Analysis Areas

Using Geographies

OVERVIEW

This document will take you through the process of creating an analysis area by manually selecting standard geographies and/or previously saved analysis areas.

LOCATE ANALYSIS AREA BUILDER
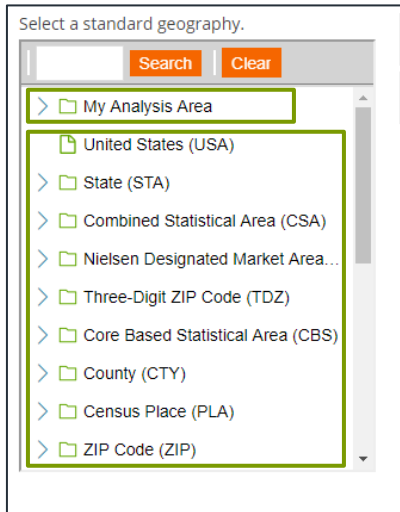
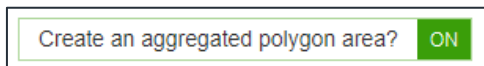1. From the homepage, click on Analysis Area.

2. Select Geography.

identify
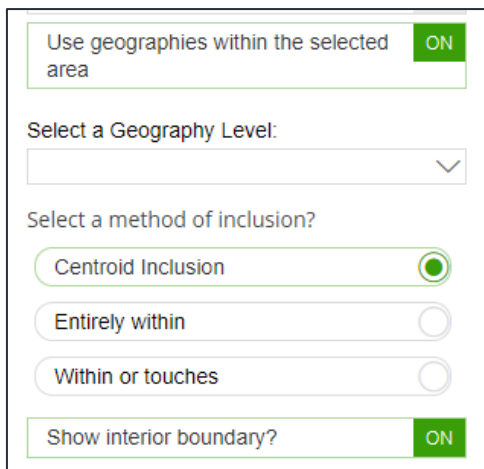deliver
optimize

ENTER ANALYSIS AREA DETAILS

1. Select the standard geography(ies) and/or previously saved areas you want included in your analysis area.

2. (Optional) If you select more than one geography for your analysis area, and do not want the interior boundaries to appear when you view the analysis area, change the Create an aggregated polygon area prompt to ON.

3. (Optional) To create your analysis areas based on standard geographies that fall within your selected area, change the Use geographies within the selected area prompt to ON. Additional options will appear.

    a. In the Select a geography level drop-down list, select your desired geography level.

b. Specify the method by which you want to include the geography. The options are:

ANALSYIS AREA INCLUSION METHODS	
INCLUSION METHOD	DESCRIPTION
Centroid inclusion	Includes geographies with centroids that fall within the perimeter of the area.
Entirely within	Includes geographies that fall completely within the perimeter of the area.
Within or touches	Includes geographies that fall within or touch any part of the perimeter of the area.

c. By default, the interior boundaries will be shown on the map. To hide the boundaries, change the Show interior boundaries prompt to OFF.

4. (Optional) To define how you want the analysis areas to display on the map, change the Edit the display style of the analysis area prompt to ON. Additional options will appear.

a. To customize the analysis area border settings, click the button next to Border. When the Border setting options box appears, click to select your desired border color; click and drag the Transparency slider to specify the transparency of the border; and then click Apply.

Note: A transparency of 100% means that there will be no color. 0% means full color.

b. To customize the analysis area fill settings, click the button next to Fill. When the Fill setting options box appears, click to select your desired border color; click and drag the Transparency slider to specify the transparency of your analysis area display; and then click Apply.

3

5. In the Name text box, enter a name for your analysis area. Click Submit Job.

Name: [   ] **Submit Job**

VIEW OUTPUT

1. You will be notified that the area has been created. Click OK.

Creation Status

Your Analysis Area has been created successfully.

OK

2. From My Content ➔ Analysis Areas, click the ⏵ button next to your analysis area. From the Use My Analysis Areas screen, you can do any of the following:

- Create a Consumer Concentration or Location Detail report
- View your analysis areas on the interactive map
- Create another analysis area

claritas