

Location Filter

OVERVIEW

This document will take you through the process of creating location filters using either your imported locations or Claritas Business-Facts data.

LOCATION FILTER

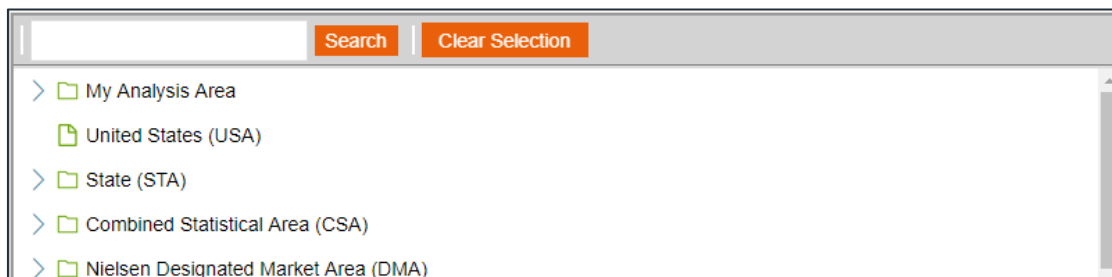
1. From the homepage, click on Custom Data.



2. Select Location Builder → Location Filter.

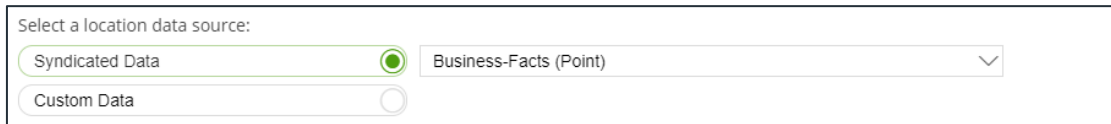
CREATE FILTER

1. On the Location Filter screen, select the analysis area(s) where the filtered locations will be pulled from. When a geography has been selected, the icon will turn green.



2. Select a location data source to use for creating the filter. The options are:

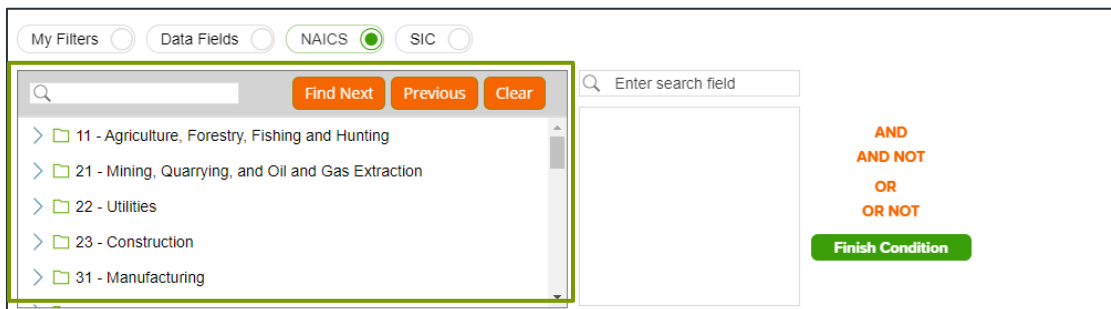
- Syndicated Data – Allows you to select a syndicated location data set.
Note: This option is only available if you license a location data set.
- Custom Data - Allows you to select from previously uploaded location files.



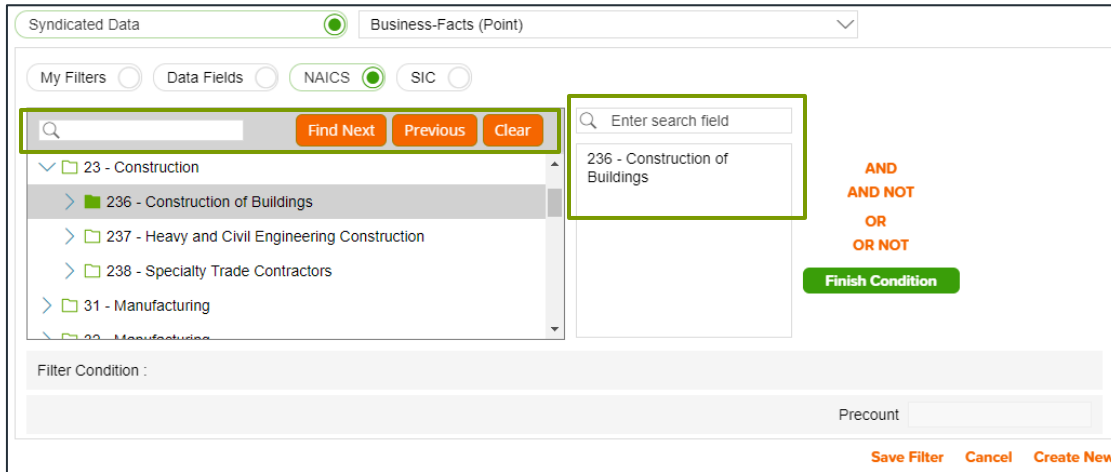
3. Click the category of elements or data type that you want to use to create your filter conditions. The options are:

CATEGORY AND DATA TYPES	
CATEGORY OR DATA TYPE	DESCRIPTION
My Filters	To select from previously created and saved filters
Data Fields	To select from the available fields in the data set
NAICS	To include North American Industry Classification System (NAICS) codes, the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. Only available when creating a Claritas Business-Facts filter.
SIC	To include Standard Industrial Classification (SIC) codes, a system used by government agencies to classify industry areas. Only available when creating a Business-Facts® filter.

4. After selecting an option, the related data category folders and elements will appear.

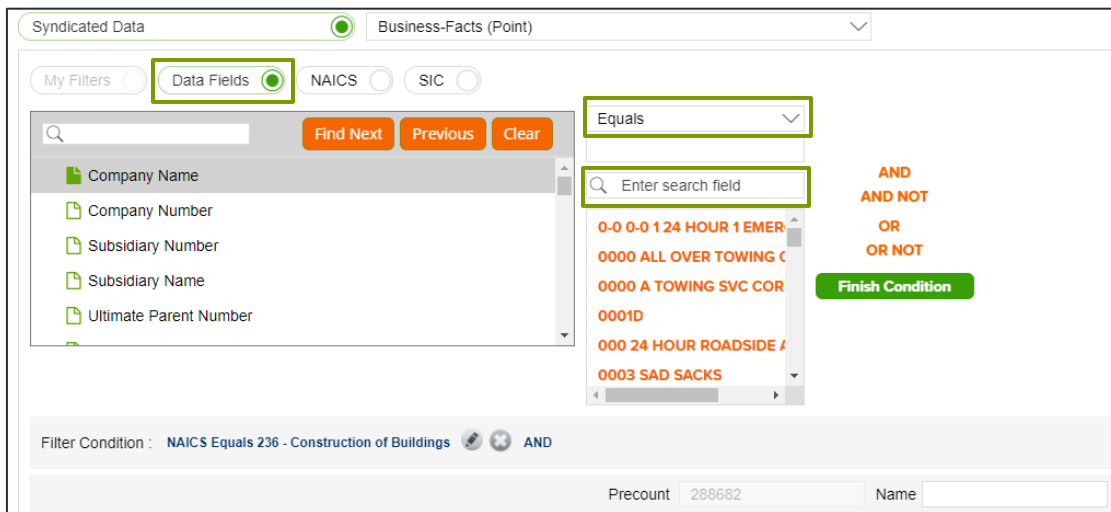


- Use the search feature or expand a folder to navigate to and select the data element that you want to use. Your selection appears in the box located to the right.



- (Optional) If you select to use Data Fields to create your filter conditions, additional text boxes appear. Select an appropriate operator from the drop-down list.

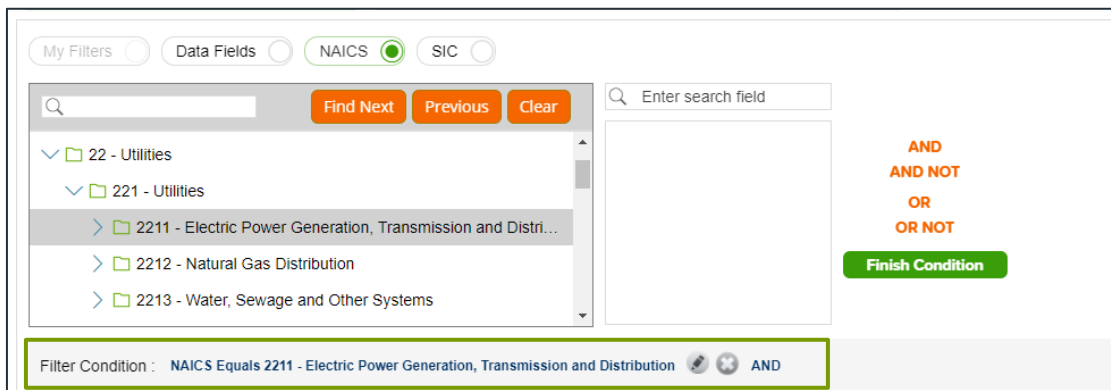
Note: the search feature can be especially helpful when working with fields that contain a large number of different entries (such as Company Name).



7. (Optional) To add to your filter condition, click one of the following operators:

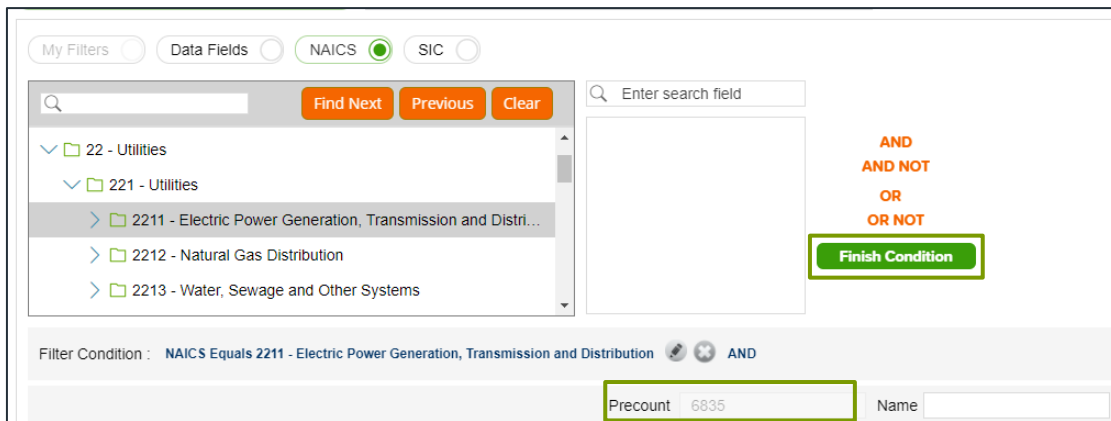
FILTHER CONDITIONS	
FILTER CONDITION	DESCRIPTION
And	To add another condition
And Not	To specify a condition that must not be met
Or	To specify an alternative condition
Or Not	To specify an alternative condition that must not be met

8. The created condition appears next to the Filter Condition field.



9. (Optional) To add conditions, repeat Steps 6 through 9.

10. Click Finish Condition to indicate that you have completed setting your filter conditions. A count of records that meet your created condition appears in the Precount text box.





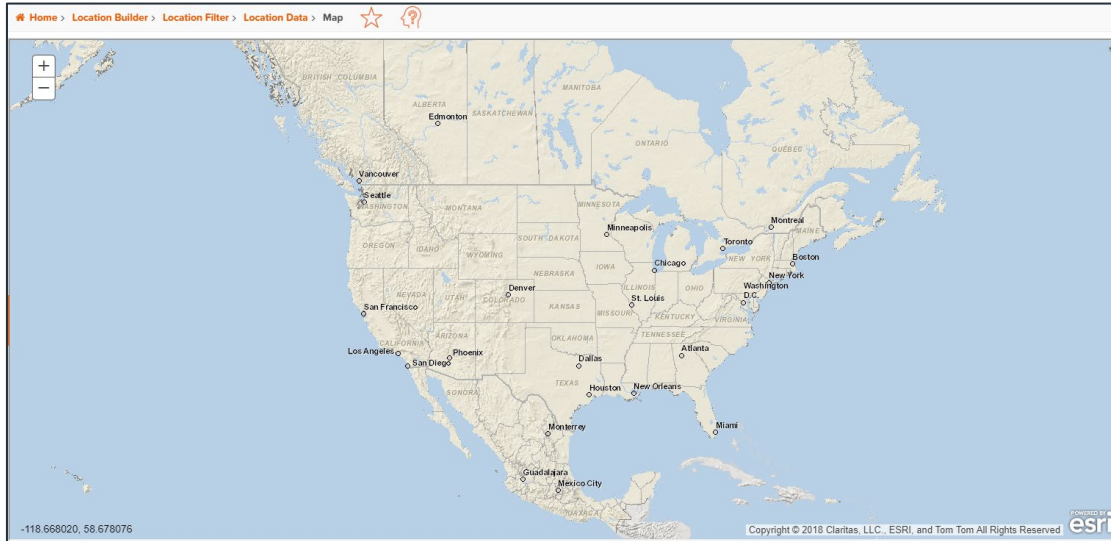
13. In the Name text box, type a name for your filter.
14. Click Save Filter located at the bottom of the screen. The system saves your created filter.
Note: If you select an existing filter from My Filters, the Save Copy of Filter As option becomes available. Click this button to save a copy of the filter.
15. (Optional) To create another filter, click Create New and then repeat Steps 1 through 11.
16. Click Next. Click Submit Job.

SUMMARIZED VIEW OF LOCATION DATA

The Location Data screen displays a summarized view of your filtered location data.

VIEW LOCATIONS ON MAP

On the Map screen, verify the filtered locations on the map.



VIEW OUTPUT

When the job is completed, 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