Introducing GeoCensusIQ®

US Demographics

Pitney Bowes MapInfo
STRATEGIC PARTNER

ICW International Computer Works

Easily creating intelligent maps, linking demographics with geography.

GeoCensusIQ® from International Computer Works, **leverages over 3,000 demographic variables from the US Bureau of the Census linked to maps generated from TIGER/Line Files.** This easy-to-use application is designed to enable both novice and expert users of GIS to link variables from any of the tables found in the Public Law (P. L.) 94-171, Summary File 1 (SF 1) or Summary File 3 (SF 3)

GeoCensusIQ® provides step-by-step guidance for easier use of the population and household data which is best suited for display and understanding when linked to a map.

- P. L. 94-171 includes population and household information for redrawing districts for the US Congress and state legislatures.
- SF 1 contains 286 detailed tables focusing on age, sex, households, families, and housing units.
- SF 3 consists of 813 detailed tables of social, economic and housing characteristics.

- Census Blocks
- Census Block Remainders
- Census Block Groups
- Census Block Group Remainders
- Census Tracts
- Census Tract Remainders
- Place Boundaries
- Place Boundaries Remainders
- County wide maps
- State wide maps

Designed for ease-of-use, GeoCensusIQ® is strategically positioned to help you use the power of GIS data in concert with demographics to address the mission critical needs of your office.

GeoCensusIQ® works with tables according to geography:

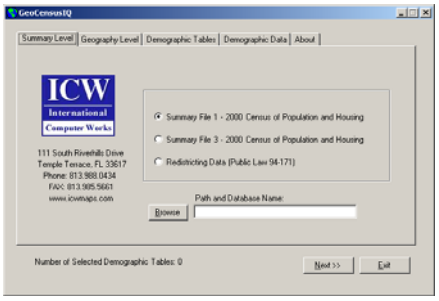
Summary File 1

1. **Population tables (Pn)** are available to the block level
2. **Housing tables (Hn)** available to the block level
3. **Population Census Tract tables (PCTn)** are available to the census tract level only
4. 50 states, and DC down to the block level, but only to the census tract level for some. Summaries are included for areas such as ZIP Code Tabulation Areas (ZCTAs).

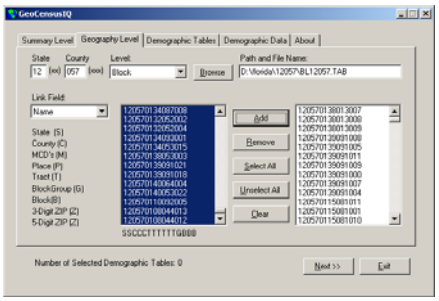
Summary File 3

1. **Population (P)** and **Housing (H)** tables are available to the block group
2. **Population (PCT)** and **Housing (HCT)** tables are available to the census tract level only
3. Summary File 3 includes 484 population tables and 329 housing tables
4. 50 states, DC and Puerto Rico down to block group level, but only to the census tract level for others. Summaries are included for other geographic areas such as Zip Code Tabulation Areas (ZCTAs).

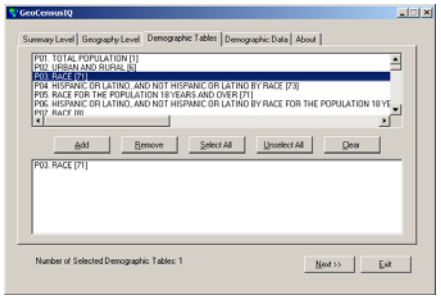
Step-By-Step Guidance:



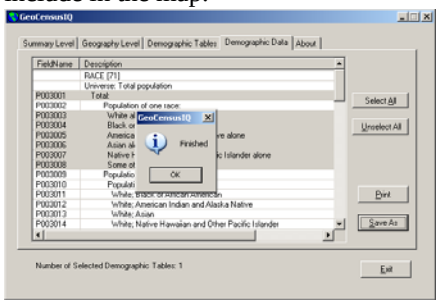
Select the file and database location.



Specify the geography level, the location of the map data, the field for linking and the records from the map table to use.



Select the tables from the database to include in the map.



Select variables from the table(s), print documentation and save your dataset. You have just built an intelligent map with demographics.

GeoCensusIQ® makes it easy to use demographics!

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