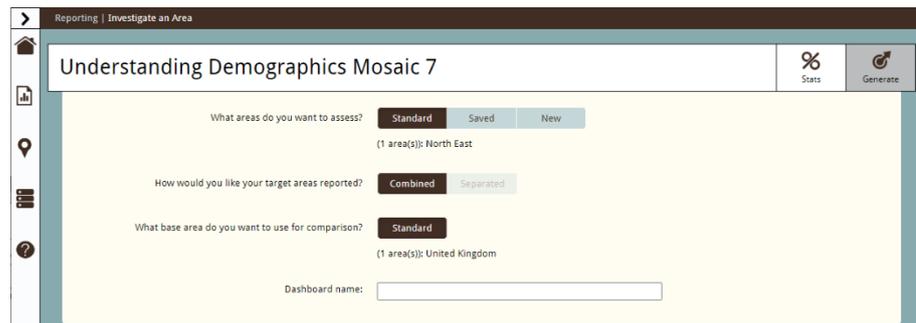


Create an Understanding Demographics report

1. Click the  **Reporting** menu option.
2. Select the **Investigate an Area** report category and choose the **Understanding Demographics Mosaic 7** report. The **Understanding Demographics Mosaic 7** wizard is displayed.



Note: If you can't see the **Understanding Demographics Mosaic 7** report listed you may need to expand the number of reports seen by clicking on the **nn more reports** button to the right of the screen.

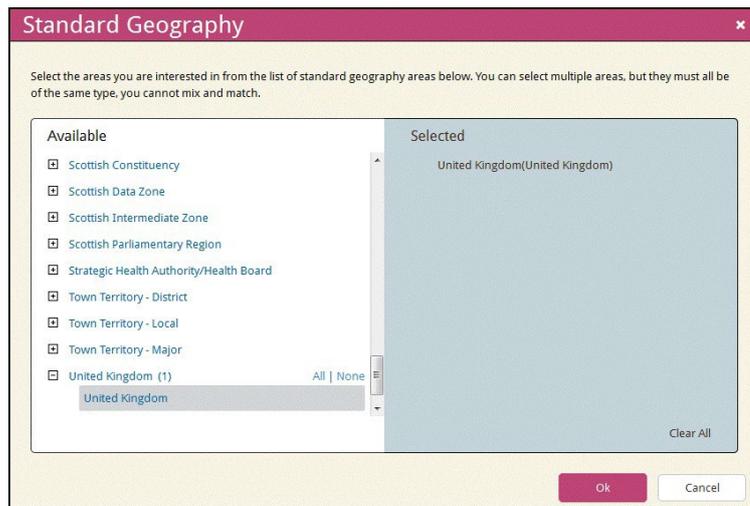
3. For **What areas do you want to assess?**, click **Standard**, **Saved** or **New**.
 - **Standard** – areas are predefined areas such as counties, postal sectors, and parliamentary constituencies.
 - **Saved** – includes areas that have been created previously and saved so that they can be re-used.
 - **New** – allows you to create a catchment around a specific area of interest.

Note: Under the **Standard** button, you can select multiple areas but they must all be from the same geographical category, you cannot mix and match. For example, you cannot pick an area from the **Town Territory - District** list and another from **Town Territory - Local**. They must be all from one or the other.

If you would like to remove an area from the list, simply click on the  to the left of area name in the **Selected** pane.

4. For **How would you like your target areas reported?**, select the appropriate option. For example, if you were interested in the areas LE3, LE6, LE9 and LE12 you can report on these areas separately or combined together. Separately would give you four individual reports whereas combined will give you just one.

5. For **What base area do you want to use for comparison?**, click **Standard**. The **Standard Geography** window is displayed:



- In the **Available** pane, drag the scroll bar to display the geography you require and click on its + symbol.
- If you would like to remove an area from the list, simply click on the  to the left of area name in the **Selected** pane.

Note: Base area for comparison is an average set of values that is used to compare with the data from your selected area. This is usually the whole of the UK, but if needed, you can choose a more localised comparison area from the **Available** pane.

6. In the **Dashboard** name textbox, type a name for the generated report that will be used as a dashboard, for example based on the street name and the catchment size of the area being examined.
7. Click  **Generate** to create the report/dashboard. A confirmation message is displayed.
8. Click **Close**. The **Reporting** page is re-displayed with your new report shown in the **Recent Reports List**.