Analysis Areas

Using Interactive Map

OVERVIEW

This document will take you through the process of creating an analysis area using the interactive map.
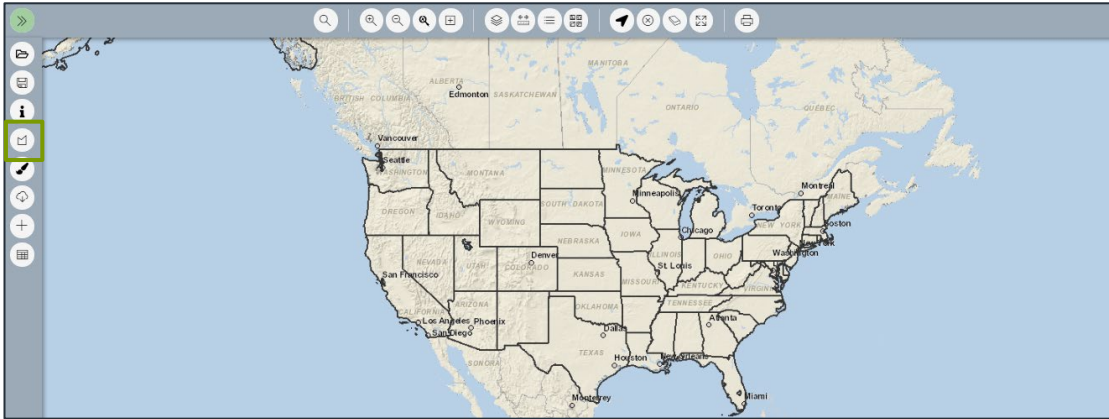

LOCATE ANALYSIS AREA BUILDER

1. From the homepage, click on Analysis Area.

2. Select Interactive Map.

identify
deliver
optimize

ENTER ANALYSIS AREA DETAILS

1. When the interactive map appears, click the Analysis Area Builder icon.

2. In the Analysis Area Builder pane, select the method you want to use for creating your analysis area(s). The options are:

ANALSYIS AREA OPTIONS	
ANALYSIS AREA METHOD	DESCRIPTION
Geography	Includes geographies with centroids that fall within the perimeter of the area.
Locations	Includes geographies that fall completely within the perimeter of the area.
Hand Drawn Polygon	Includes geographies that fall within or touch any part of the perimeter of the area.

If You Select Geography

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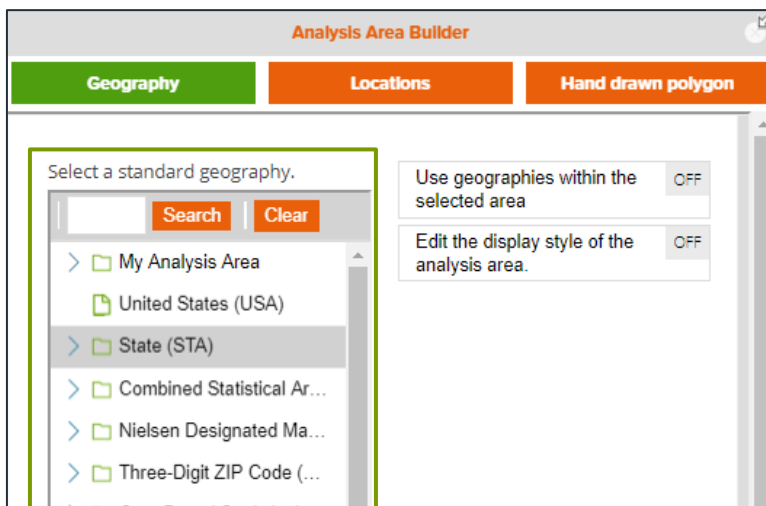
2. (Optional) If you select more than one geography for your analysis area, and do not want the interior boundaries to appear when you view the analysis area, change the Create an aggregated polygon area prompt to ON.

Create an aggregated polygon area?   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.

Use geographies within the selected   ON
area

Select a Geography Level:

Select a method of inclusion?

Centroid Inclusion
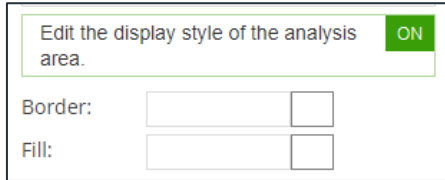
Entirely within

Within or touches

Show interior boundary?   ON

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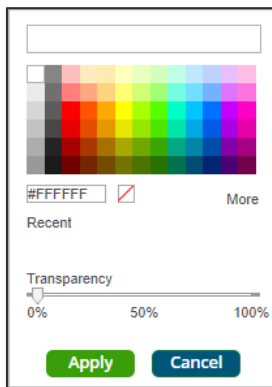
4. (Optional) To define how you want the analysis areas to display on the map, change the Edit the display style of the analysis area prompt to ON. Additional options will appear.

Edit the display style of the analysis area.	ON
Border:	
Fill:	

   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.

#FFFFFF   More

Recent

Transparency
0%   50%   100%

Apply   Cancel

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

Name: Submit Job

If You Select Location

Note: You must have the desired location(s) loaded on the map prior to creating the location based areas.

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1. In the Select an Analysis Area Type drop-down list, select the type of analysis are that you want to create. The options are:

ANALYSIS AREA TYPE	
AREA TYPE	**DESCRIPTION**
Radius	Based on a specified distance, in miles, around a particular location.
Concentric	Based on specified radii, in miles, around a particular location that will create doughnut shaped areas.
Drive Time	Based on the number of minutes (drive time) you can drive from a specific location. Note that the drive time area does not account for traffic.
Drive Distance	Based on the number of miles (drive distance) you can drive from a specific location.
Threshold	Based on a specified value (threshold) of a selected variable (for example, a radius area based on the current-year population threshold of 10,000
Thiessen	Based on a specified distance, in miles, around multiple locations that will create non-overlapping radii.

2. Based on the selected area type, further define the area details:

ANALYSIS AREA TYPE, ADDITONAL DETAILS	
AREA TYPE	**ADDITIONAL DETAILS NEEDED**
Radius	Enter the radius (in miles) from your specified location data that you want to use.
Concentric	Type the radius (in miles) of the inner circle that you want to create around your specified location data in the Inner Radius text box, and then type the radius of the outer circle in the Outer Radius text box.
Drive Time	Enter the drive time (in minutes) from your specified location data that you want to use.
Drive Distance	Enter drive distance (in miles) from your specified location data that you want to use.
Threshold	Specify the variable that will be used for the threshold, the maximum threshold value, the percent tolerance (i.e., the inaccuracy rate used to determine how close the resulting radii are to the specified threshold value), your preferred maximum number of iterations, and the minimum and maximum radius (in miles).
Thiessen	Enter the number of polygons you want to create and the size of each radius (in miles).

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.
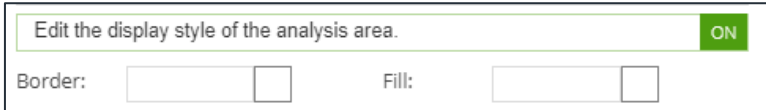

a. In the Select a geography level drop-down list, select your desired geography level.

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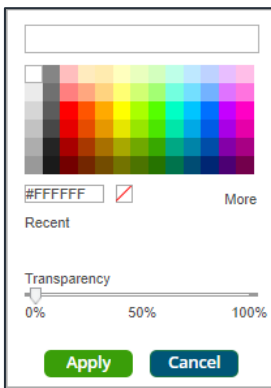
4. (Optional) To define how you want the analysis areas to display on the map, change the Edit the display style of the analysis area prompt to ON. Additional options will appear.


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.

5. In the Name text box, the naming convention for your analysis area(s) will be displayed. Click Submit Job.
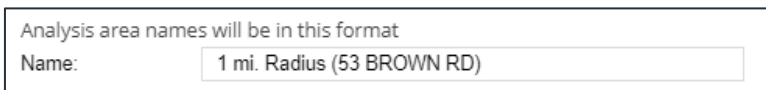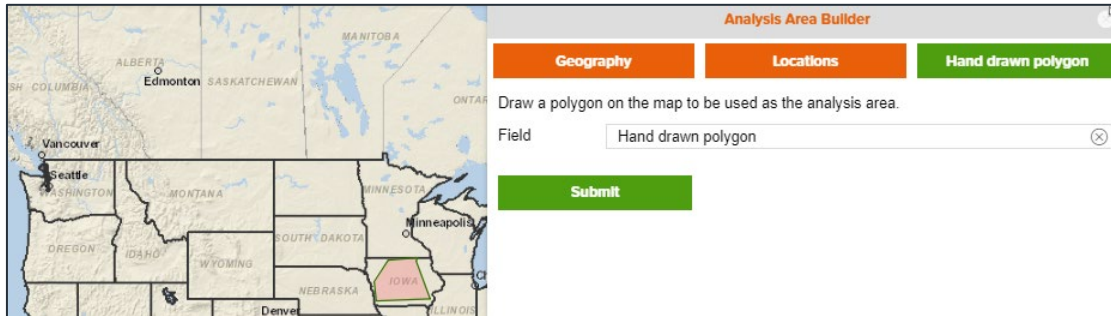

Note: The naming convention for your analysis areas can be changed in your User Preferences.
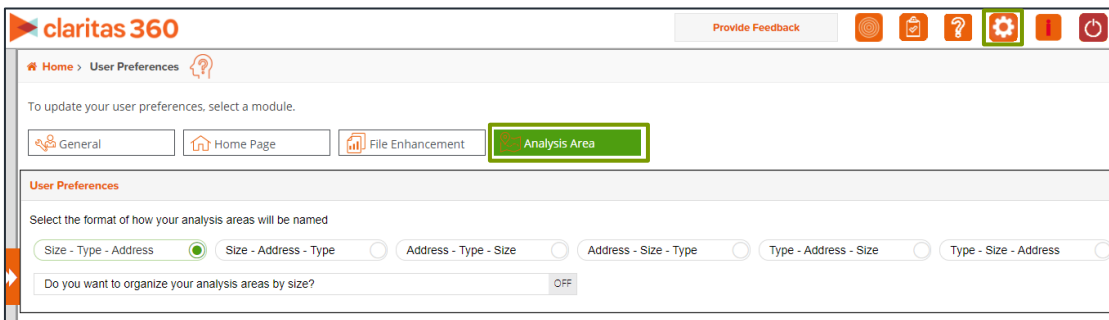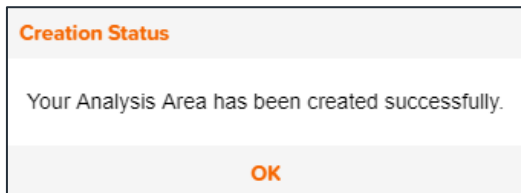
If You Select Hand Drawn Polygon

1. Draw the polygon on the map. Click once on the map to begin drawing the polygon. Double click once the polygon has been completed.

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

VIEW OUTPUT

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

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