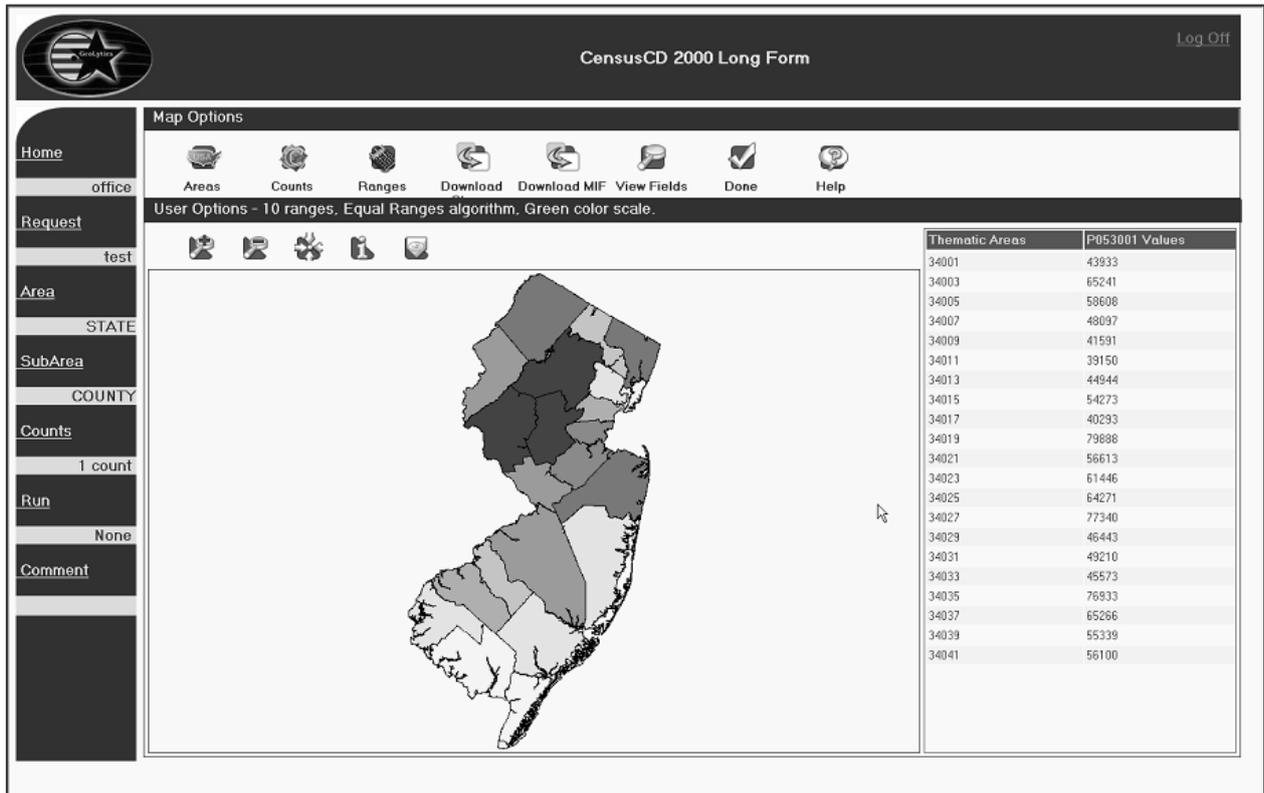
Click on Areas to view the list of areas that are mapped. If you click on one of the areas listed, this will display the attribute data for the selected area in the right hand box.

Click on Counts to view the list of variable counts. Click on the count you want to map and then click on Done. If you want to map a different count, click on the Counts icon again and select a different count. The map will change to the new count selected.

Use the Ranges tool to define the thematic mapping for the number of ranges, the thematic algorithm, and the color scheme. After you click on the Ranges icon, you can choose from the list under Thematic Modes on the right hand side. Click on the “View Ranges” entry at the bottom of the Ranges list to view the map legend.

Two range algorithms are available. The equal ranges algorithm has the counts per category divided into equal range value. The equal counts algorithm has the categories divided into with each containing an equal number of areas.

The example below is a thematic map of median household income in 2000 for counties in New Jersey. Under the column Thematic Areas on the right hand side is the county FIPS code and displayed in the column to the right of that is the variable code. In this case, it is 2000 Long Form Variable P053001 – Median Household Income.



Use the Navigation bar and its buttons to zoom and center the map.

- The  button zooms in at the click position.
- The  button zooms out at the click position.
- The  button centers the map at the click position.
- The  button prints area data at the click position.
- The  (Home) button cancels all zooming.

Hover your cursor over the map, you will see four icons appear.



If you click on the first icon of a disk, it allows the user to save the current map being viewed as a bit map.

Click on the second icon of the printer, and you can print the map currently displayed on your viewer.

The third icon of an envelope lets you email the currently displayed map.

The final icon of a folder opens your “My Pictures” folder on your PC.

Downloading Data and Map Boundaries

If you want to download the data and boundaries for mapping in an outside application, click on the Download icon at the top of the page. You have the choice of ArcGIS shapefiles or MapInfo MID/MIF. A task list will pop open with the status of your download. When it is finished being compiled, click on the File Name and you will be prompted to download the file onto your PC. The data will be compressed to a ZIP archive.

Contacting GeoLytics

To contact GeoLytics about technical support and sales regarding the online database:

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