



Answering Research Questions Using SimplyAnalytics

About this document: This guide will demonstrate how to answer research questions using SimplyAnalytics in a step-by-step format.

IMPORTANT – To answer these questions, you will first need to create a project. If you already have a project created, you can skip this section.

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Creating your project

There are two steps to creating your project: ① enter in at least one location, and ② select one or more seed variables. By default, SimplyAnalytics recommends some “seed” variables for you. If you want to get started quickly, feel free to choose from that list. You can always add more variables later.

New Project X

Select a country for this project: **USA** ▾

Search for one or more locations that you would like to analyze:

Location Search ①

- New Orleans, LA (City) X
- 10001, New York, NY (Zip Code) X
- Tucson, AZ (City) X

Next

Please select one or more "seed" variables so we can auto-generate maps and reports for you. X

(Thousands of other data variables are available. Use the 'Data' tab to search and add them to your project.)

- # Total Population
- % Age | 65 years and over
- % Educational Attainment | Bachelor's degree or higher
- Median Household Income
- % Household Income | \$100,000 or more
- Per Capita Income
- % Veteran Status | Veteran
- # Housing Units
- % Housing Tenure | Owner occupied
- % Housing Tenure | Renter occupied

② **Create project** [Create project without seed variables](#)

SimplyAnalytics will automatically create a new project providing you with four views: A Map, Comparison Table, Quick Report and Ranking Table.

With the project created, you can proceed to answering the questions below.

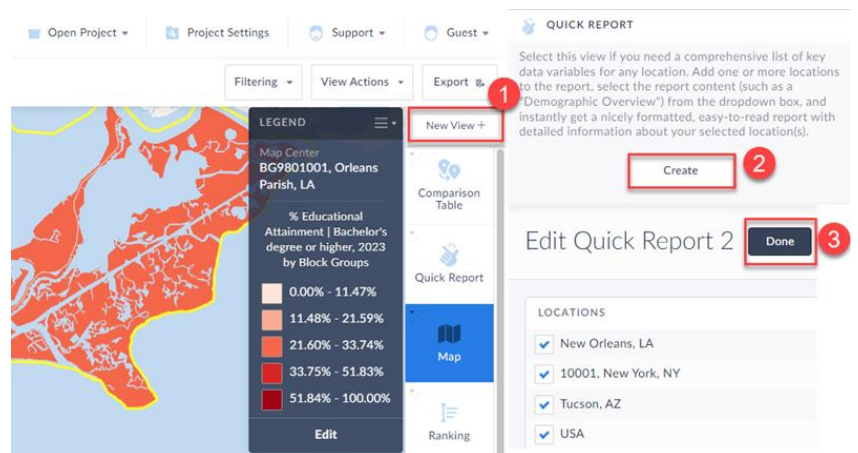
How can I get a community snapshot of my target location?

The Quick Report allows you to instantly access many of the most popular demographic & housing variables compiled in a pre-built report. **Because the Quick Report is automatically generated for you when you create your project, you can easily access it by clicking on it towards the far-right of the interface.** *Alternatively*, you can create a new quick report using the directions below.

1. Click on ① *New View* located towards the top-right of the screen and click ② *Create* under the *Quick Report* heading.

The *Edit View* screen appears showing the locations in your project. You can check or uncheck locations here.

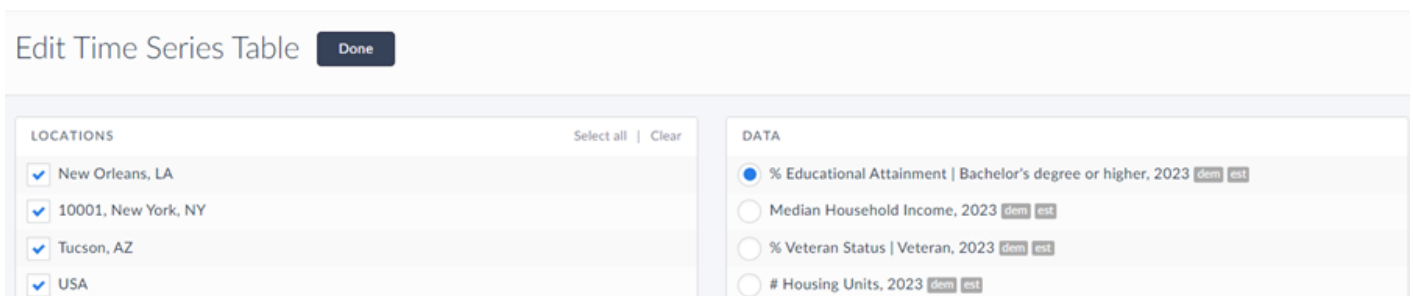
If you want to use or add a new location, click on the *Locations* button on the top-left side of the interface and type in the location you want to use. Click ③ *Done* and your report will generate.



How do I identify trends over time for a data variable?

The **Time Series Table** provides users with all years of data available for a given variable in each of your target locations.

1. Click on *New View* located towards the top-right of the screen and click *Create* under *Time Series Table*.
2. Specify a variable, your locations, and click on **Done**



The report will provide you with multiple years of data for the chosen data variable.

Select the dropdown towards the top of the view to include projections of the data.

Current Project: **New Project** New Project Open Project

Time series for **% Educational Attainment | Bachelor's degree or higher, 2023** Including Projected Data sorted by Data Variable

Data Variable	New Orleans, LA	10001, New York, NY	Tucson, AZ	2010	2011
% Educational Attainment Bachelor's degree or higher, 2010 <small>dem</small>	31.64%	N/A	25.14%	27.90%	
% Educational Attainment Bachelor's degree or higher, 2011 <small>dem</small>	32.33%	66.42%	24.47%	28.20%	
% Educational Attainment Bachelor's degree or higher, 2012 <small>dem</small>	33.01%	66.90%	24.21%	28.48%	
% Educational Attainment Bachelor's degree or higher, 2013 <small>dem</small>	33.71%	69.31%	24.71%	28.84%	
% Educational Attainment Bachelor's degree or higher, 2014 <small>dem</small>	34.44%	68.59%	25.04%	29.28%	
% Educational Attainment Bachelor's degree or higher, 2015 <small>dem</small>	35.30%	66.72%	25.25%	29.77%	

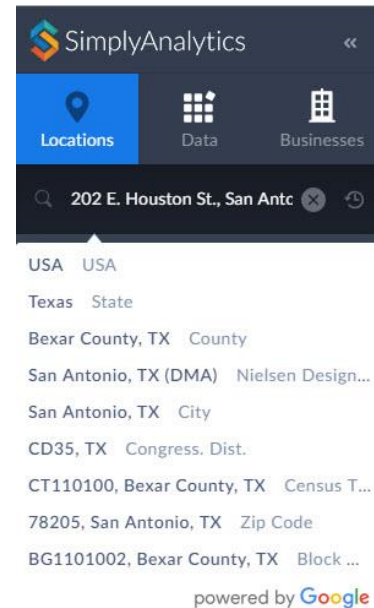
How do I compare my home Census Block Group (my address) with the Census Tract, ZIP Code, County and State it resides in?

The **Comparison Table** allows you to create a table using different location types and multiple data variables. Think of this as building a spreadsheet from scratch, where you specify the exact locations and variables you want. A Comparison Table is automatically generated when a project is created.

1. Click on the **Comparison Table** option on the far right of the screen to access the report. To add in your home Census Block Group and Census Tract from an address, select the **Locations** button on the left and type in your address.

Click **Address Search** and the location hierarchy for the location is shown. Add in the Block Group and repeat to add in the Census Tract.

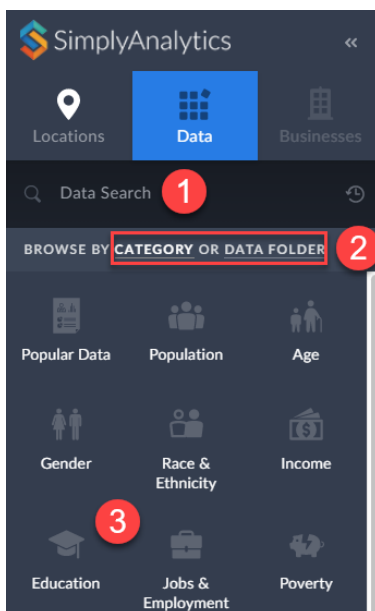
If you know the ZIP Code and County – enter them in the **Locations** search bar where you entered in the address and they will be added in to the report.



	BG1101002, Bexar County, TX	CT110100, Bexar County, TX	78205, San Antonio, TX	Bexar County, TX	Texas
# Housing Units, 2023 <small>dem est</small>	1,242	3,156	1,974	788,626	11,773,680
% Veteran Status Veteran, 2023 <small>dem est</small>	17.02%	9.99%	15.70%	9.16%	6.59%
Median Household Income, 2023 <small>dem est</small>	\$60,911.44	\$53,230.82	\$41,858.00	\$61,935.48	\$67,721.04
% Age 65 years and over, 2023 <small>dem est</small>	35.96%	24.68%	29.33%	12.32%	12.83%

Adding in other data variables:

The data button located towards the left-hand side of the interface allows users to browse and add additional data variables to your report.



There are **three different ways** to browse for and search for data:

- ① Enter a keyword into the data search bar, such as: “poverty” or “pet food” and press Enter
- ② Click on one of the major categories you see present, such as *Population* – the variables panel will open and users can look into the subcategories or make a variable selection.
- ③ If you prefer browsing by folder, click on the ‘*Data Folder*’ option located next to the default Category option.

Clicking on a category or browsing via dataset opens the Variables panel. To add in a data variable, simply click on the variable title itself and close out the panel. The variable will automatically be added.

Note that browsing by category or data folder is just a preference; it has all the same data.

How do I rank the top 100 ZIP Codes in a state for a variable?

The Ranking Table is a great way to quickly analyze many locations within one larger geography. For example, rank all counties in the US or all the Census Tracts in a county. [A Ranking Table is also automatically generated for each project. You can simply toggle to the Ranking Table at the far right of the interface.](#)

1. Select the locations button on the left and enter the state you want to analyze into the search field. You can then use the dropdown box at the top of the report to specify which geographies display and which data variable to rank.

You can rank any data variable in your report by clicking on the “sorted by” dropdown.

	Location	% Educational Attainment Bac... ...egree or higher, 2023 <small>dem est</small>	Median Household Income, 2023 <small>dem est</small>	% Veteran Status Veteran, 2023 <small>dem est</small>	# Housing Units, 2023 <small>dem est</small>
1	85718, Tucson, AZ	72.35%	\$99,520.35	9.18%	14,972
2	85255, Scottsdale, AZ	69.73%	\$137,123.36	6.05%	22,630
3	86017, Munds Park, AZ	69.23%	\$94,276.62	4.70%	3,019
4	85750, Tucson, AZ	68.74%	\$91,611.36	12.47%	13,417
5	86343, Crown King, AZ	68.29%	\$104,922.03	10.16%	240
6	85253, Paradise Valley, AZ	67.06%	\$173,148.53	4.95%	9,202
7	85258, Scottsdale, AZ	66.61%	\$96,841.42	6.55%	15,369
8	85266, Scottsdale, AZ	65.38%	\$148,376.46	5.03%	6,722
9	85259, Scottsdale, AZ	65.25%	\$121,345.43	5.68%	10,868
10	85004, Phoenix, AZ	65.22%	\$60,720.41	1.59%	6,230

How do I generate a list of coffee shops in my city?

You can use a Business Table to generate a list of businesses in any location. The business information comes from Dun & Bradstreet and is updated once a month.

Select *New View* at the top-right and *Create* under the *Business Table* option.

① Select the **Businesses** button on the left. **NOTE:** There is a keyword search functionality within the business block (black bar right under it), try it out by searching for a business name or industry – i.e. type in “Starbucks” or “food” – keep in mind, it is general search so it will find any business related to your keyword.

You may also browse businesses by SIC or NAICS code. Select ② **Browse Business Categories** and toggle to ③ **SIC**. From there, ④ type the word **coffee** in the search panel and select the code ⑤ for **Coffee Shop**.

The screenshot shows the SimplyAnalytics interface. On the left sidebar, the 'Businesses' button is selected (1), and 'Browse business categories' is highlighted (2). At the top right, the 'Industry Classification System' is set to 'SIC' (3), and the search bar contains 'coffee' (4). The main panel displays a list of categories with their counts. The 'Coffee shop' category (58120304) is highlighted in yellow (5).

CATEGORIES	Count
20959901 Coffee extracts	37
20959902 Coffee roasting (except by wholesale grocers)	303
20959903 Coffee, ground: mixed with grain or chicory	13
20959904 Freeze-dried coffee	6
20959905 Instant coffee	31
25119902 Coffee tables: wood	6
35560303 Roasting machinery: coffee, peanut, etc.	34
35890101 Coffee brewing equipment	42
36340104 Coffee makers, electric: household	27
50460302 Coffee brewing equipment and supplies	254
51490500 Beverages, except coffee and tea	693
51490900 Coffee and tea	572
51490901 Coffee, green or roasted	896
54990201 Coffee	5,324
58120304 Coffee shop	24,770
59630102 Coffee, soda, beer, etc: house-to-house sales	145
59630203 Food service, coffee-cart	137
59630204 Food service, mobile, except coffee-cart	723
73899906 Coffee service	850

With the code selected, specify the target location and click **Done**.

Edit Businesses Done

LOCATIONS

- BG1101002, Bexar County, TX
- CT110100, Bexar County, TX
- 78205, San Antonio, TX
- San Antonio, TX
- Bexar County, TX
- USA
- Arizona

BUSINESSES

- SIC = 58120304, Coffee shop

The report will generate. Click on **View Actions > Columns** at the top-right of the report to remove or add in additional fields of data. If your institution subscribes to the **Premium D&B** data you will see exclusive fields such as: sales volume, employee count, primary contact, and more. The **Standard D&B (Points-of-Interest)** file also includes a limited number of additional fields of data.

Current Project: **New Project** New Project | Open Project | Project Settings | Support | Guest

11 results for **SIC = 58120304, Coffee shop** in **78205, San Antonio, TX** **View Actions** | Export

Company Name	Business Name	Street Address	City	State Abbreviation	Zip Code	Telephone Number	Line of Business	Phone Number
1	COFFEE SHOP	524 E HO						
2	COMMONWEALTH COFFEEHOUSE & BAKERY	611 HEMI						
3	DM COFFEE, LLC	540 S PRE						
4	DON MARTIN'S COFFE CO	540 S PRE						
5	E CO COFFEE + EATS LLC	1409 E CC ST STE C						
6	GAL-TEX HOTEL CORPORATION	204 ALAM						
7	ROSELLA AT NORTH EAST METHODIST, LLC	114 E HO						
8	ROSELLA AT THE RAND	10402 MC MARCY						
9	STARBUCKS CORPORATION	200 E HO						
10	STARBUCKS CORPORATION	849 E CO STE 125						
11	TEQUILA ALMOND CROISSANT, LLC	301 E HO						

View Actions

- Edit View
- Columns >**
- Delete View

How do I analyze data for downtown, or target neighborhood?

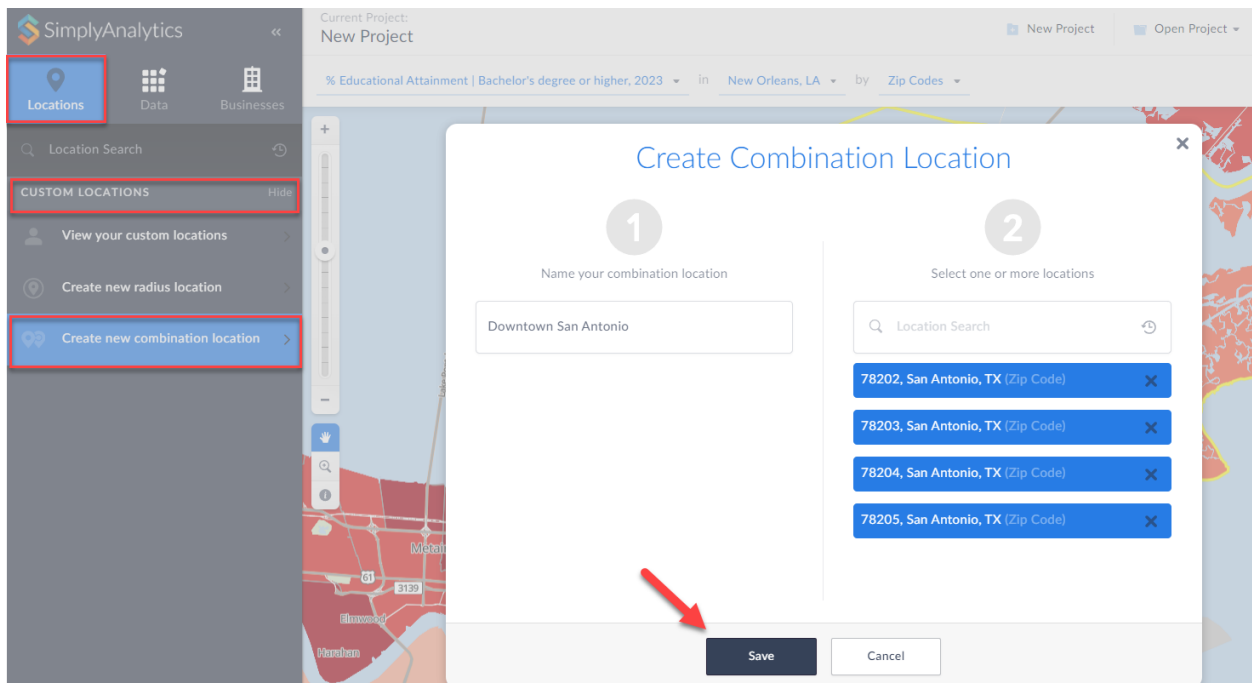
SimplyAnalytics uses Census boundaries, so you are welcome to choose from ZIP Codes, States, Counties, Census Tracts, etc. However, with questions such as this, “Downtown” is not an actual Census boundary, but it is likely a few ZIP Codes combined, or a few Census Tracts, etc. this can be created in SimplyAnalytics.

The **Custom Combination Location** feature enables users to combine locations of similar geographies to form one larger area. This example will combine 4 ZIP Codes to create “Downtown San Antonio”. SimplyAnalytics will calculate all number, percent, and average data variables for the custom location.

NOTE: You don’t have to be in a map to create this custom location, but it is shown in a map here for reference.

Click on the Locations box at the top left and select the **Custom Locations heading**. From there, select *Create New Combination Location*. Enter the name for your location in box number 1.

If you have a list of locations that make up your custom location, you can type them into step number 2 shown below.



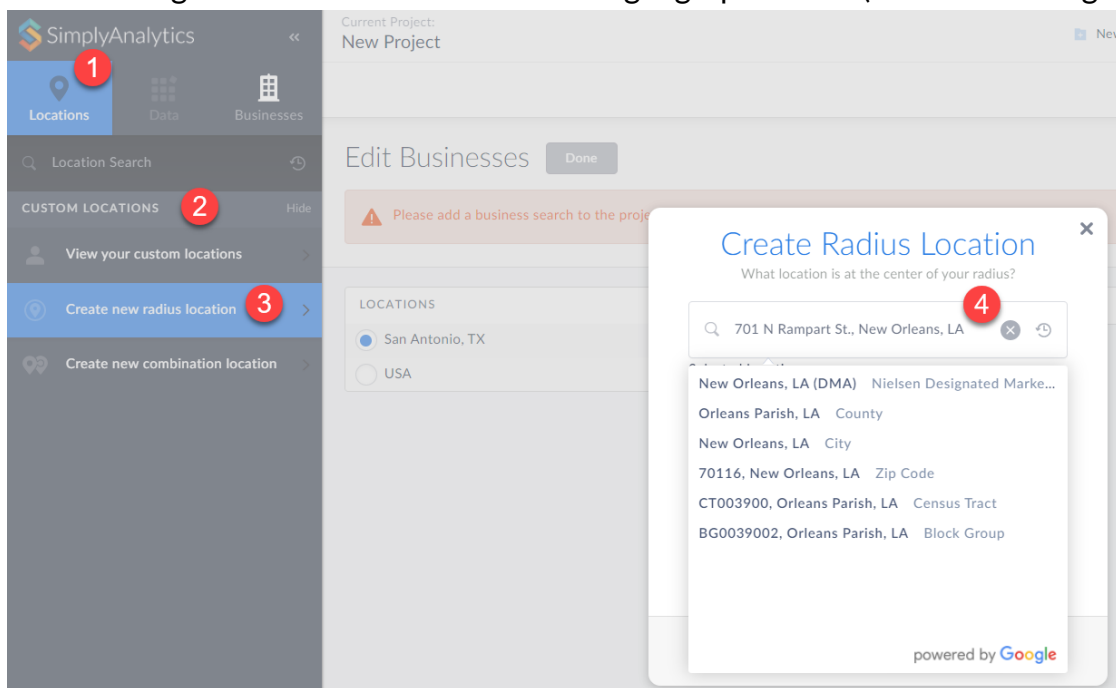
How many restaurants are there within one mile of an address?

The custom radius location feature allows you to create a ring around a specific target area, and SimplyAnalytics will calculate the average, percent and total variables for the radius. You can also run business queries for the custom locations you create.

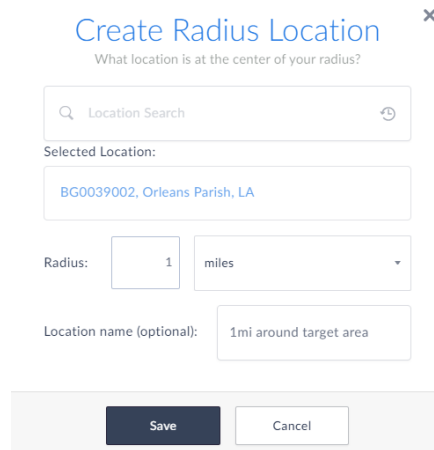
Open a **Business Report** by selecting New View > Business Table

Towards the left, click on ① Location > ② Custom Locations > ③ Create New Radius Location

④ Enter the target address & click on one of the geographic units (such as a block group).



When you select the geographic unit (this example will be the Block Group), click on **Save** to create the custom location (the default radius will be 1 mile).



Create Radius Location ✕

What location is at the center of your radius?

Location Search 🔄

Selected Location:
BG0039002, Orleans Parish, LA

Radius: miles

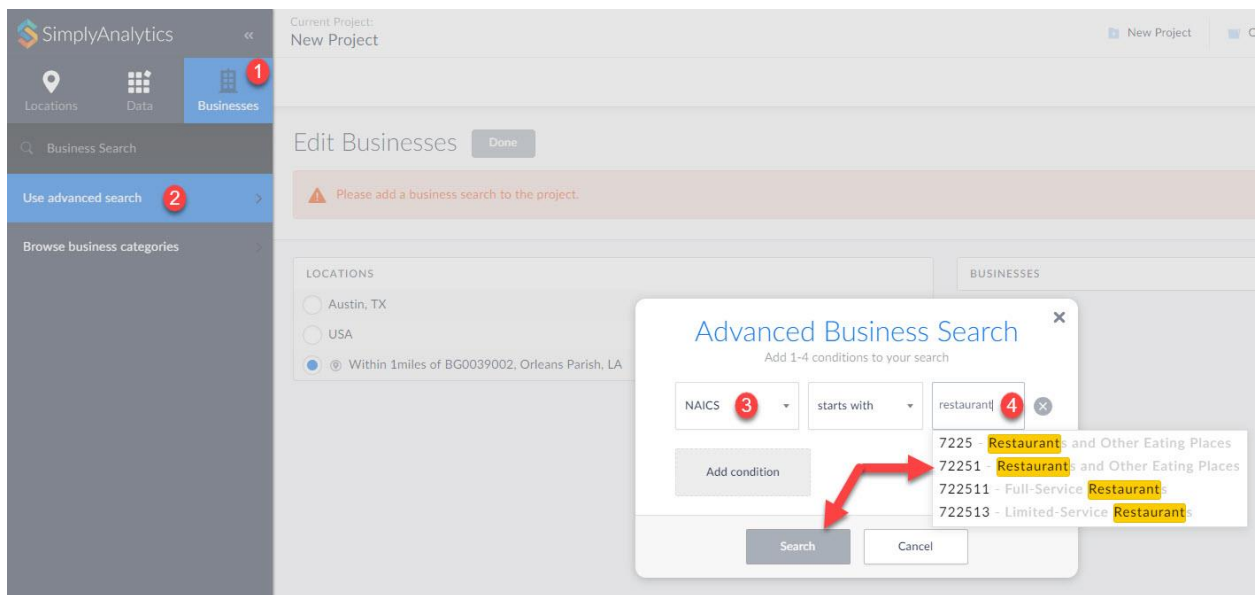
Location name (optional):

Save

Next, you will need to setup the business query to search for both full service and limited-service restaurants. This is possible by truncating the NAICS code to include both types of restaurants.

① Click on the Businesses button towards left and select ② *Use Advanced Search*.

③ Set the first dropdown to NAICS, then select “starts with” and lastly ④ type in the word “restaurant”. A list of related codes will appear.



The screenshot shows the SimplyAnalytics interface. On the left sidebar, the 'Businesses' button is highlighted with a red circle 1. Below it, the 'Use advanced search' option is selected with a red circle 2. The main area shows the 'Edit Businesses' dialog with a warning message: 'Please add a business search to the project.' The 'BUSINESSES' tab is active, and the 'Advanced Business Search' dialog box is open. In this dialog, the 'NAICS' dropdown is set to 'NAICS' (marked with a red circle 3), the 'starts with' dropdown is set to 'starts with', and the search term 'restaurant' is entered (marked with a red circle 4). A list of related NAICS codes is displayed:

- 7225 - Restaurant and Other Eating Places
- 72251 - Restaurant and Other Eating Places
- 722511 - Full-Service Restaurant
- 722513 - Limited-Service Restaurant

A red arrow points from the 'Search' button to the '722511' entry in the list.

Click on **72251** – this query is then setup to include 722511 (full service) and 722513 (limited service).

Click search and the report will generate.

SimplyAnalytics

Current Project: New Project

497 results for NAICS starts with 72251, Restaurants and Other Eating Places in Within 1miles of BG0039002, Orleans Parish, LA

	Company Name	Business Name	Street Address	City	State Abbreviation	Zip Code	Telephone Number	Line of Business	Latitude	Longitude	Primary NAICS	Primary SIC
1	1920 ENTERPRISES, INC.	BROUSSARD'S RESTAURANT	819 CONTI ST	NEW ORLEANS	LA	701123439	5045813866	EATING PLACE	29.956475	-90.067968	722511	58120101
2	2011 DENNY AVENUE, L.L.C.		400 MAGAZINE ST STE 400	NEW ORLEANS	LA	701302458		EATING PLACE	29.949514	-90.067945	722511	58120501
3	3TRI LLC		947 N WHITE ST	NEW ORLEANS	LA	701194241	5046695584	EATING PLACE	29.973543	-90.082631	722511	58120501
4	417 ROYAL RESTAURANT LLC		550 BIENVILLE ST	NEW ORLEANS	LA	701302207	5045395500	EATING PLACE	29.954088	-90.066443	722511	58120000
5	426 BOURBON LLC		424 BOURBON ST	NEW ORLEANS	LA	701302231	5043091574	EATING PLACE	29.954493	-90.067498	722511	58120500
6	441 ROYAL, L.L.C.	CREOLE CUISINE REST CONCEPTS	512 WILKINSON ST	NEW ORLEANS	LA	701302130	5045862074	EATING PLACE	29.956424	-90.063417	722511	58120101
7	508 MAISON		508 FRENCHMEN ST	NEW ORLEANS	LA	701162024	5043715543	EATING PLACE	29.962801	-90.057723	722511	58120502

How do I use the data filter?

You can use data filters to identify target areas based on criteria. For example, you want to rank the cities in the US that spend the most money on pet food (household average), but you only want to include cities with a population greater than 150,000.

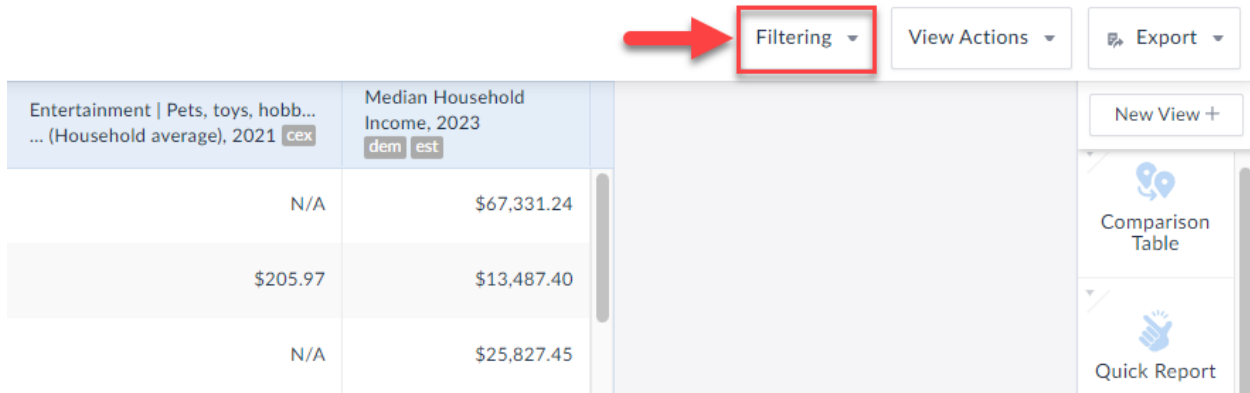
Open a Ranking Table and add some variables, including Pet Food (HH Avg) (found by selecting **Consumer Behavior > Pets categories**), and # Population (Found under the **Popular** category).

At the top of the Ranking Table, ensure USA is the chosen geography, and that cities is the geographic unit.

Top 100 Cities in USA sorted by Location Name

	Location	# Total Population, 2023 <small>dem est</small>	Entertainment Pets, toys, hobb... ...ent Pets Pet food, 2021 <small>cex</small>	Entertainment Pets, toys, hobb... ... (Household average), 2021 <small>cex</small>	Median Household Income, 2023 <small>dem est</small>
1	Aaronsburg, Centre County, PA	607	N/A	N/A	\$67,331.24
2	Aaronsburg, Washington County, PA	367	\$41,081.77	\$205.97	\$13,487.40
3	Abanda, AL	233	N/A	N/A	\$25,827.45
4	Abbeville, AL	2,216	\$118,738.91	\$232.95	\$36,944.38
5	Abbeville, GA	2,742	\$15,891.00	\$75.48	\$22,128.00
6	Abbeville, LA	11,193	\$1,059,845.50	\$261.64	\$37,603.60
7	Abbeville, MS	402	\$16,507.18	\$357.84	\$53,670.98

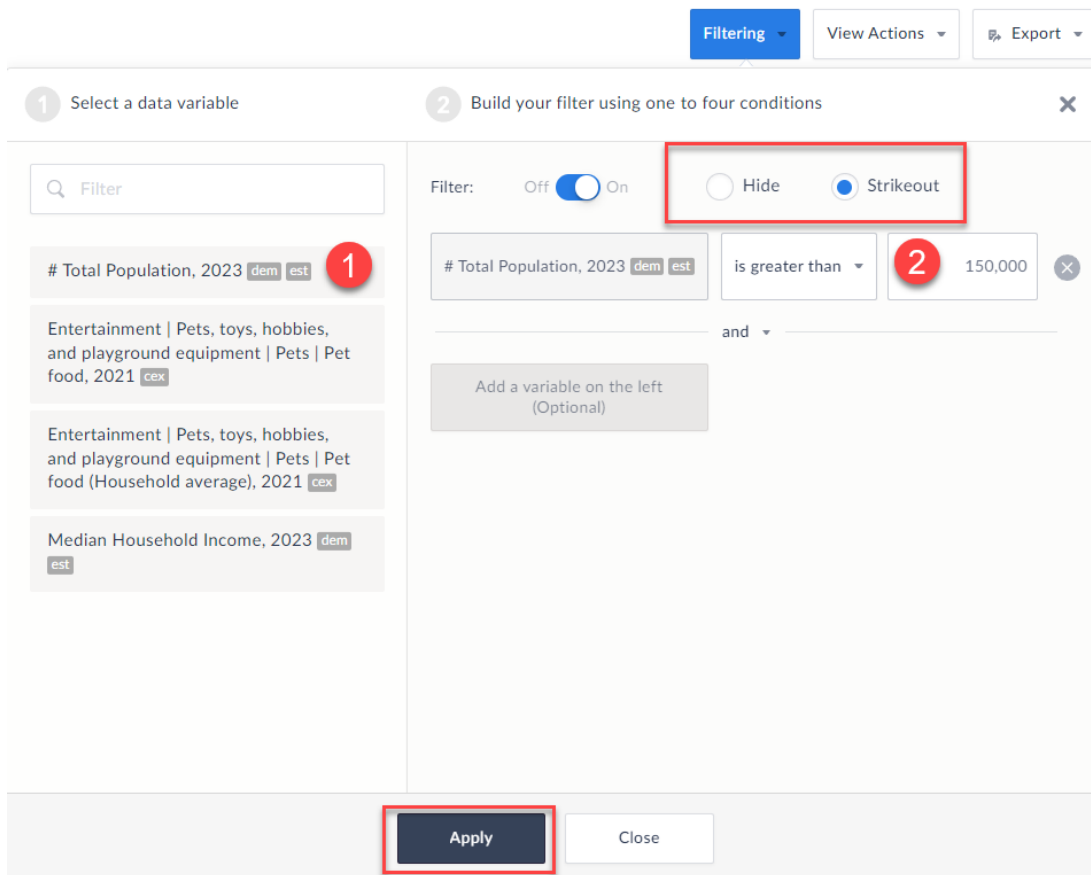
Click on the **Filtering** dropdown at the top-right. The Filters panel will open.



The screenshot shows a data table with a 'Filtering' dropdown menu highlighted by a red box and a red arrow pointing to it from the left. The table has three columns: a category column, a variable column, and a value column. The first row shows 'N/A' for the variable and '\$67,331.24' for the value. The second row shows '\$205.97' for the variable and '\$13,487.40' for the value. The third row shows 'N/A' for the variable and '\$25,827.45' for the value. To the right of the table are buttons for 'View Actions', 'Export', 'New View +', 'Comparison Table', and 'Quick Report'.

Entertainment Pets, toys, hobb... ... (Household average), 2021 <small>cex</small>	Median Household Income, 2023 <small>dem est</small>	
N/A		\$67,331.24
\$205.97		\$13,487.40
N/A		\$25,827.45

① Click on # Total Population variable, leave the condition dropdown to: “is greater than” and ② enter in 150,000 in the last available box. Click **Apply** & close out the panel.



The screenshot shows the filtering panel with two steps: '1 Select a data variable' and '2 Build your filter using one to four conditions'. The 'Filtering' dropdown is highlighted with a red box. The 'Strikeout' option is selected with a red circle. The variable '# Total Population, 2023' is selected with a red circle '1'. The condition 'is greater than' is selected with a red circle '2', and the value '150,000' is entered in the box. The 'Apply' button is highlighted with a red box at the bottom.

Filtering View Actions Export

1 Select a data variable 2 Build your filter using one to four conditions X

Filter: Off On Hide Strikeout

Total Population, 2023 dem est 1

Entertainment | Pets, toys, hobbies, and playground equipment | Pets | Pet food, 2021 cex

Entertainment | Pets, toys, hobbies, and playground equipment | Pets | Pet food (Household average), 2021 cex

Median Household Income, 2023 dem est

Total Population, 2023 dem est is greater than 2 150,000 X

and

Add a variable on the left (Optional)

Apply Close

All locations that don't meet your criteria will be stricken out. You can hide these locations altogether by reopening the Filters panel and clicking on the **Hide** option at the top. Now, you can select the "Sorted By" dropdown to see the final list ranking Pet Food (HH Average) for cities with more than 150,000 people. Final list shown here.

Top 100 Cities in USA sorted by Entertainment Pets, toys, hobbies, and playground equipment Pets Pet food (Household average), 2021					
Location	# Total Population, 2023	Entertainment Pets, toys, hobbies, and playground equipment Pets Pet food, 2021	Entertainment Pets, toys, hobbies, and playground equipment Pets Pet food (Household average), 2021	Median Household Income, 2023	
	den est	cx	cx	den est	
1 Sunnysvale, CA	156,242	\$25,950,402.25	\$445.37	\$165,171.62	
2 Bellevue, WA	154,076	\$25,377,059.59	\$418.25	\$141,874.76	
3 Fremont, CA	234,358	\$31,051,431.20	\$412.27	\$153,936.32	
4 San Francisco, CA	873,229	\$151,335,716.39	\$408.12	\$129,081.72	
5 Huntington Beach, CA	198,283	\$30,210,971.65	\$397.16	\$104,596.21	
6 San Jose, CA	1,017,469	\$128,528,193.69	\$394.92	\$126,893.29	
7 Arlington, VA	240,236	\$42,692,178.12	\$383.81	\$128,789.39	
8 Seattle, WA	760,954	\$131,638,205.27	\$376.76	\$106,763.53	
9 Alexandria, VA	160,566	\$27,968,401.33	\$373.49	\$106,688.29	
10 Scottsdale, AZ	249,027	\$41,312,895.38	\$368.57	\$97,825.14	

How can I pull a list of target locations based on some criteria without using the data filter?

The **Location Query** report is similar to using data filters, except it is presented within its own report, and you are not limited to only using 4 conditions.

Click on *New View > Location Query*

The report looks similar to the filter dialog box. Choose variables that represent what you are looking for and click **Search**. The far right of the screen displays the results.

In this example, a researcher is looking for a list of ZIP Codes in the USA that: More than 30% of Adults have a college degree, and those ZIP Codes have a median HH incomes between \$55-75k, and a total population of more than 50k, and spend more than \$120 per year on pet food.

Find all **Zip Codes** in **USA** that match the following conditions:

VARIABLES IN THIS PROJECT

- % Educational Attainment | Bachelor's degree or higher, 2023
- Median Household Income, 2023
- % Veteran Status | Veteran, 2023
- # Housing Units, 2023
- % Age | 65 years and over, 2023
- Entertainment | Pets, toys, hobbies, and playground equipment | Pets | Pet food, 2021
- Entertainment | Pets, toys, hobbies, and playground equipment | Pets | Pet food (Household average), 2021
- # Total Population, 2023

CONDITIONS

- % Educational Attainment | Bachelor's degree or higher, 2023 is greater than 30.00%
- and
- Median Household Income, 2023 is between \$55,000.0 and \$75,000.0
- and
- # Total Population, 2023 is greater than 50,000
- and
- Entertainment | Pets, toys, hobbies, and playground equipment | Pets | Pet food (Household average), 2021 is greater than \$120.00

148 ZIP CODES MATCH YOUR LOCATION QUERY

	Location	% Educational Attainment Bachelor's degree or higher, 2023
1	02124, Dorchester Center, MA	
2	06810, Danbury, CT	
3	07002, Bayonne, NJ	
4	07047, North Bergen, NJ	
5	07093, West New York, NJ	
6	07305, Jersey City, NJ	
7	07306, Jersey City, NJ	
8	08701, Lakewood, NJ	
9	10027, New York, NY	
10	10031, New York, NY	
11	10032, New York, NY	
12	10033, New York, NY	

Note: any variable can be a condition. By default you will see a list of variables in your project (shown on the left of the screenshot) – if you don't see the variable you are looking for there already, you will have to add that in by clicking on the Data block and adding it to your report.

How many millennials are there within a 1, 3, 5mi radius around an address?

The **Ring Study Table** allows users to select a central location, and get a detailed table containing data (#/% or Total/Avg variables) for the 1mi, 3mi, and 5mi rings around it. It is ideal when you need to understand the characteristics surrounding a specific location, or to compare locations for site selection.

Click on **New View > Ring Study Table**

In the **Locations** button at the top-left, type in the chosen address and make your geography selection (block group in this example).

Under the **Data** block, navigate to the **Age** category *or* **Community Demographics** folder and add in the appropriate age ranges.

The screenshot shows the SimplyAnalytics interface. On the left, the 'Data' block is selected, and the 'Community Demographics' folder is highlighted. The 'Age' sub-folder is expanded, showing a list of age ranges. The following table represents the data shown in the interface:

Age Range	Unit	Year	Source	Selected
% Age 10 to 14 years	%	2023	est	
# Age 15 to 17 years	#	2023	est	
% Age 15 to 17 years	%	2023	est	
# Age 18 and 19 years	#	2023	est	
% Age 18 and 19 years	%	2023	est	
# Age 20 to 24 years	#	2023	est	
% Age 20 to 24 years	%	2023	est	
# Age 25 to 34 years	#	2023	est	✓
% Age 25 to 34 years	%	2023	est	
# Age 35 to 44 years	#	2023	est	✓
% Age 35 to 44 years	%	2023	est	
# Age 45 to 54 years	#	2023	est	

The screenshot shows the 'Edit Ring Study' interface. The 'Done' button is highlighted with a red box. The 'DATA' section shows a list of variables, with '# Age | 25 to 34 years, 2023' and '# Age | 35 to 44 years, 2023' selected and highlighted with a red box.

Variable	Year	Source	Selected
% Educational Attainment Bachelor's degree or higher, 2023	2023	dem est	
Median Household Income, 2023	2023	dem est	
% Veteran Status Veteran, 2023	2023	dem est	
# Housing Units, 2023	2023	dem est	
% Age 65 years and over, 2023	2023	dem est	
Entertainment Pets, toys, hobbies, and playground equipment Pets Pet food, 2021	2021	cx	
Entertainment Pets, toys, hobbies, and playground equipment Pets Pet food (Household average), 2021	2021	cx	
# Total Population, 2023	2023	dem est	
# Age 25 to 34 years, 2023	2023	dem est	✓
# Age 35 to 44 years, 2023	2023	dem est	✓

Click **Done** to generate the final report. All number, percentage, average or total variables should calculate. You will see N/A for median, and any other variables that are unable to be calculated for a radii.

BG0025092, Pima County, AZ ▾

	1 mile radius	3 mile radius	5 mile radius	All of USA
# Age 25 to 34 years, 2023 dem est	2,307	15,027	32,080	45,396,842
# Age 35 to 44 years, 2023 dem est	1,856	10,942	24,735	42,052,653