

Analysis Areas

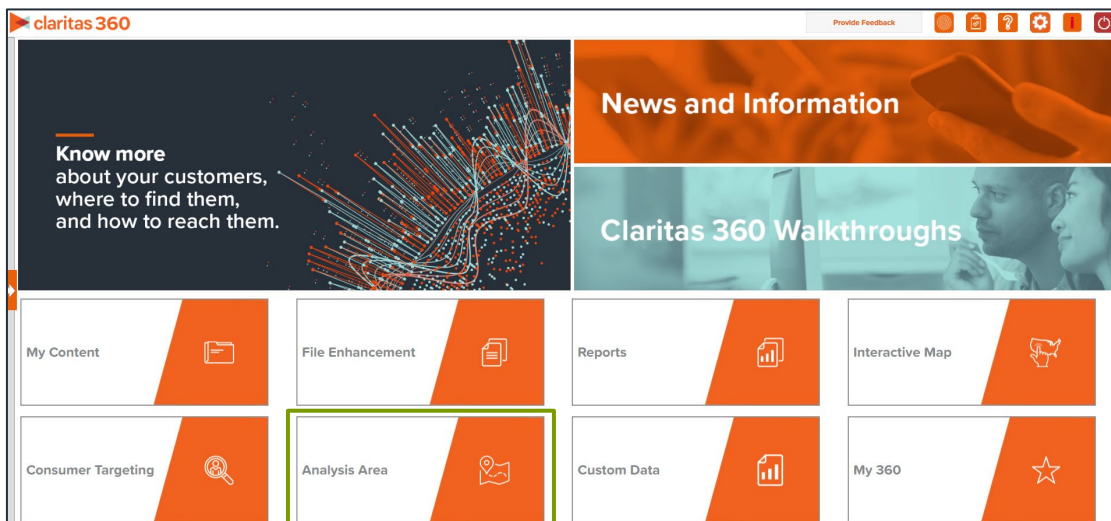
Importing Analysis Areas

OVERVIEW

This document will take you through the process of creating analysis areas by importing a list of geographies or a polygon file.

LOCATE ANALYSIS AREA BUILDER

1. From the homepage, click on Analysis Area.



2. Select Import Analysis Area.

ENTER ANALYSIS AREA DETAILS

1. Click Choose a file to browse out and select your geography or polygon file.



If Importing a Polygon File

When importing polygons, there are certain requirements that must be met:

- The imported file must be given a unique file name, that has not been used for a previously uploaded file.
- The imported file must contain no more than 25,000 polygons.
- The imported file must be a ZIP file consisting of tab, shp or mif files.
- "ID" cannot be used as field name (all uppercase). "ID" field names must be changed to either "Id" or "id" (e.g., Geography Id or Geography id).
- Depending on the type of polygon file being imported, certain file types must be included in the ZIP file:

POLYGON FILE TYPE	MANDATORY FILES	ADDITIONAL INFORMATION
ESRI Shapefile (shp)	.shp .shx .dbf	If extraneous files are available, it is recommended to keep them in the zipped file as they may contain additional information. However, if your import fails, extract the zipped file and re-zip including only the listed mandatory files.
MapInfo Interchange Format (mif)	.mid .mif	
MapInfo Table (tab)	.tab .dat .id .map	If extraneous files are available, keep them in the zipped file as they contain certain additional information.

When a preview of the file appears, select the column containing the Analysis Area Name.

Select the appropriate column headers. Preview doesn't look right?

Import all columns OFF

Do Not Import Analysis Area Name Do Not Import

zipcrid	Name	Objectid
20001C001	DCWASHINGTON	Region
20001C003	DCWASHINGTON	Region

If Importing a Geography File

When a preview of the file appears, select the columns you want to import. Columns that need to be specified include: Geography Level, Geography ID and Analysis Area Name. Other columns that can be imported include: Analysis Area Group Name and Area ID.

Select the appropriate column headers. Preview doesn't look right?

Import all columns OFF

Geography Level Geography ID Analysis Area Name Analysis Area Group Name

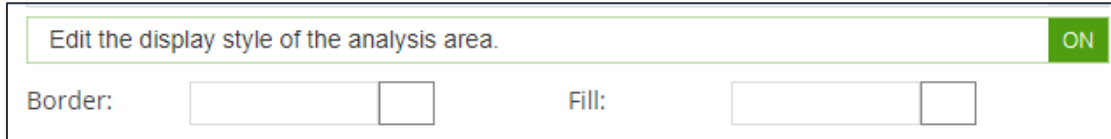
Geo_Level	Geo_ID	Area_Name	Category
zip	21228	Maryland	Eastern Region
zip	21787	Maryland	Eastern Region

Note: If any of the records in the Geography ID column are missing leading zeros, the system will update those records to include the necessary leading zeros.

Geography level and the corresponding three-digit geography codes include:

THREE-DIGIT GEOGRAPHY LEVEL	GEOGRAPHY LEVEL NAME
USA	Country
STA	State
CTY	County
MCD	Minor Civil Division
PLA	Census Place
TRA	Census Tract
BGR	Census Block Group
CSA	Combined Statistical Area
CBS	Core Based Statistical Area
DMA	Designated Market Area
TDZ	Three-Digit ZIP Code
ZIP	ZIP Code
AZP	All ZIP Codes
ZP4	ZIP+4
ZP6	ZIP+6
CBL	Claritas Cable - Incumbents
CBM	Claritas Cable - Major Overbuilders
CBN	Claritas Cable - Minor Overbuilders
MTA	Major Trading Areas
BTA	Basic Trading Area
RSA	Metro/Rural Service Area
LAT	Local Access Transport Area
LEC	Incumbent Local Exchange Carrier
CTR	Wire Center

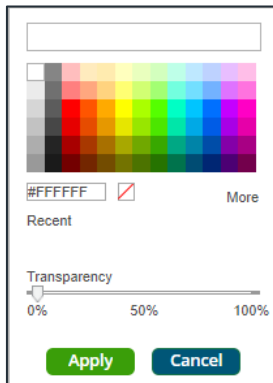
- (Optional) To define how you want the analysis areas to display on the map, change the Edit the display style of the analysis area prompt to ON. Additional options will appear.



- 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.

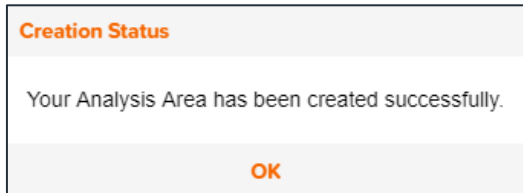
- To customize the analysis area fill settings, click the button next to Fill. When the Fill setting options box appears, click to select your desired border color; click and drag the Transparency slider to specify the transparency of your analysis area display; and then click Apply.



- After verifying your selection, click Submit Job.

VIEW OUTPUT

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



2. From the Use My Analysis Area screen you can select to 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