

# Arapahoe Libraries Demographics Now Guide

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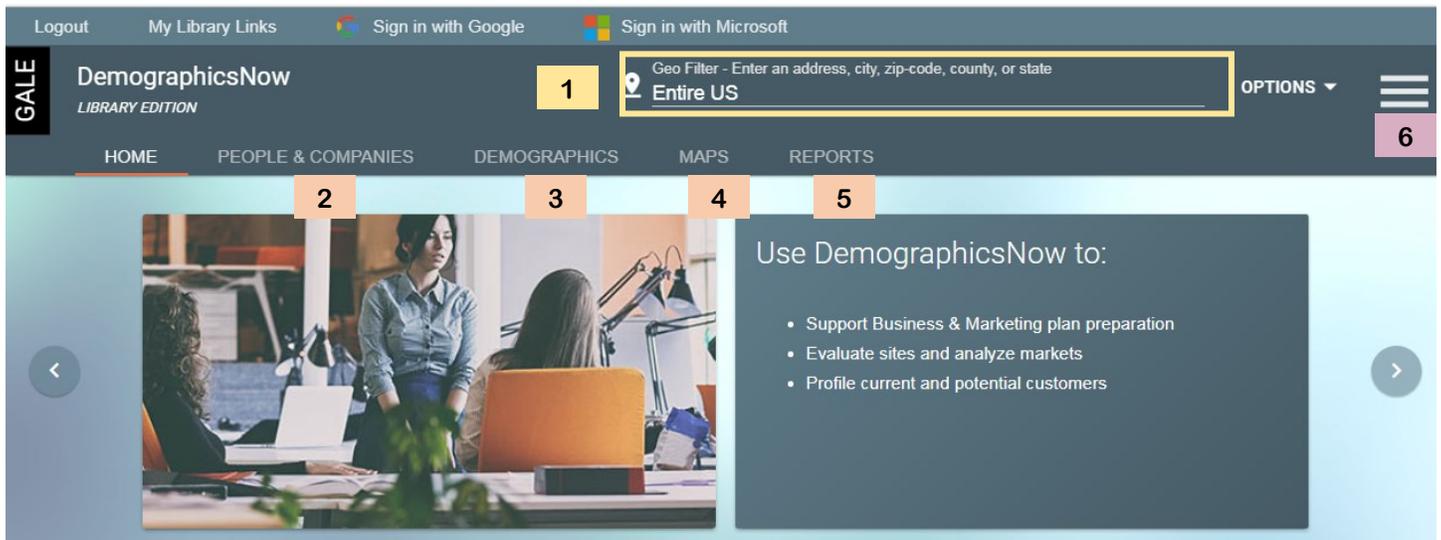
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# Arapahoe Libraries Demographics Now Guide

## Getting Started with a Single Geographic Area



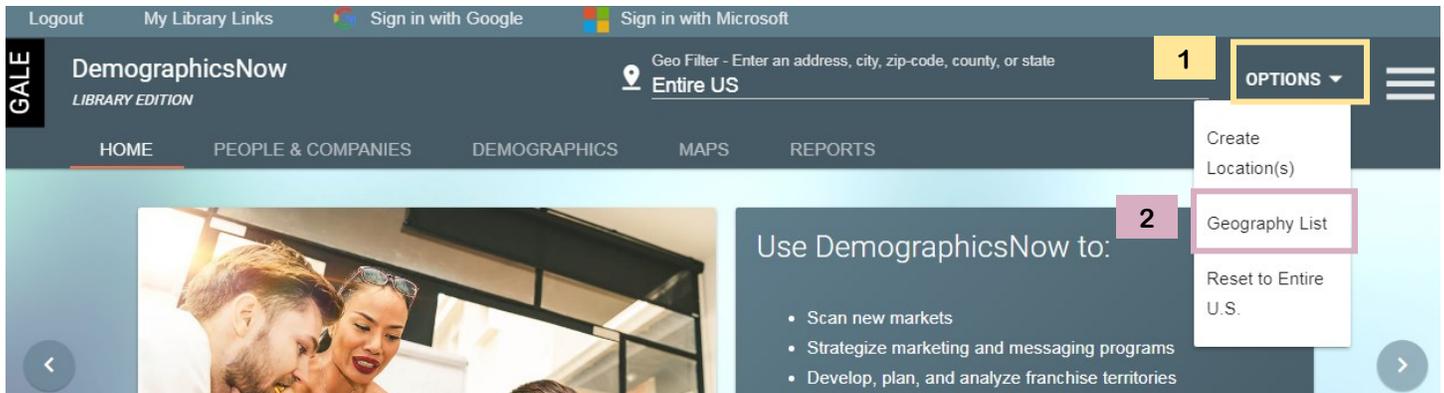
The Geo Filter (aka geography) defaults to the Entire US. To run reports for a single geographic area, click on “Entire US” and enter an address, city, zip-code, county or state.

Next, select a menu option. Your choices are:

- 2 **People & Companies** - Generate lists of people, businesses, or physicians/dentists.
- 3 **Demographics** - Generate demographic, consumer expenditure, and psychographic (lifestyle related) reports.
- 4 **Maps** - Generate heat maps or draw custom geographies.
- 5 **Reports** - Generate advanced reports, such as market risk assessments or customer analysis.
- 6 **Help & Supporting Documents** - To access this information, click the menu button (3 horizontal lines), then click Help. See [page 20](#) for step-by-step instructions.

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## Selecting Additional Geographies (1 of 2)



To run reports for multiple geographies or to select other types of geographies (such as census block groups or school districts):

- 1 Select the Options dropdown
- 2 Then, choose Geography List. The dialogue box shown below will appear.
- 3 For cities, click Places. Then, click the name of the state. From there, you'll see an alphabetical list of cities in that state.

Top >

- Block Groups >
- CCDs/MCDs by County >
- Census Tracts >
- Congressional Districts (114th) >
- Counties >
- DMA >
- DMA by State >
- Entire US >
- Metro CBSAs >
- Metro CBSAs by State >
- Micro CBSAs >
- Micro CBSAs by State >
- Other Name Places >
- Places **3** >
- School Districts - Elementary >

CANCEL

DONE

Continues on next page

# Arapahoe Libraries Demographics Now Guide

## Selecting Additional Geographies (2 of 2)

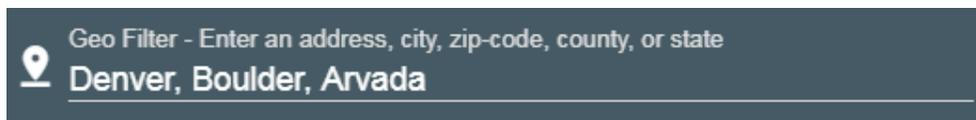
Top > Places > Colorado

The screenshot shows a scrollable list of geographies on the left, with 'Boulder' highlighted and a yellow callout '1' next to it. To the right, two buttons labeled 'Denver' and 'Boulder' are shown, each with an 'X' icon. A blue callout '2' is under the 'Boulder' button, and a purple callout '3' is over the 'X' on the 'Boulder' button. On the far right, there are 'CANCEL' and 'DONE' buttons, with an orange callout '4' over the 'DONE' button.

- 1 Click the name of each city you'd like to include in the report.
- 2 After they're selected, they will appear on the right.
- 3 To remove a city, click the circle with the X in it.
- 4 To finish choosing geographies, click Done.

**Pro Tip** - To find an item quickly in any list on Demographics Now (or any other website), press and hold the Ctrl Key + F. This will bring up a Find dialogue box. Type in the word(s) you want to find. The menu will adjust to show those words highlighted!

Verify the Geo Filter reflects the geographies you selected:

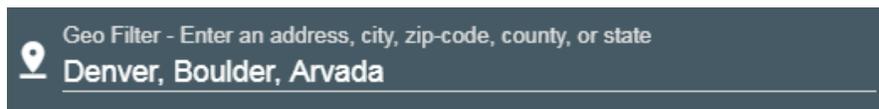


Select one of the menu options to begin generating lists, reports, or maps for these geographies.

# Arapahoe Libraries Demographics Now Guide

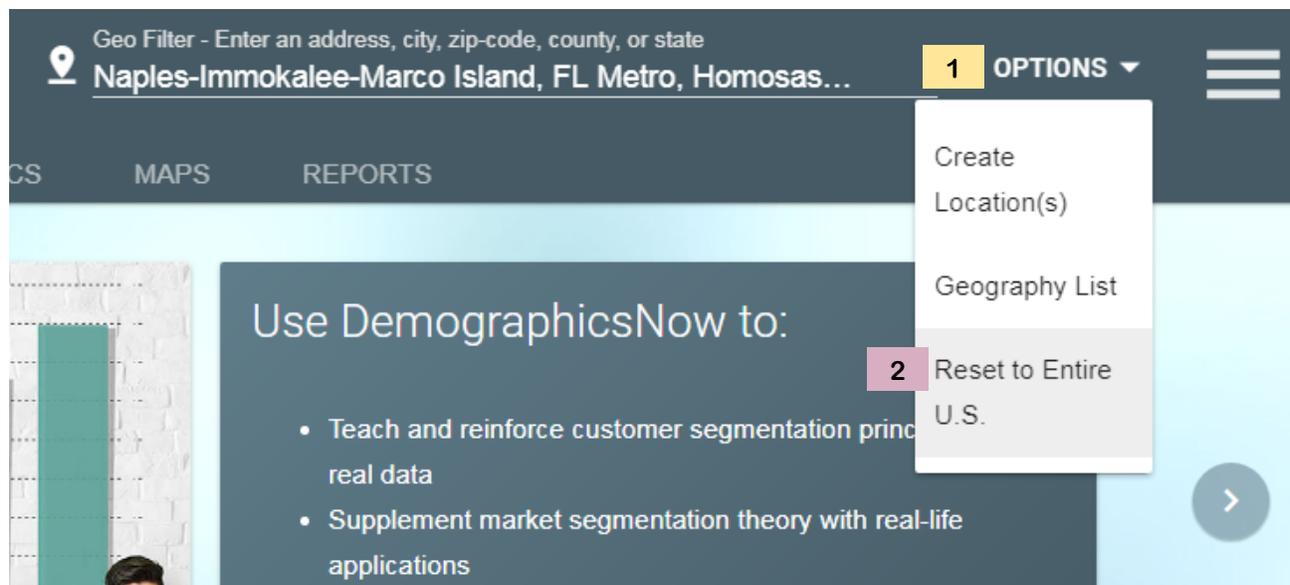
## Geography Tips

Each time you select a new geographic location, it is added to the search box:



To clear your current geography selections:

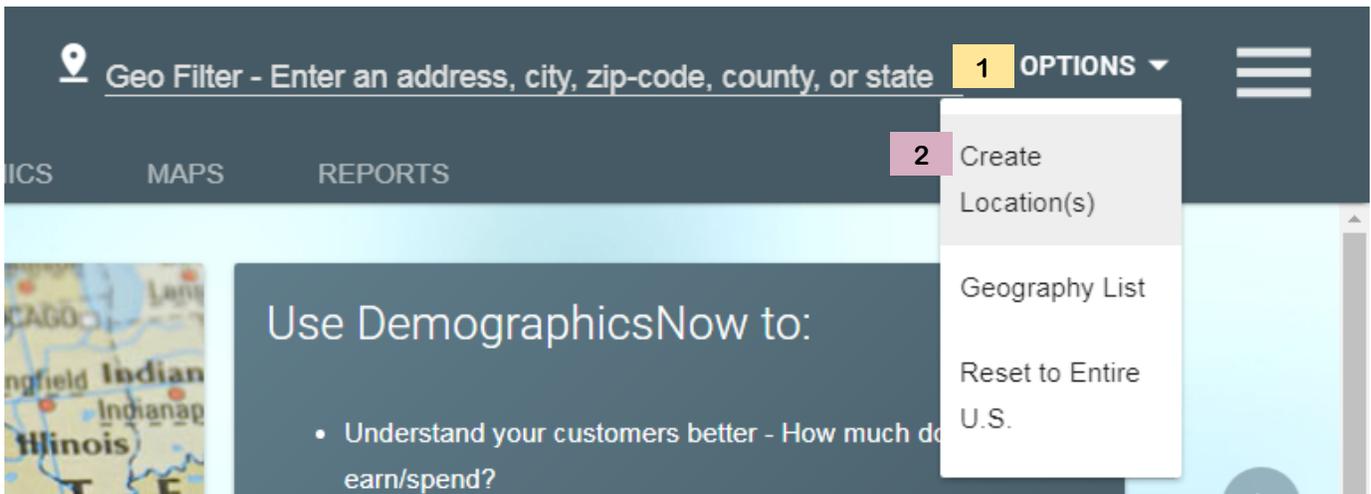
- 1 Click on OPTIONS
- 2 Then, select reset to Entire U.S.



# Arapahoe Libraries Demographics Now Guide

## Creating Custom Geographies (1 of 3)

This is a great option if you want to search for a radius around one or multiple addresses/locations.



To create a custom geography

1 Click on OPTIONS

2 Then, select Create Location(s)

A new window will pop-up, select Address, Coordinates or Click on a Map.

A screenshot of a dialog box titled "Create Custom Locations" with a close button (X) in the top right corner. The dialog box has a section titled "Location Format" with a dropdown menu labeled "Please Select...". The dropdown menu is open, showing three options: "Enter an Address", "Enter Coordinates", and "Click on a Map". The "Click on a Map" option is highlighted with a red box. Below the dropdown menu, there are input fields for "Latitude" and "Longitude", and a "Actions" dropdown menu. At the bottom of the dialog box, there is a "Miles" label with a caret symbol and two buttons: "CANCEL" and "OK".

# Arapahoe Libraries Demographics Now Guide

## Creating Custom Geographies (2 of 3)

After selecting a Location Format, enter the address, coordinates, or use the map to select.

1 Click ADD POINT

Repeat for all geographies

### Create Custom Locations

#### Location Format

Please Select...

Enter an Address

1 Address  
10 W 14th Ave Parkway 80302

ADD POINT

The selected geographies will be listed as shown in the purple box below.

2 In the Ranges box, specify the number of miles you'd like for the radius/range

3 Then, Click OK.

#### Selected Points

Name	Latitude	Longitude	Actions
10 W 14TH AVE, DENVER, CO, 80204	39.738326150729	-104.987519714286	REMOVE
2401 WELTON ST, DENVER, CO, 80205	39.7523230340384	-104.981484861119	REMOVE

2 Ranges:  
2 Miles

3

CANCEL

OK

# Arapahoe Libraries Demographics Now Guide

## Creating Custom Geographies (3 of 3)

When you return to the home screen of Demographics Now, the Geo Filter will now include fields to change the Ranges and Units.

Geo Filter - Enter an address, city, zip-code, county, or state  
 10 W 14TH AVE, DENVER, CO, 80204 2401 WELTO...  
 Ranges:   MI  KM  Minutes

In this example, I've select 2 ranges: 2 miles and 3 miles. Using a Comparison Report, I can see the demographics for both of these ranges for multiple addresses (see example below).

Select a Report Type ?

Report Type: Comparison    
 Report Name: Age By Sex Comparison Report

**RUN REPORT**

**DOWNLOAD**

Age by Sex Comparison				
Date: October 17, 2017				
	3 Miles: 10 W 14TH AVE, DENVER, CO, 80204	3 Miles: 2401 WELTON ST, DENVER, CO, 80205	2 Miles: 10 W 14TH AVE, DENVER, CO, 80204	2 Miles: 2401 WELTON ST, DENVER, CO, 80205
2017A Population by Age:				
Total Population	225,477	210,323	116,837	115,638
Age 0 - 4	5.3%	5.3%	3.7%	3.9%
Age 5 - 9	4.2%	4.2%	2.7%	3.0%
Age 10 - 14	3.4%	3.4%	2.0%	2.3%
Age 15 - 19	3.5%	3.5%	2.7%	3.3%
Age 20 - 24	7.2%	7.3%	8.5%	8.8%

# Arapahoe Libraries Demographics Now Guide

## Generating Demographic Reports (1 of 2)

Below are the basic steps for generating a report in Demographics Now. The following pages will address the different options, including Report Type and Advanced Reports.

The screenshot shows the 'Demographics Now' interface. At the top, there is a 'Geo Filter' with a location pin icon and the text 'Enter an address, city, zip-code, county, or state'. Below this, the location 'Denver, Boulder, Arvada' is displayed. The main navigation bar includes 'PEOPLE & COMPANIES', 'DEMOGRAPHICS' (which is highlighted), 'MAPS', and 'REPORTS'. Below the navigation bar, there are two tabs: 'BASIC' and 'ADVANCED'. The 'BASIC' tab is selected. The main content area is titled 'Select a Report Type' and contains a table with two columns: 'Report Type' and 'Report Name'. The 'Report Type' column has a dropdown menu currently set to 'Comparison'. The 'Report Name' column lists several report options: 'Age By Sex Comparison Report', 'Age By Sex Comparison Report', 'Basic Demographic Comparison Chart', 'Business Comparison', 'Complete Demographic Comparison Report', and 'Consumer Expenditure Apparel Detail Comparison'. A 'RUN REPORT' button is located below the 'Report Type' column. Three numbered callouts are present: 1. A yellow box with the number '1' points to the dropdown arrow in the 'Report Name' column, with the text 'Click the carrot to view the dropdown list of reports. Scroll down to view all the reports.' 2. A purple box with the number '2' points to the 'Consumer Expenditure Apparel Detail Comparison' report name, with the text 'Click on a report to select it.' 3. An orange box with the number '3' points to the 'RUN REPORT' button, with the text 'Click here to run the report. Then, scroll down to view it.'

The Demographic section has more options than its name suggests. In addition to demographics, you can run reports for:

Simmons Lifestyle Surveys

Consumer Expenditure by Category

Market Segmentation (Mosaic)

Business Comparison

To learn more about these reports and the data sources, go to the Help page in Demographics Now. See [page 20](#) for step-by-step instructions.

# Arapahoe Libraries Demographics Now Guide

## Generating Demographic Reports (2 of 2)

After running the report, you can view it in the screen or download it.

**Select a Report Type** ?

---

Report Type: Comparison Report Name: Age By Sex Comparison Report

**RUN REPORT**

---

**DOWNLOAD** 1 Select this button to download the report shown. This will bring up a dialogue box (see below).

<b>Age by Sex Comparison</b>			
Date: October 15, 2017			
	Arvada	Boulder	Denver
<b>2017A Population by Age:</b>			
Total Population	114,511	106,292	699,881
Age 0 - 4	5.4%	3.8%	6.7%
Age 5 - 9	5.9%	3.7%	6.0%

## Download Report

- PDF
- DOCX
- HTML
- XLSX
- Save To Google Drive™
- Save To Microsoft OneDrive™

Choose the file type to save the document to the computer (or device) you're currently using. If you have a Google or Microsoft account, you can log in and save directly to those sites.

CANCEL

**DOWNLOAD**

# Arapahoe Libraries Demographics Now Guide

## Report Types: Comparison, Summary, or Rank (1 of 2)

Before running a report, you can select the Report Type. Here's what they mean and samples:

**Comparison:** A comparison report displays multiple geographies as columns, so you can easily see how geographies compare to one another. You may include up to 16 geographies on a single report.

	Arvada	Boulder	Denver
<b>2017A Population by Age:</b>			
Total Population	114,511	106,292	699,881
Age 0 - 4	5.4%	3.8%	6.7%
Age 5 - 9	5.9%	3.7%	6.0%
Age 10 - 14	6.3%	3.5%	5.3%
Age 15 - 19	5.9%	11.2%	4.7%

**Summary:** A summary report delivers demographic information on a single geographic area or on a group of geographic areas summarized into a single value.

Population Demographics											
	2000 Census		2010 Census		2017A Estimate		2022 Projection		Percent Change		
									2000 to 2010	2010 to 2017	2017 to 2022
Total Population	754,953		804,459		920,684		943,964		6.6%	14.4%	2.5%
<b>Gender:</b>											
Male	380,437	50.4%	402,215	50.0%	460,513	50.0%	472,860	50.1%	5.7%	14.5%	2.7%
Female	374,516	49.6%	402,244	50.0%	460,171	50.0%	471,105	49.9%	7.4%	14.4%	2.4%
Total Median Age	33.4		33.9		34.3		35.2				

Continues on next page

# Arapahoe Libraries Demographics Now Guide

## Report Types: Comparison, Summary, or Rank (2 of 2)

**Rank:** A rank report sorts geographies based on a single demographic variable from high to low.

Rank	Name	Age	Population	0-14	15-24	25-34	35-44	45-54	55-64	65-74	75 Plus
1	Arvada	40.8	114,511	17.6%	11.6%	13.5%	12.6%	14.2%	13.9%	9.8%	6.8%
	<b>Subtotal of Above Average</b>	<b>40.8</b>	<b>114,511</b>	<b>17.6%</b>	<b>11.6%</b>	<b>13.5%</b>	<b>12.6%</b>	<b>14.2%</b>	<b>13.9%</b>	<b>9.8%</b>	<b>6.8%</b>
2	Denver	34.3	699,881	18.0%	11.2%	22.3%	15.6%	11.6%	10.4%	6.5%	4.5%
	<b>Subtotal of Average</b>	<b>34.3</b>	<b>699,881</b>	<b>18.0%</b>	<b>11.2%</b>	<b>22.3%</b>	<b>15.6%</b>	<b>11.6%</b>	<b>10.4%</b>	<b>6.5%</b>	<b>4.5%</b>
3	Boulder	28.4	106,292	11.0%	32.1%	16.3%	10.7%	9.3%	9.6%	6.1%	4.8%
	<b>Subtotal of Below Average</b>	<b>28.4</b>	<b>106,292</b>	<b>11.0%</b>	<b>32.1%</b>	<b>16.3%</b>	<b>10.7%</b>	<b>9.3%</b>	<b>9.6%</b>	<b>6.1%</b>	<b>4.8%</b>
	Grand Total	34.3	920,684	17.1%	13.7%	20.5%	14.6%	11.6%	10.7%	6.8%	4.8%

There are reasons each of these reports may be valuable. In the experience of our librarians, the Comparison report is often the most useful and easiest to interpret. Below is a list of pros (+) and cons (-) for the 3 report types.

Comparison	Summary	Rank
<ul style="list-style-type: none"> <li>• +Visually simplified</li> <li>• +Prioritizes latest data</li> <li>• +Great for comparing geographies</li> </ul>	<ul style="list-style-type: none"> <li>• +Automatically groups geographies</li> <li>• +Compares current data to 2000 &amp; 2010 Census</li> <li>• -Visually overwhelming</li> </ul>	<ul style="list-style-type: none"> <li>• +Ranks geographies</li> <li>• +May help set priorities</li> <li>• -Not possible to customize</li> </ul>

# Arapahoe Libraries Demographics Now Guide

## Running Advanced Demographic Reports (1 of 4)

In addition to the standard reports, Demographics Now allows you to run reports for every variable available in their system. To do this:

1 Select DEMOGRAPHICS

2 Choose ADVANCED

3 Select a Report Type

4 Enter a title for the report

5 Scroll down to the list of options, such as Age by Race by Sex (note - This is also called a Report Type but is different from Step 3).

6 Click on a source, such as Business Summary to see the sub-headings and variables available.

The screenshot shows the 'DEMOGRAPHICS' section of the application. The navigation bar at the top has 'PEOPLE & COMPANIES', 'DEMOGRAPHICS' (highlighted with a yellow '1'), 'MAPS', and 'REPORTS'. Below the navigation bar, there are two tabs: 'BASIC' and 'ADVANCED' (highlighted with a pink '2'). The main content area is divided into two sections. The first section is titled 'Select a Report Type' and contains a dropdown menu for 'Report Type' with 'Comparison' selected (highlighted with a blue '3'). Below this is a text input field for 'Report Title' (highlighted with an orange '4'). The second section is also titled 'Select a Report Type' (highlighted with a blue '5') and contains a list of report types: 'Top >', 'Custom Variables >', 'Age by Race by Sex >', 'American Community Survey >', 'Basic Variables >' (highlighted with a grey '6'), 'Business Summary >', 'Consumer Expenditure >', 'Daytime Population >', and 'Geographic Identifiers >'. A blue callout box points to the 'Basic Variables' option, containing the text: 'Pro Tip: Basic Variables contains the most recent American Community Survey data for commonly needed items, such as age, income, and household type.'

Continues on next page

# Arapahoe Libraries Demographics Now Guide

## Running Advanced Demographic Reports (2 of 4)

- 1 Breadcrumbs - Click on these options to go back. Choose Top to go back to the beginning
- 2 Lines that end with an arrow lead to additional variable options. Click those to continue to drill down.
- 3 Use the scroll bar to view additional options.

**Select a Report Type**

1

Top > Basic Variables > Current Year Estimates A (2017)

Group Quarters (Pop)	>	2
Household Size	>	
Household Type Details and Race and Ethnicity (HH)	>	
Household Type and Age of Householder (HH)	>	
Household Types by Relationship	>	
Income	>	3
Language Spoken at Home (Pop 5 Plus)	>	
Language by Linguistic Isolation (HH)	>	
Marital Status (Pop 15 Plus)	>	
Poverty	>	
Presence of People Under 18 Years of Age by Household Type (HH)	>	
Race and Ethnicity	>	
School Enrollment (Pop 3+)	>	
Seasonal Population by Quarter	>	
Urban and Rural (Pop)	>	
Veteran Status (Civilian Pop 18+)	>	

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# Arapahoe Libraries Demographics Now Guide

## Running Advanced Demographic Reports (3 of 4)

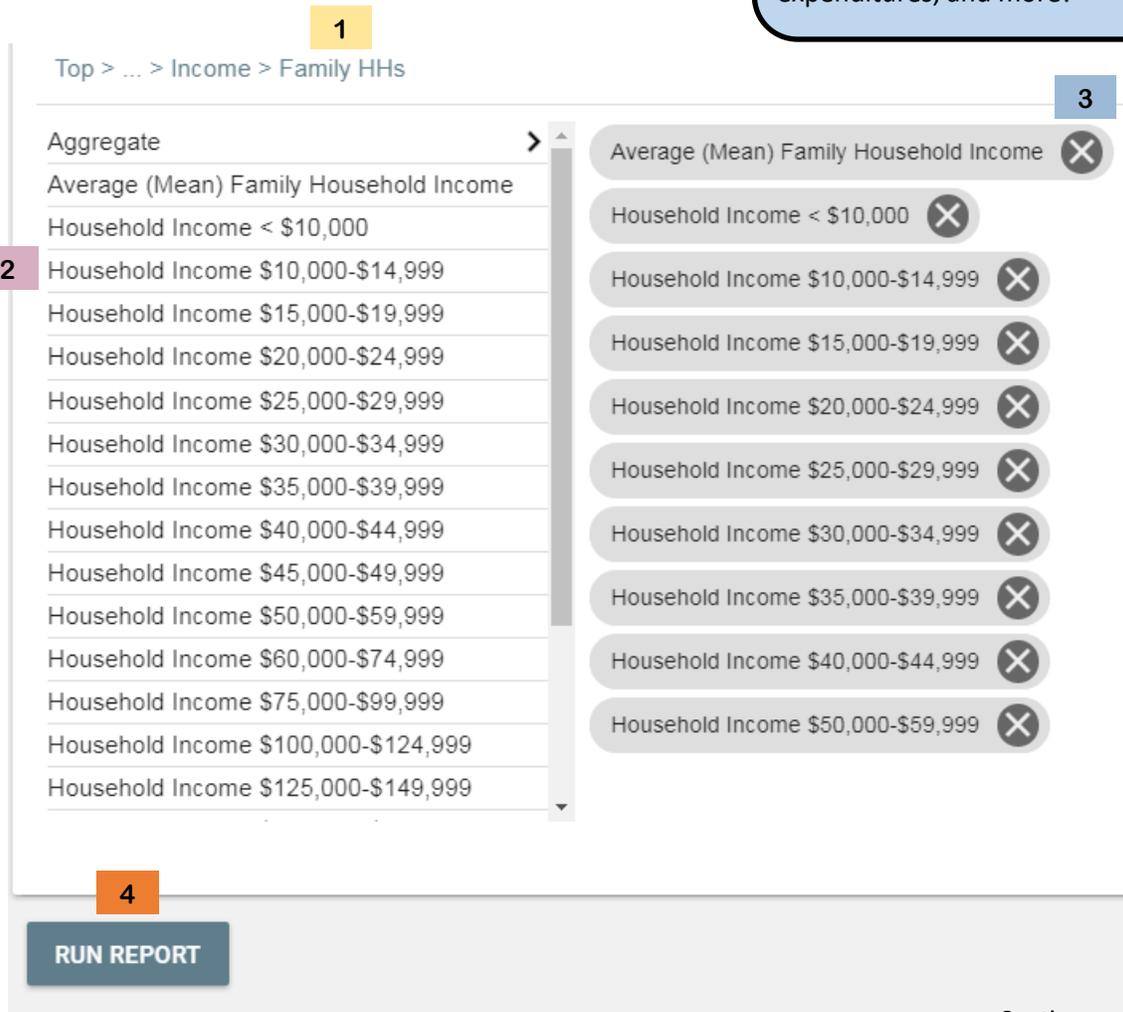
1 Breadcrumbs - Click on these options to go back. Choose Top to go back to the beginning

2 Click on a line to select the variable. Variables will appear on the right after they're selected.

3 Click on the  to remove a selected variable.

4 Click Run Report when you've selected all of your variables.

**Pro Tip** - Use the breadcrumbs to move back and forth between options & variables. A report could include variables for income, consumer expenditures, and more!



The screenshot shows the 'Income > Family HHs' section of the report builder. On the left, a list of income brackets is shown, with the 'Average (Mean) Family Household Income' option selected. On the right, a list of selected variables is shown, including 'Average (Mean) Family Household Income' and various income brackets. A 'RUN REPORT' button is visible at the bottom.

1 Top > ... > Income > Family HHs

2 Aggregate > Average (Mean) Family Household Income

3 Average (Mean) Family Household Income X

Household Income < \$10,000 X

Household Income \$10,000-\$14,999 X

Household Income \$15,000-\$19,999 X

Household Income \$20,000-\$24,999 X

Household Income \$25,000-\$29,999 X

Household Income \$30,000-\$34,999 X

Household Income \$35,000-\$39,999 X

Household Income \$40,000-\$44,999 X

Household Income \$45,000-\$49,999 X

Household Income \$50,000-\$59,999 X

Household Income \$60,000-\$74,999 X

Household Income \$75,000-\$99,999 X

Household Income \$100,000-\$124,999 X

Household Income \$125,000-\$149,999 X

4 RUN REPORT

Continues on next page

# Arapahoe Libraries Demographics Now Guide

## Running Advanced Demographic Reports (4 of 4)

After you click Run Report, the report will load below. To edit the report, scroll back up to the variable section.

To download a report, click the Download button. See [page 11](#) for instructions on downloading.

DOWNLOAD

### Language Spoken at Home - Denver



Geography: County - Denver

Denver

#### Basic Variables

Total Population	699,223
Total Households	305,381
Total Families	145,028
5 Year Projected Population Growth	2.66%

#### Basic Variables Income:Family HHs

Household Income < \$10,000	7,095
Household Income \$10,000-\$14,999	4,604
Household Income \$15,000-\$19,999	5,299
Household Income \$20,000-\$24,999	5,652
Household Income \$25,000-\$29,999	5,766
Household Income \$30,000-\$34,999	5,801
Household Income \$35,000-\$39,999	5,084
Household Income \$40,000-\$44,999	4,764
Household Income \$50,000-\$59,999	11,420
Average (Mean) Family Household Income	\$107,896.00

# Arapahoe Libraries Demographics Now Guide

## Market Segmentation: Mosaic USA

“Experian’s Mosaic® USA is a household-based consumer lifestyle segmentation system that classifies all U.S. households and neighborhoods into 71 unique types and 19 overarching groups, providing a 360-degree view of consumers’ choices, preferences and habits.” **Source:** [About Mosaic 2016](#)

Essentially, this data provides profiles of the different types of households in the USA. Businesses can use this data to gain insights into their target audiences marketing channels, lifestyles, and key traits. This type of data can help a business to refine their marketing techniques and even see if “their people” live in a geographic area. It’s a very powerful tool!

## Running a Mosaic Report (1 of 2)

Running a report for Mosaic USA data is the same process as running any other basic report. Follow the steps for running a basic report ([page 10](#)) and locate the reports that begin with “Mosaic.” After you run a report, many of them include notes about the data methodology at the bottom. Below is a very brief explanation of the data in each report.

The screenshot shows a web interface for selecting a report type. At the top, it says "Select a Report Type" with a red question mark icon. Below this, there are two dropdown menus: "Report Type" set to "Comparison" and "Report Name" set to "Age By Sex Comparison Report". A "RUN REPORT" button is visible on the left. A list of report names is shown, with "Mosaic Comparison Report" highlighted in a purple box. To the right of this list, a purple callout box provides descriptions for several report types: "Mosaic Comparison Report" (Classifies each individual by group & type), "Mosaic HH Cluster Comparison Report" (Classifies each household by group & type. HH = Household), "Mosaic Household Comparison Report" (Shows the dominant type for each block group within the geographic area.), and "Mosaic WP Pop Comparison Report" (Classifies individuals based on their work location's dominant group & type.). A blue callout box on the left contains a "Pro Tip" pointing to the "Mosaic HH Cluster Comparison Report" in the list.

**Pro Tip** - For small businesses the HH Cluster Comparison Report is often the best choice, as the data reflects the individual households.

Report Name	Description
Mosaic Comparison Report	Classifies each individual by group & type
Mosaic HH Cluster Comparison Report	Classifies each household by group & type. HH = Household
Mosaic Household Comparison Report	Shows the dominant type for each block group within the geographic area.
Mosaic WP Pop Comparison Report	Classifies individuals based on their work location's dominant group & type.

Continues on next page

# Arapahoe Libraries Demographics Now Guide

## Running a Mosaic Report (2 of 2)

Below is a sample of the Mosaic HH Cluster Comparison Report. For small businesses, we recommend this report as the data is based on the individual household's Mosaic type, rather than the dominant type for that area. Like other reports, it be downloaded in a variety of formats.

**1** Groups

**2** Types (aka Segments)

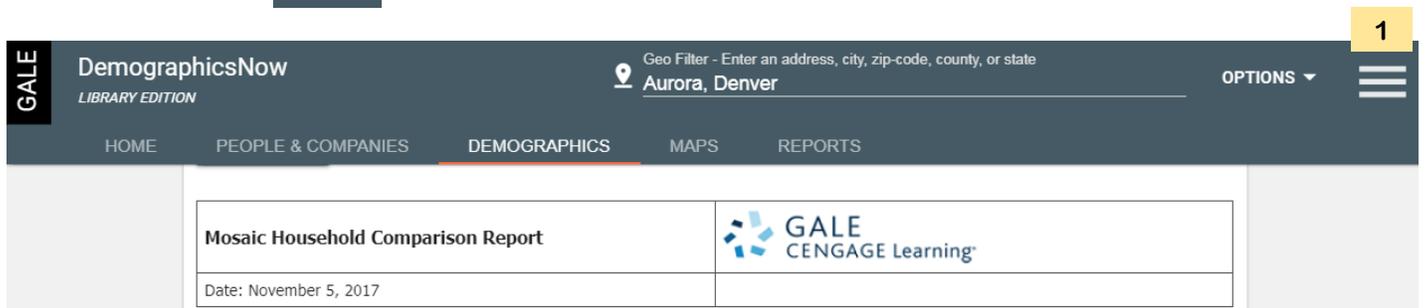
Mosaic Household-Based Cluster Comparison Report		GALE CENGAGE Learning	
Date: December 14, 2017		Denver	
		HH Count (2017A)	%
<b>A Power Elite</b>	<b>1</b>		
A01 American Royalty	}	5,536	1.81%
A02 Platinum Prosperity		3,121	1.02%
A03 Kids and Cabernet		2,090	0.68%
A04 Picture Perfect Families		1,039	0.34%
A05 Couples with Clout		6,547	2.14%
A06 Jet Set Urbanites		6,828	2.24%
<b>B Flourishing Families</b>	<b>1</b>		
B07 Generational Soup	}	924	0.30%
B08 Babies and Bliss		1,456	0.48%
B09 Family Fun-tastic		5,357	1.75%
B10 Cosmopolitan Achievers		146	0.05%
<b>C Booming with Confidence</b>	<b>1</b>		
C11 Aging of Aquarius	}	4,206	1.38%
C12 Golf Carts and Gourmets		1,340	0.44%
C13 Silver Sophisticates		13,519	4.43%
C14 Boomers and Boomerangs		641	0.21%
<b>D Suburban Style</b>	<b>1</b>		
D15 Sports Utility Families	}	50	0.02%
D16 Settled in Suburbia		1,811	0.59%
D17 Cul de Sac Diversity		2,054	0.67%
D18 Suburban Attainment		6,280	2.06%

# Arapahoe Libraries Demographics Now Guide

## Accessing the Help Screen to Learn About Mosaic Groups & Types

There are two ways to learn about the groups & types. To look up an individual group or type:

1 Click on the  menu button.



The screenshot shows the top navigation bar of the DemographicsNow website. The 'GALE' logo is on the left. The main title is 'DemographicsNow LIBRARY EDITION'. A search bar contains 'Aurora, Denver'. The 'OPTIONS' dropdown is on the right, and a yellow box labeled '1' highlights the menu icon (three horizontal lines) next to it. Below the navigation bar, the 'DEMOGRAPHICS' tab is selected. The main content area displays 'Mosaic Household Comparison Report' and the GALE CENGAGE Learning logo. The date 'November 5, 2017' is shown at the bottom left of the report area.

2 A Help button will appear (as shown below). Click on Help.



This screenshot is similar to the previous one, but the 'Help' button in the bottom right corner of the navigation bar is highlighted with a pink box labeled '2'. The 'X' icon next to the 'OPTIONS' dropdown is also visible.

3 Beginning in the lower left quadrant of the help section, there are 3- 4 page PDF guides for each Mosaic Group and Type.

Click on the Group or Type and a PDF  
4 will open in a separate browser window.  
The files can also be saved.

### Mosaic USA Details

[MOSAIC USA Grand Index](#)

[MOSAIC USA: About Mosaic](#)

[Mosaic USA Group A Power Elite](#)

[Mosaic USA Type A01 American Royalty](#)

[Mosaic USA Type A02 Platinum Prosperity](#)

[Mosaic USA Type A03 Kids and Cabernet](#)

[Mosaic USA Type A04 Picture Perfect Families](#)

[Mosaic USA Type A05 Couples with Clout](#)

[Mosaic USA Type A06 Jet Set Urbanites](#)

[Mosaic USA Group B Flourishing Families](#)

[Mosaic USA Type B07 Generational Soup](#)

[Mosaic USA Type B08 Babies and Bliss](#)

[Mosaic USA Type B09 Family Fun-tastic](#)

[Mosaic USA Type B10 Cosmopolitan Achievers](#)

# Arapahoe Libraries Demographics Now Guide

## Learning About Mosaic's Groups & Types (2 of 2)

For a comprehensive look at all the Groups & Types, there are three files. These are also both located in the Help section of Demographics Now, as well.

**1** **MOSAIC Handbook** - A high-level guide to Mosaic, how it can be used, the data sources, and methodology. It also includes a list of all the groups and types.

**2** **MOSAIC USA Grand Index** - A detailed index of the Mosaic groups and types, including:

- Primary Content - Short description of the family structure of each group & type.
- Key Features - Six buzz words or phrases for each group & type.
- Grand Index Indices - Index scores for demographic and psychographic variables for every group & type.
- Grand Index Mean - Average percentage for demographic and psychographic variables for every group & type.
- Rankings - Ranks key variables from low to high for each type.

**3** **MOSAIC USA About Mosaic** - An overview of Mosaic, including how it can be useful and the other types of products available. It also includes a list of all the groups and types.

### Data Methodology Documents

[Business Data Methodology Guide](#)  
[Suspected Out of Business Methodology Guide](#)  
[Household Data Methodology Guide](#)  
[Demographic Data Methodology Guide](#)  
[American Community Survey Guide](#)  
[Demographic Reports Guide](#)

**1** [MOSAIC Handbook](#)  
[Simmons Help Documentation](#)  
[Simmons Quintile Methodology Guide](#)  
[Simmons Index to Definitions](#)

### Drivetime Engine

### Custom Reports/Variables

[Custom Reports](#)  
[Custom Variables](#)

### Glossary of Terms

### Alteryx Privacy Statement

### Mosaic USA Details

**2** [MOSAIC USA Grand Index](#)  
**3** [MOSAIC USA: About Mosaic](#)

**Pro Tip:** For questions about how to use the Mosaic Grand Index, please schedule an Ask a Librarian appointment using Ask a Librarian. Appointments can be requested at this website: <https://arapahoelibraries.org/ask-a-librarian/>

# Arapahoe Libraries Demographics Now Guide

## Creating Heat Maps (1 of 3)

The maps tab can be used to visualize data for a single variable at a time, select custom geographies via drawing, and see traffic counts.

To visualize data (aka create a heat map):

- 1 Click MAPS
- 2 If you've inputted a geography previously, the map will zoom to that area and the geography will be outlined in blue. If you have not selected a geography, it will be for the entire United States.
- 3 Click the carrot next to Thematic Controls to open that panel.
- 4 On the Variable line click CHOOSE. A dropdown menu of variables will open eventually (this may take a few moments)

The screenshot displays the 'icsNow' interface. At the top, there is a search bar labeled 'Geo Filter - Enter an address, city, zip-code, county, or state' with a location pin icon and the text 'Entire US'. Below this is a navigation bar with tabs for 'PEOPLE & COMPANIES', 'DEMOGRAPHICS', 'MAPS', and 'REPORTS'. The 'MAPS' tab is selected and highlighted with a yellow background. A 'Thematic Controls' panel is open on the right side of the map, showing a toggle for 'Enabled', a 'Variable' dropdown set to 'CHOOSE', a 'Geography' dropdown set to 'AUTO-SELECT (STATES)', and a 'Color Scale' dropdown set to 'RED/YELLOW'. Below these are sections for 'Geometry Tools', 'Export', and 'Download Geography'. The map itself shows a geographical view of the United States with state boundaries and labels for various states and provinces.

Continues on next page

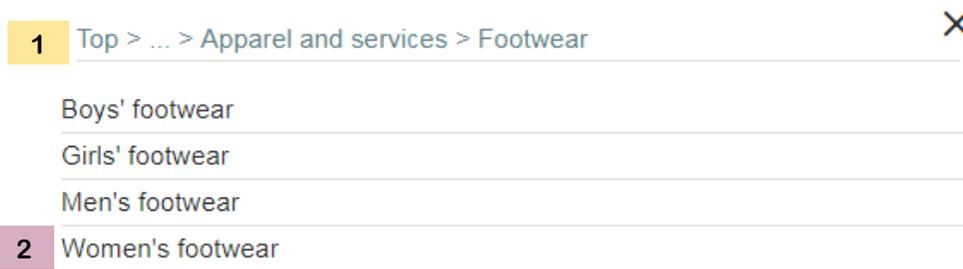
# Arapahoe Libraries Demographics Now Guide

## Creating Maps (2 of 3)

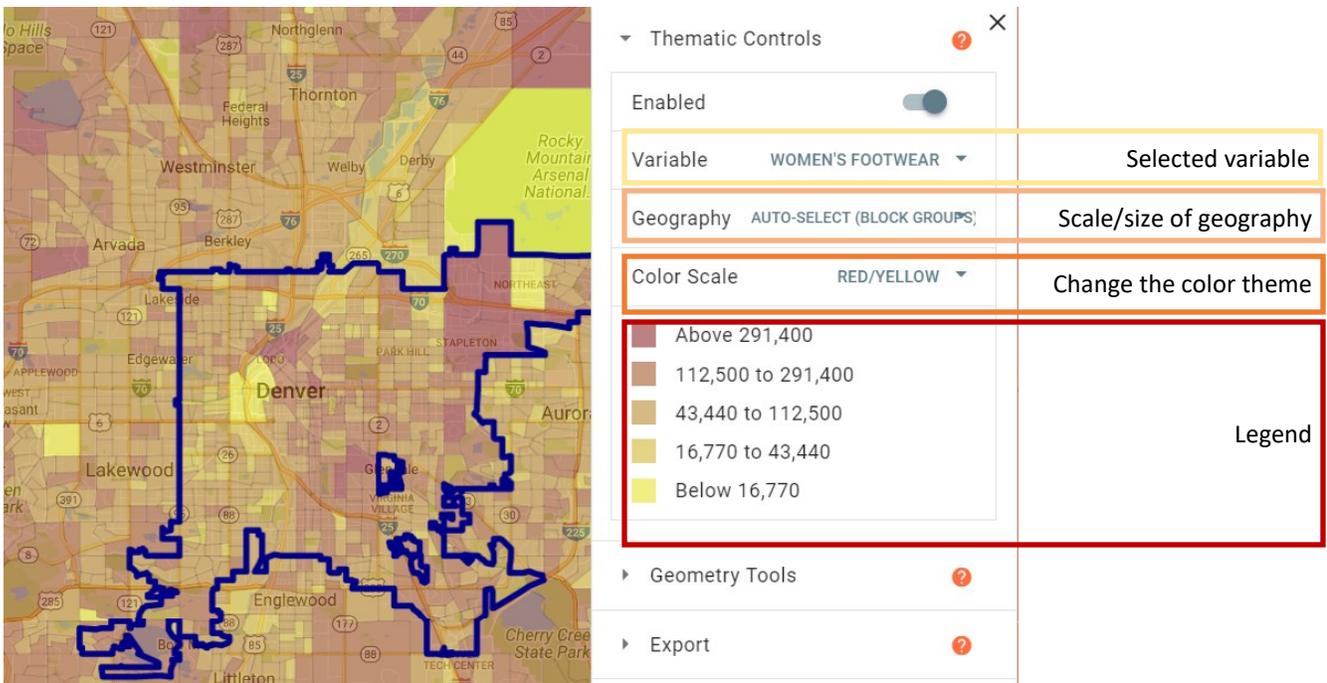
The Variable menu will be extremely similar to the one found in an Advanced Report, except you can only select one variable.

1 Breadcrumbs - Click on these options to go back. Choose Top to go back to the beginning

2 Click on a line to select the variable. The variable menu will disappear and the map will begin to update. This can take several minutes.



After the map generates it will display as shown below. On the next page, we'll show map options



Continues on next page

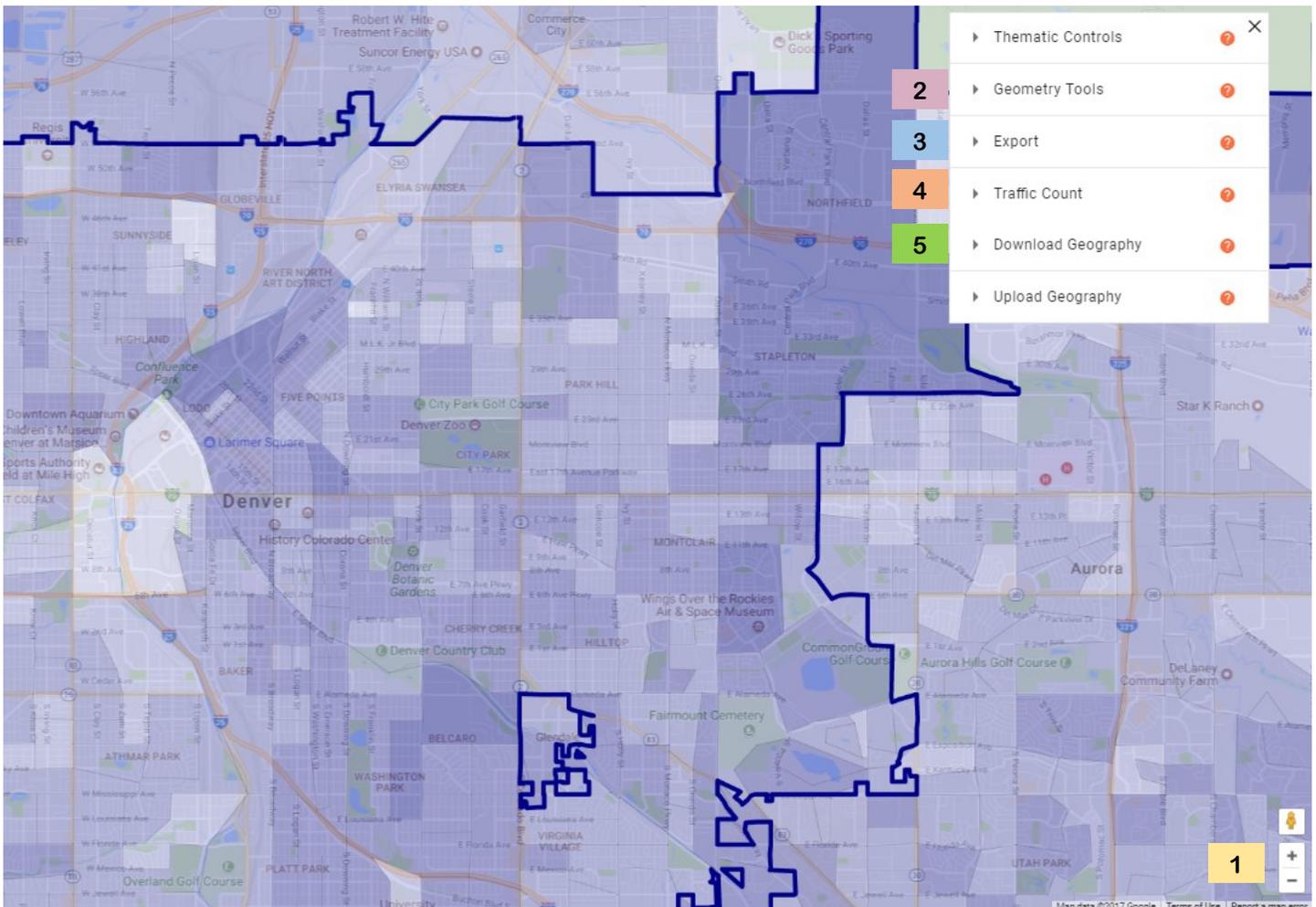
# Arapahoe Libraries Demographics Now Guide

## Creating Maps (3 of 3)

There are a number of great options for interacting with maps.

- 1 Zooming in to view a specific neighborhood or area (bottom right corner, you may have to scroll down to find this option).
- 2 Draw custom geographies to run reports, create lists of homeowners, or create lists of businesses.
- 3 Export the visible map to an image file ([page 25](#)).
- 4 View & download traffic count data ([pages 31 - 33](#)).
- 5 Save custom geographies, which can then be uploaded and reused for items 2 & 3 ([page 26](#)).

**Note - A detailed tutorial for item 2 will be coming in early 2018, if not sooner.**

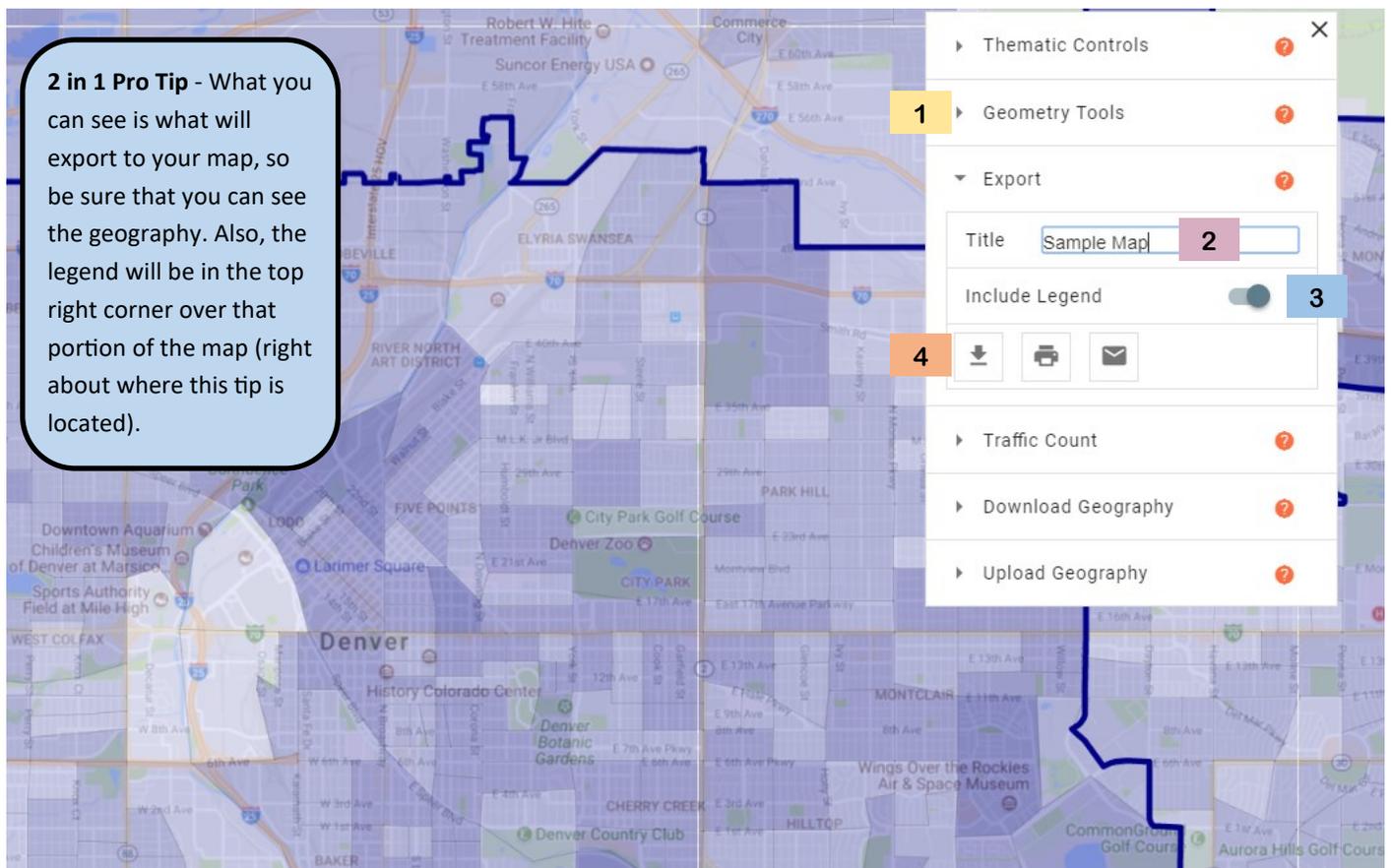


# Arapahoe Libraries Demographics Now Guide

## Exporting a Map

These instructions can be used to export any type of map in Demographics Now

- 1 Click the carrot next to Export to open that panel
- 2 Click in the text box to enter a title for the map
- 3 Verify that “Include a Legend” is enabled (blue = enabled, white = off)
- 4 Choose whether to download , print , or e-mail  your map
- 5 The file will download in an image (.jpg) file format



# Arapahoe Libraries Demographics Now Guide

## Drawing and Downloading a Custom Geography

In addition to selecting geographies using the Geo Filter or Geography List, you can also draw and download a custom geography. This can be useful for quite a few different situations including:

- To see demographics and other data for a geography with non-standard borders, such as a neighborhood or special district. For example, Colorado has Creative Arts Districts.
- To download household or business lists for a smaller subset of a larger geography.
- To download household or business lists based on a concentration of potential customer (identified with a heat map).

Note - Instructions for running reports and downloading household or business data will be coming soon.

## Drawing a Custom Geography (1 of 3)

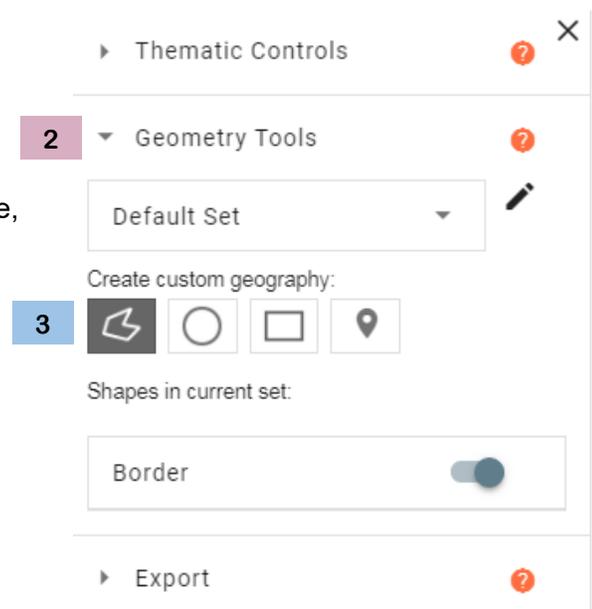
Preliminary steps:

- If your geography will be based on an existing geography, you can select the starting geography using the Geo Filter ([page 3](#)) or with the Geography List ([page 4](#)).
- If your geography will be based on a heat map ([page 22](#)), begin by creating the heat map.

After you have completed the necessary preliminary steps:

- 1 Click MAPS (not shown)
- 2 Click the carrot next to Thematic Controls to open that panel
- 3 Click the type of custom geography you want to use to draw. The options are (left to right): free form, circle, square, or point.

**Pro Tip** - Most of the time, the free form geography is the most useful. Also, points can be created using the Custom Geography option ([page 7](#)).



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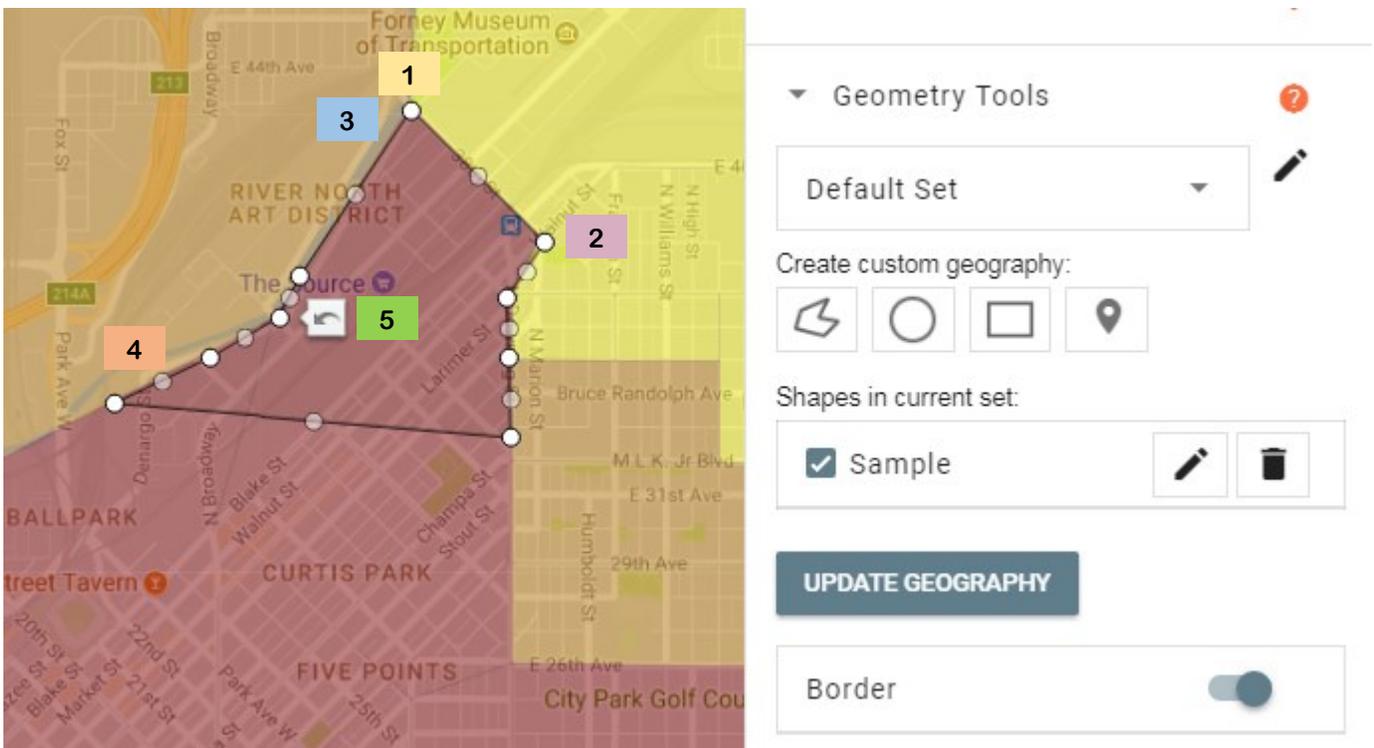
# Arapahoe Libraries Demographics Now Guide

## Drawing a Custom Geography (2 of 3)

To draw a free form custom geography:

- 1 Single click on the first point
  - 2 Single click on each additional point in order
  - 3 To complete the geography, double click on the original point
  - 4 To adjust a point, click and drag it. This can be especially helpful when dealing with a geography that has jagged edges or cut outs.
  - 5 After making an adjustment, an undo error will be offered. Click on it to undo the last adjustment.
- Finally, name the custom shape.

To see this process in action, watch this [video](#).



Continues on next page

# Arapahoe Libraries Demographics Now Guide

## Drawing a Custom Geography (3 of 3)

### Drawing a Circle

1. Single click the point that should serve as the center of the circle
2. Mouse outward to expand the circle
3. Single click again to complete the circle
4. To adjust the circle, click and drag it OR click an outer point to make the circle larger or smaller
5. Name the custom shape

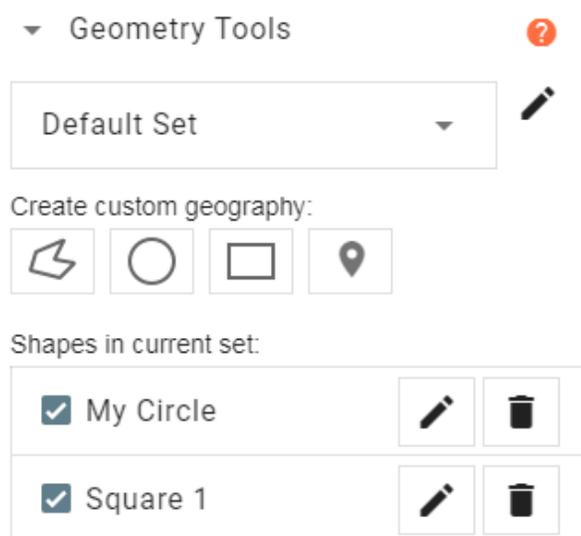
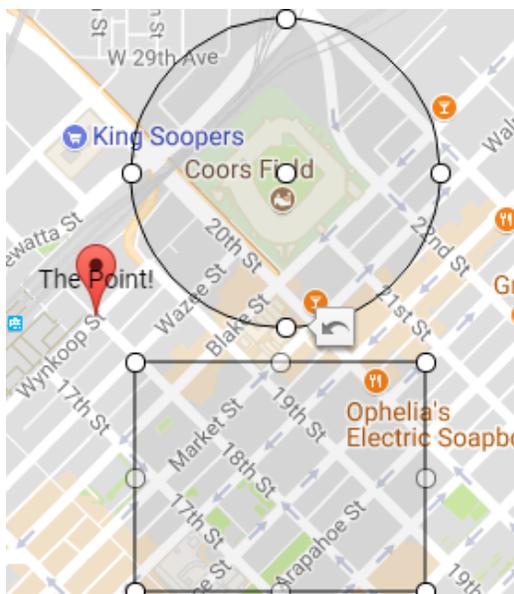
### Drawing a Square

1. Single click the point that should serve as the left upper corner
2. Mouse outward to make the square larger
3. Single click again to complete the square
4. To adjust the square, click and drag it OR click a corner to make the square larger or smaller
5. Name the custom shape

### Creating a Point

1. Click on the desired point
2. Name the point (optional: give it a description).

Note - The functionality related to points is extremely limited; they simply serve as markers on the map and cannot be saved. For greater functionality, consider using a Google map to create a list of locations.



# Arapahoe Libraries Demographics Now Guide

## Saving a Custom Geography

After creating a custom geography, you are able to save it to your own device. To do this:

- 1 Select the custom geography
- 2 Click UPDATE GEOGRAPHY
- 3 Click the carrot next to Download Geography to open that panel
- 4 Select the file type. The default is KML (Google) and this has the added bonus of working in Google Earth. If you use (or may ever use) ArcGIS choose SHP (ESRI).
- 5 Click DOWNLOAD. Follow the steps provided in the internet browser to save the file for future use. Note - Demographics Now cannot recall custom geographies after you log off.

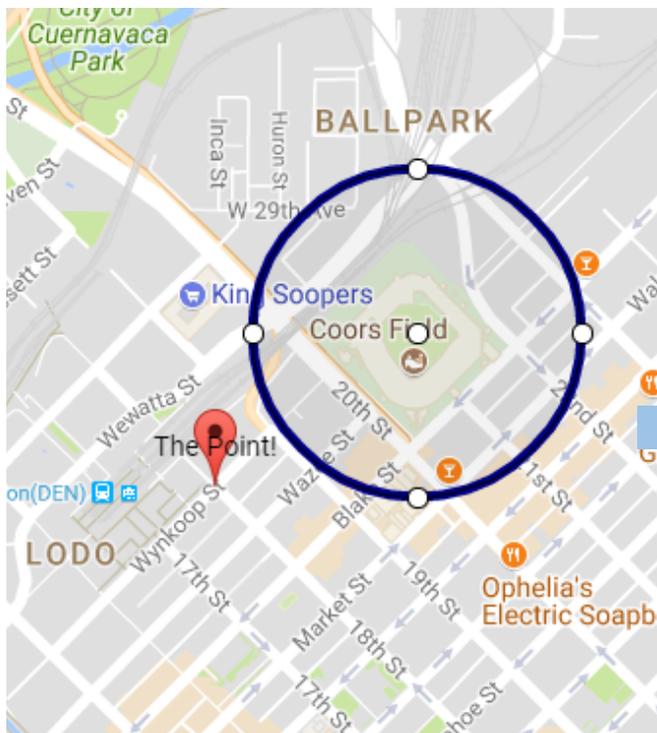
Shapes in current set:

1  My Circle



2

UPDATE GEOGRAPHY



▶ Geometry Tools ?

▶ Export ?

▶ Traffic Count ?

3 ▼ Download Geography ?

Format 4 KML (GOOGLE) ▼

5

DOWNLOAD

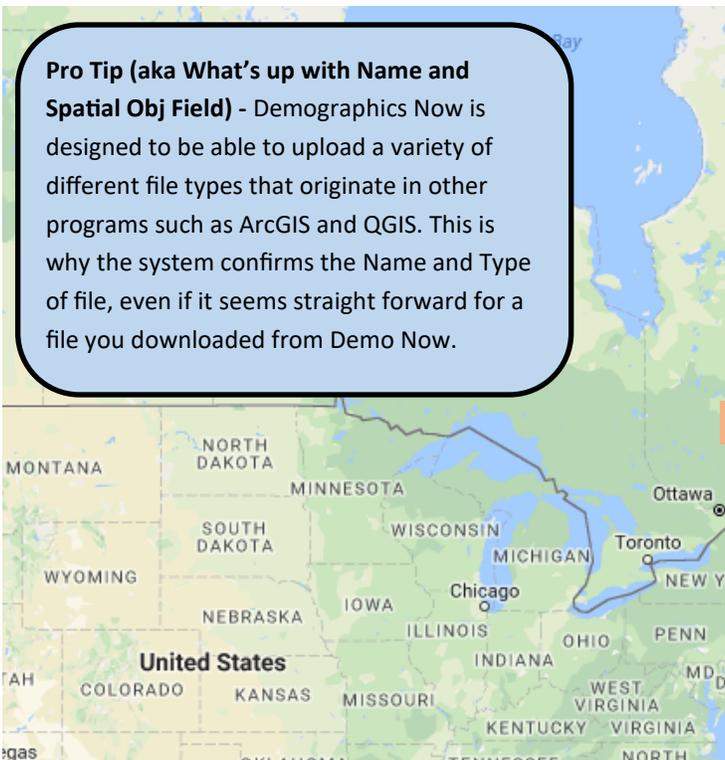
# Arapahoe Libraries Demographics Now Guide

## Uploading a Custom Geography

To work with a custom geography that you downloaded and saved in a prior session, take the following steps:

- 1 Click MAPS (not shown)
- 2 Click the carrot next to Upload Geography to open that panel
- 3 Click the paper clip icon next to Choose File. Follow the steps provided by your browser to select and open the file.
- 4 After the file uploads in Demographics Now, the file name will be shown with 2 options:
- 5 Name - Choose Name (see Pro Tip)
- 6 Spatial Obj Field - Choose SPATIALOBJ
- 7 Click UPLOAD

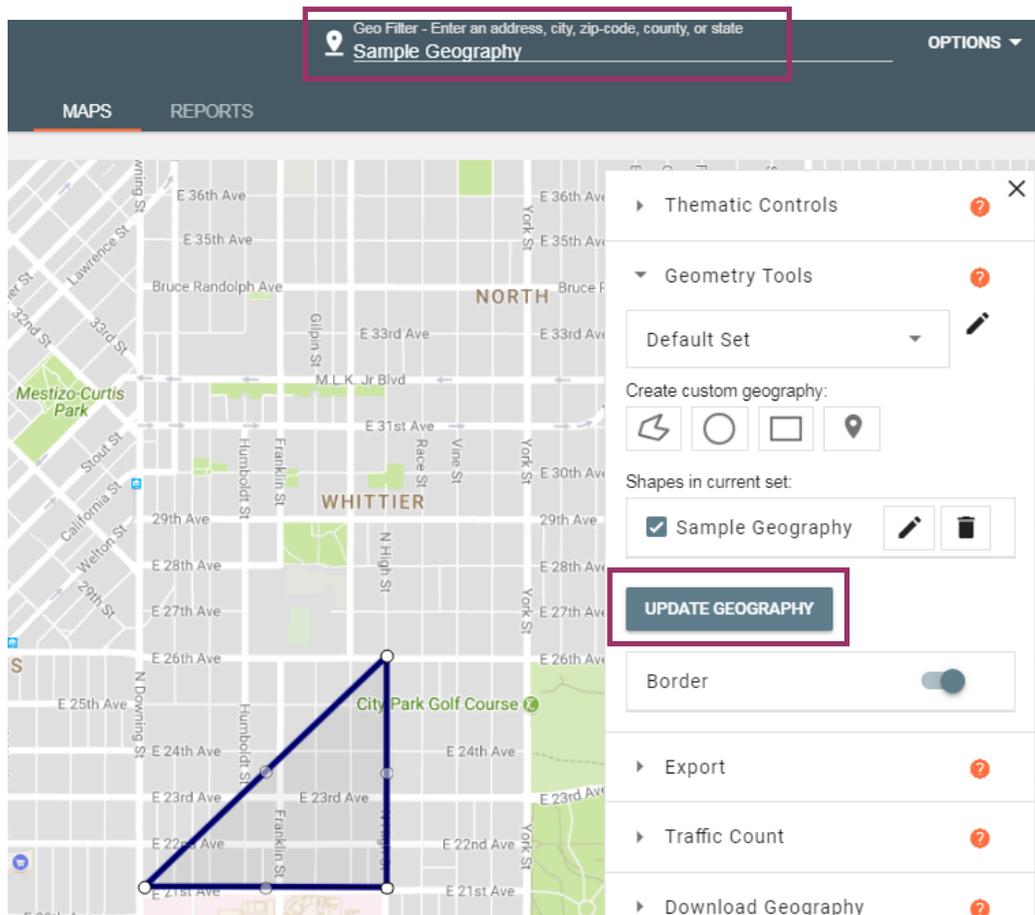
The screenshot shows the 'Upload Geography' panel in the Demographics Now application. The panel is expanded, revealing a 'Choose File' button with a paperclip icon. Below this, the file 'Geography (2).kml' is listed. Underneath, there are two dropdown menus: 'Name Field' set to 'NAME' and 'Spatial Obj Field' set to 'SPATIALOBJ'. At the bottom right is an 'UPLOAD' button.



# Arapahoe Libraries Demographics Now Guide

## Running Reports Based on Custom Geographies

After creating a custom geography, you are able to run reports for it. For this process, it's essential to click Update Geography on the Maps tab. After you do that, the Geo Filter will list the name of the updated geography. Both of these items are highlighted below.



Once the custom geography has been updated, click the Demographics tab and run reports as usual ([page 10](#)).

**Note** - It is possible to compare custom geographies by creating/uploading them and then following the steps above. It is also possible to compare custom and standard geographies, using the process found on [pages 10 - 11](#).

# Arapahoe Libraries Demographics Now Guide

## Traffic Count Data

The Maps tab includes Traffic Count data that can be viewed or saved (either as a spreadsheet or map image).

The traffic data in Demographics Now is sourced from a company called [Kalibrate Global](#). They obtain the data from "Government agencies, metropolitan planning organizations and various third-party vendors perform traffic counts for a number of reasons."

All of the counts are for a 24 hour period but there are two different types of counts (and if you ever export the spreadsheet data, you'll see these abbreviations):

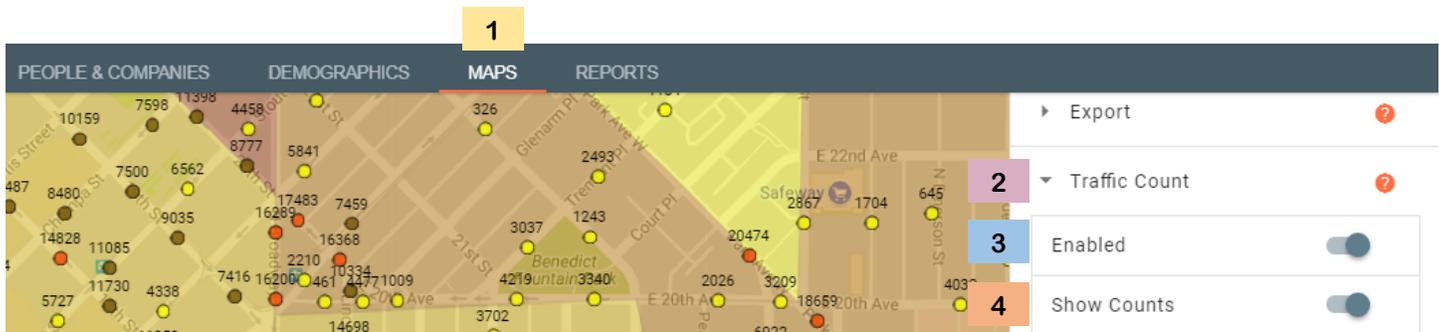
- Average Daily Traffic (ADT) refers to the number of vehicles traveling through a particular traffic count point in a 24-hour period. This is like the census of traffic for 24 hours
- Average Annual Daily Traffic (AADT) The annualized average 24-hour volume of vehicles at a given traffic point is called a traffic count. This is like the American Community survey of traffic.

If you would like additional information or have questions about Kalibrate's data, please request a Bizboost appointment or refer to Kalibrate's [FAQ page](#) on their website.

## Viewing Traffic Counts (1 of 2)

The Maps tab includes Traffic Count data that can be viewed or download. To view traffic count data:

- 1 Verify you are on the Maps tab
- 2 Locate the Traffic Count section in the Maps Options. Click the carrot next to Traffic Count to open that section.
- 3 Use the slider next to Enabled to turn on the colored legend.
- 4 If you'd also like to view counts, use the slider next to Show Counts.



Continues on next page

# Arapahoe Libraries Demographics Now Guide

## Viewing Traffic Counts (2 of 2)

If you'd like to remove the heat map data and only view the Traffic Counts:

- 1 Scroll up to view the Thematic Control in the Map Options box.
- 2 Click the carrot next to Thematic Control.
- 3 Use the slider next to Enabled to turn off the heat map.

The screenshot displays the Arapahoe Libraries Demographics Now interface. At the top, there are tabs for 'MAPS' and 'REPORTS'. The main area shows a map with various data points represented by colored circles. A 'Thematic Controls' panel is open on the right side of the map. The panel has a title 'Thematic Controls' with a red question mark icon and a close button. Below the title, there are several sections: 'Enabled' with a toggle switch that is currently turned on; 'Variable' set to 'AGGREGATE HOUSEHOLD SIZE, I'; 'Geography' set to 'AUTO-SELECT (BLOCK GROUPS)'; 'Color Scale' set to 'RED/YELLOW'; and a legend with five color-coded categories: 'Above 587.8' (dark red), '279.4 to 587.8' (medium red), '132.8 to 279.4' (light red), '63.11 to 132.8' (yellow), and 'Below 63.11' (light yellow). Below the legend, there are three expandable sections: 'Geometry Tools', 'Export', and 'Traffic Count', each with a red question mark icon. The map in the background shows a grid of streets with various data points and a 'Safeway' logo. The number '1' is visible in the top right corner of the map area.

# Arapahoe Libraries Demographics Now Guide

## Downloading Traffic Counts

After viewing the Traffic Count data, you can choose to download an Excel file that contains all of the visible traffic count data.

The first step is to zoom into the area of interest. There are two ways to do this:

- Use the Zoom In / Zoom Out tool located in the bottom right corner of the map. You will likely need to scroll to find it.
- Double click on the spot that you'd like to zoom in on.

Once the area you'd like to download is shown on the screen, click the Download Report button. Please see the next page for details about the acronyms used in this report.

The screenshot displays the Arapahoe Libraries Demographics Now interface. At the top, there is a navigation bar with tabs for HOME, PEOPLE & COMPANIES, DEMOGRAPHICS, MAPS (which is currently selected), and REPORTS. Below the navigation bar is a map showing a street grid in Denver, Colorado, with various landmarks and traffic count data points. The map is overlaid with a grid of colored dots representing traffic counts. A sidebar on the right side of the map contains several controls:

- Thematic Controls (with a red question mark icon)
- Geometry Tools (with a red question mark icon)
- Export (with a red question mark icon)
- Traffic Count (with a red question mark icon)

Under the Traffic Count section, there are two toggle switches: "Enabled" and "Show Counts", both of which are currently turned on. Below these toggles is a legend with five color-coded categories:

- Above 28,000 (Red)
- 21,000 to 27,999 (Dark Brown)
- 14,000 to 20,999 (Orange)
- 7,000 to 13,999 (Light Brown)
- Below 7,000 (Yellow)

At the bottom of the sidebar, there is a blue button labeled "DOWNLOAD REPORT" which is highlighted with a red rectangular box.

## Exporting Traffic Counts

Similar to heat maps, the traffic count data can also be export. Refer to the instructions on [page 22](#).

# Arapahoe Libraries Demographics Now Guide

## Creating Lists Based on Geographies (1 of 2)

Demographics Now allows you to run custom of lists of businesses, households, and physicians/dentists based on a geography. To do this:

Select a geography, either a standard one ([page 10](#)) or a custom one ([pages 26 - 28](#)). For custom geographies, verify that you've clicked the Update Geography button on the Maps tab.

- 1 Click the People & Companies tab
- 2 Select the type of list you'd like to create
- 3 Choose the criteria for your list. Each list has different criteria options.
- 4 Click the Search button

The screenshot shows the 'PEOPLE & COMPANIES' tab selected in the top navigation bar. Below the navigation bar is a 'Select a List Type' dropdown menu with 'Business List' selected. Below the dropdown menu are 'SEARCH' and 'RESULTS (0)' buttons. On the left side, there is a search criteria panel with a 'Company Name' search box and a 'SEARCH' button. The search criteria panel includes a list of filters: 'Company Name' (checked), 'Product Category' (unchecked), 'Executives' (expanded), 'Business Type' (expanded), 'Major Industry Group (SIC)' (unchecked), 'Major Industry Group (NAICS)' (unchecked), 'Keyword SIC/NAICS' (unchecked), 'Business Size' (expanded), 'Ownership' (expanded), 'Financial' (expanded), 'Special Selects' (expanded), 'Phone Number' (expanded), and 'Street Address' (expanded).

Continues on next page

# Arapahoe Libraries Demographics Now Guide

## Creating Lists Based on Geographies (2 of 2)

Here are a few tips for creating and using lists:

- All Lists: Use the filters to create a well-refined list, as you're only able to download 50 results at a time (and must individually select each one).
- All Lists: On the Results page, you can view the list or choose to view on the map (see below for instructions).
- Business Lists: Some of the industry codes (NAICS and SICs) included in the options are not commonly used by businesses, so the results may be very limited. Use a site like NAICS (<https://www.naics.com/naics-search-results/>) to identify a standard code.

## Viewing or Downloading Results

To start, create your list using the instructions on the prior page.

- 1 Click the check box at the top to select all results for viewing (or individually click desired items).
- 2 Click VIEW ON MAP
- 3 OR if you want to download the results, select the DOWNLOAD button. It will download the first 50 results.
- 4 Click EMAIL to have the first 50 results e-mailed to you.

The screenshot shows a web interface for "Business List Results". At the top right, there are five buttons: "VIEW ON MAP" (with a pink callout 2), "DETAILS" (disabled), "PRINT" (disabled), "DOWNLOAD" (with a blue callout 3), and "EMAIL" (with an orange callout 4). Below the buttons, it says "Showing 1 to 72 of 72". A table follows with columns: Company Name, Contact Name, Street Address, City, State, ZIP, Phone, Corp. Tree, Sales, and Employ. A yellow callout 1 points to a checked checkbox in the first row of the table.

<input checked="" type="checkbox"/>	Company Name	Contact Name	Street Address	City, State	ZIP	Phone	Corp. Tree	Sales	Employ
<input checked="" type="checkbox"/>	Plaza Veterinary Clinic	Aubrey J Lavizzo	1167 Santa Fe Dr	Denver, CO	80204	(303) 534-1875		\$290,000	3
<input checked="" type="checkbox"/>	Praise The Paw Dog Grooming LLC	J N Foreman	100 S Madison St Ste 3c	Denver, CO	80209	(303) 550-9522		\$59,115	2
<input checked="" type="checkbox"/>	Radio Enhancement Systems LLC	Teri L Pettit	828 S Race St	Denver, CO	80209	(303) 722-9997		\$48,625	2
<input checked="" type="checkbox"/>	Scratch N Sniff LLC	Michael Sobol	5105 W Moncrieff Pl	Denver, CO	80212	(303) 859-1376		\$30,123	1

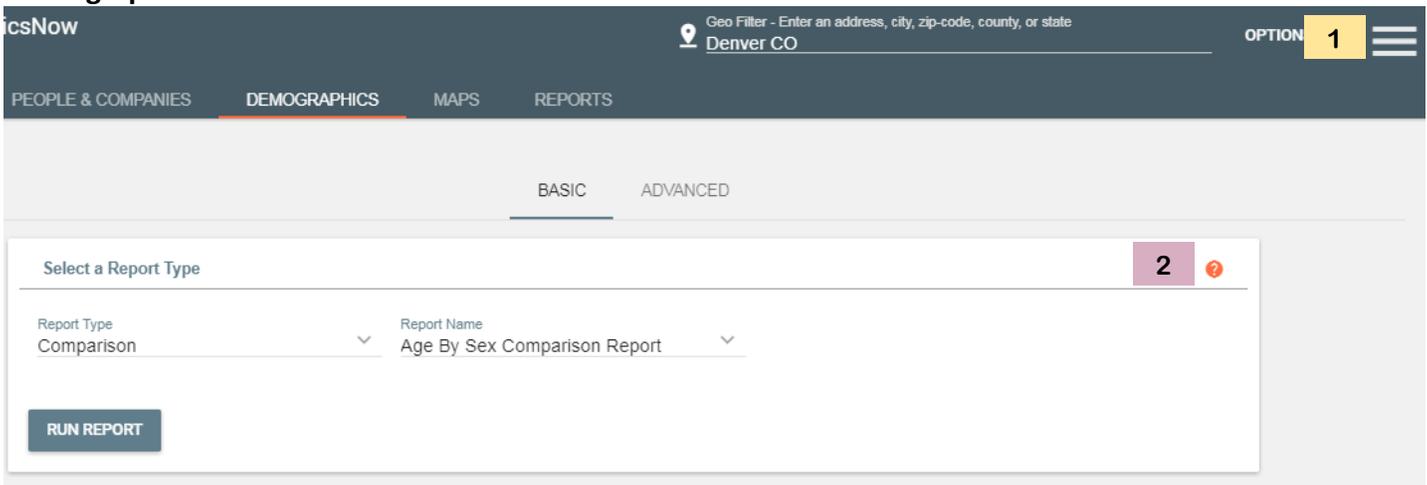
# Arapahoe Libraries Demographics Now Guide

## Getting Help

Demographics Now offers several places to get help.

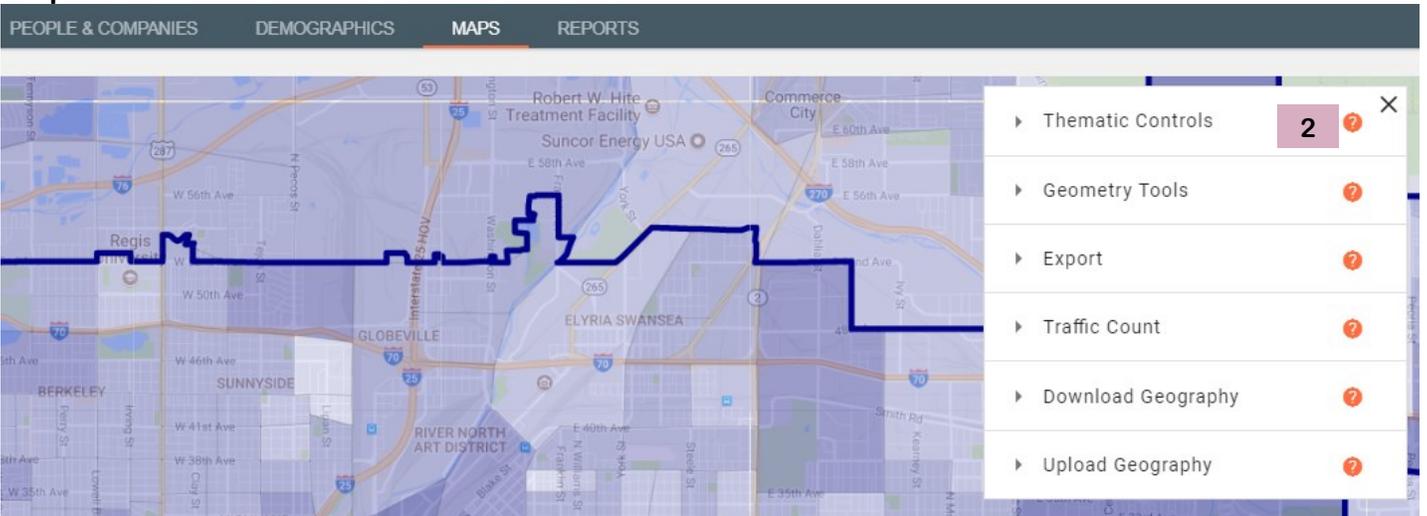
- 1 Help & Supporting Documents** - To access this information, click the menu button (3 horizontal lines), then click Help. See [page 20](#) for step-by-step instructions.
- 2** Anywhere you see a  you can mouse over it for more information about the options on that page. See below for another example.

### Demographics Tab



The screenshot shows the 'Demographics Now' interface. At the top, there is a search bar labeled 'Geo Filter - Enter an address, city, zip-code, county, or state' with 'Denver CO' entered. To the right of the search bar is a menu icon labeled 'OPTION 1'. Below the search bar is a navigation bar with tabs for 'PEOPLE & COMPANIES', 'DEMOGRAPHICS', 'MAPS', and 'REPORTS'. The 'DEMOGRAPHICS' tab is selected. Below the navigation bar are two sub-tabs: 'BASIC' and 'ADVANCED'. The 'BASIC' sub-tab is selected. In the center of the page is a 'Select a Report Type' dropdown menu. The dropdown menu is open, showing 'Report Type' set to 'Comparison' and 'Report Name' set to 'Age By Sex Comparison Report'. A 'RUN REPORT' button is located below the dropdown menu. A callout box with the number '2' and a help icon points to the dropdown menu.

### Maps Tab



The screenshot shows the 'Demographics Now' interface with the 'MAPS' tab selected. The map displays a city area with a blue outline highlighting a specific region. A 'Thematic Controls' dropdown menu is open on the right side of the map. The dropdown menu is titled 'Thematic Controls' and has a callout box with the number '2' and a help icon pointing to it. The dropdown menu contains the following options: 'Thematic Controls', 'Geometry Tools', 'Export', 'Traffic Count', 'Download Geography', and 'Upload Geography'. Each option has a help icon next to it.

# Arapahoe Libraries Demographics Now Guide

## Contacting Us

Arapahoe Libraries is here to help with your questions!

### **General/Technical Questions**

Call us at 303-LIBRARY (303-542-7279)

Find us on chat at <https://arapahoelibraries.org/chat-with-us/>

E-mail us at <https://www.denverlibrary.org/email>

### **Business and In-Depth Questions**

Use Ask A Librarian to submit a question or request an appointment.

A business librarian will contact you to set up a 30 minute appointment to help answer your questions or find other resources that will be useful!