

Introducing: US Demographic Reports for QGIS

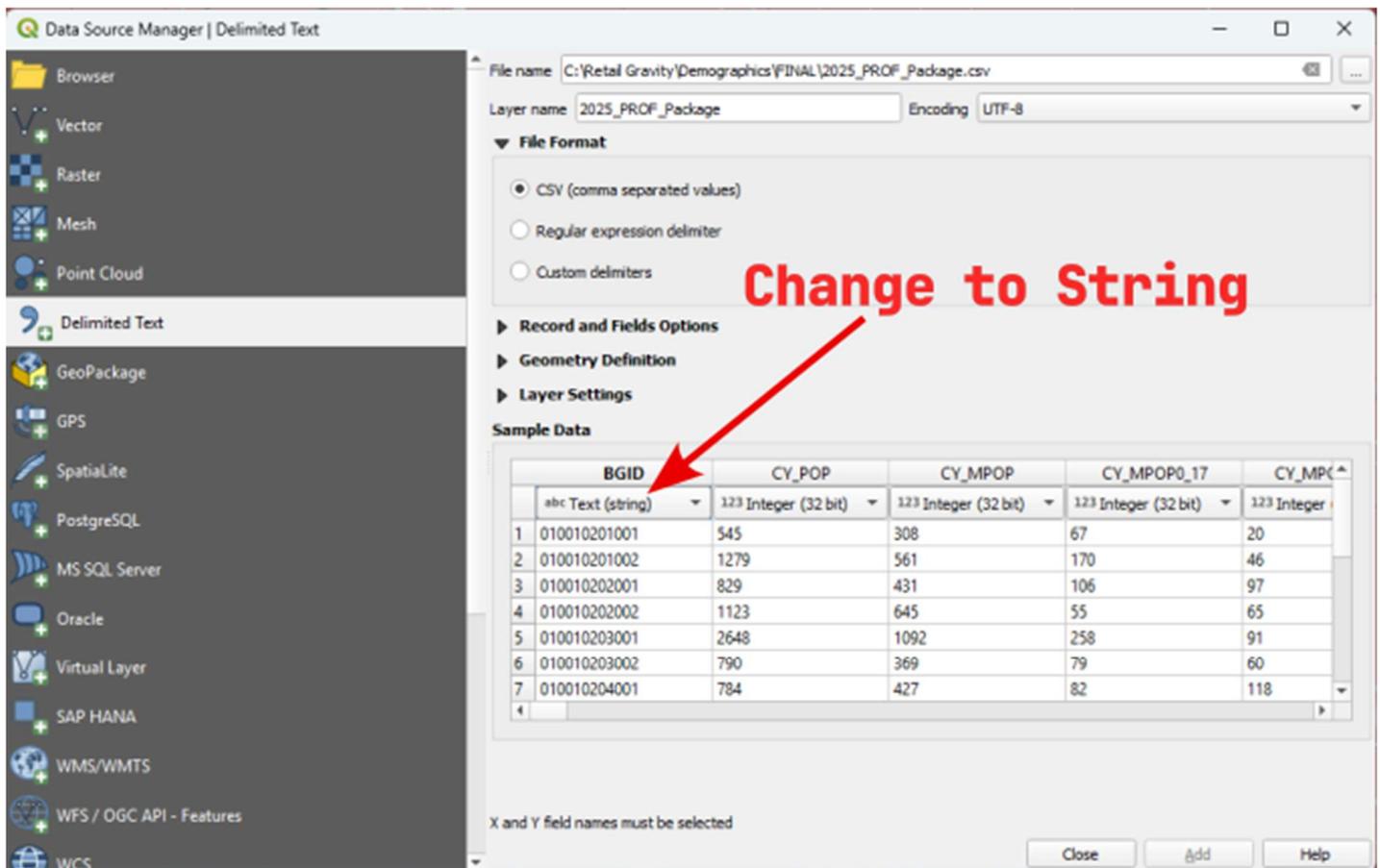
A free, open-source plugin we built specifically for our customers

Get Started:

- Download and install free QGIS software (QGIS 3.40+ free download from qgis.org)
- Install our plugin from the QGIS Plugin Manager | Search for "US Demographic Reports"
- Download block group geography file from the US Census
 - https://www2.census.gov/geo/tiger/GENZ2024/shp/cb_2024_us_bg_500k.zip
- Add the geography as a vector layer or use Ctrl+Shift+V
- The plugin requires ReportLab for PDF generation. You should already have it, but if not, installation instructions can be found on the GitHub README
 - <https://github.com/retailgravity/qgis-demographic-reports/blob/main/README.md>

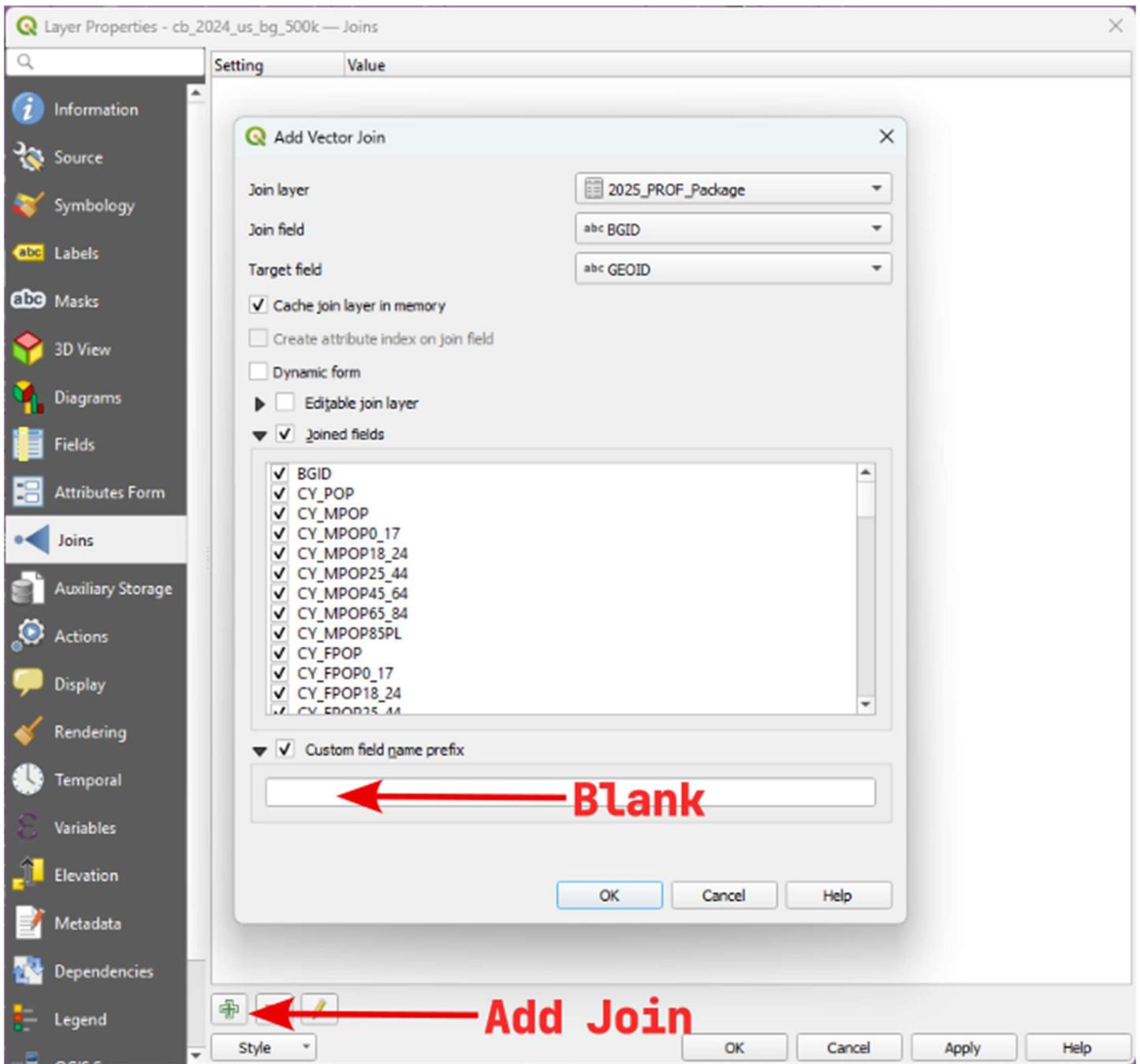
Purchase Your Data and Add to QGIS:

- Purchase your demographic data | Choose your package at <https://www.retailgravity.com/demographics>
- Add the demographic data as a Delimited Text Layer or use Ctrl+Shift+T
 - Make sure to change the BGID to a string. QGIS wants to recognize it as an integer. SEE BELOW:



Join the Demographic Data to Geography:

- Right-click your Geography layer and go to Properties
- Click Join from the left menu of options
- Add Vector Join by clicking the green plus sign at the bottom
 - Select all fields to join
 - Check Custom field name prefix and make sure it is blank
 - SEE BELOW:



You're now ready to use the reporting tool! Thank you for supporting Retail Gravity!

Technical Details:

- Compatible with QGIS 3.40+
- Works with Basic, Expanded, and Professional packages
- Proportional area allocation methodology
- Exports to PDF and CSV formats
- Custom branding support
- Source code available on GitHub | <https://github.com/retailgravity/qgis-demographic-reports>