



# Analysis Areas

## Using Location Filter

### OVERVIEW

This document will take you through the process of creating analysis areas based on either Claritas Business-Facts locations or previously imported location files.

### LOCATE ANALYSIS AREA BUILDER

1. From the homepage, click on Analysis Area.



2. Select Location Filter.

## ENTER ANALYSIS AREA DETAILS

### Select Analysis Area(s)

1. Select the analysis area(s) where the filtered locations will be coming from.

Select the geographic region (analysis area) in which you would like to analyze.

- > ☐ My Analysis Area
  - ☐ United States (USA)
- > ☐ State (STA)
- > ☐ Combined Statistical Area (CSA)
- > ☐ Nielsen Designated Market Area (DMA)
- > ☐ Three-Digit ZIP Code (TDZ)
- > ☐ Core Based Statistical Area (CBS)
- > ☐ County (CTY)

### Set Filter Criteria

1. Select a location data source to use for creating the filter. The options are:
  - Custom Data - Allows you to select from previously uploaded location files.
  - 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

☒ Syndicated Data 

Business-Facts (Point) ▼

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

CATEGORY/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.

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

The screenshot shows the 'NAICS' filter tab selected. A list of NAICS categories is displayed on the left, including '11 - Agriculture, Forestry, Fishing and Hunting', '21 - Mining, Quarrying, and Oil and Gas Extraction', '22 - Utilities', '23 - Construction', and '31 - Manufacturing'. A search bar and buttons for 'Find Next', 'Previous', and 'Clear' are at the top of the list. To the right, there is a search field labeled 'Enter search field' and a 'Finish Condition' button. Logical operators 'AND', 'AND NOT', 'OR', and 'OR NOT' are also visible.

4. 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.

This screenshot shows the '2211 - Electric Power Generation, Transmission and Distribution' folder expanded under the '22 - Utilities' category. The selected element is displayed in a box on the right. The 'Finish Condition' button and logical operators are also visible.

5. (Optional) If you select to use Data Fields to create your filter conditions, additional text boxes appear.

- a. Select the data field you want to use for your filter condition

The screenshot shows the 'Data Fields' filter tab selected. A list of data fields is displayed on the left, including 'Company Name', 'Company Number', 'Subsidiary Number', 'Subsidiary Name', and 'Ultimate Parent Number'. A search bar and buttons for 'Find Next', 'Previous', and 'Clear' are at the top of the list. To the right, there is a search field labeled 'Enter search field' and a 'Finish Condition' button. Logical operators 'AND', 'AND NOT', 'OR', and 'OR NOT' are also visible.

- b. Select an appropriate operator from the drop-down list.

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

FILTER OPERATORS		
OPERATOR	DEFINITION	EXAMPLE
Equals	Selects records where a specific field matches a given value exactly	Business Chain Name EQUALS 'Business A'
Not Equals	Selects records where the value does not match the specified condition	Ultimate Parent Name EQUALS 'Parent Name B' AND Business Chain Name NOT EQUALS 'Business C'
Contains	Checks if a field includes a particular word or phrase	Company Name CONTAINS Coffee
Is Null	Finds records where a field has no value	Parent Company is NULL
Is Not Null	Finds records where a field has a value	Primary SIC Code Equals 531102 and Company Name IS NOT NULL
Begins with	Selects records where a field starts with a given text	Company Name BEGINS WITH 'Business D'
Does not Begin with	Used to exclude records where a text field starts with a specified set of characters	NAICS Code EQUALS 445110 and Business Chain Name DOES NOT BEGIN WITH 'Business E'
Ends with	Selects records where a text field ends with a specific value	Company Name ENDS WITH Inc.
Does not End with	Used to exclude records where a text field ends with a specified set of characters	Company Name DOES NOT END WITH Inc.

FILTER CONDITIONS		
CONDITION	DEFINITION	EXAMPLE
Greater Than	Selects records where the value is greater than a specified threshold	Local Employees GREATER THAN 99

FILTER CONDITIONS		
CONDITION	DEFINITION	EXAMPLE
Lesser Than	Selects records where the value is below a specified threshold	Local Employees LESSER THAN 100
Greater Than Equal To	Includes values that are greater than or equal to a specified number	Local Employees GREATER THAN EQUAL TO 100
Lesser Than Equal To	Includes values that are less than or equal to a specified number	Local Employees LESSER THAN EQUAL TO 99
Between	Selects records within a numeric range	Local Employees BETWEEN 50,100
In	Matches records against a list of values	

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

FILTER 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

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

The screenshot shows a web interface for creating filters. At the top, there are tabs: 'My Filters', 'Data Fields', 'NAICS' (which is selected), and 'SIC'. Below the tabs is a search bar with a magnifying glass icon and the text 'Enter search field'. To the left of the search bar is a tree view of NAICS categories. The tree is expanded to show '221 - Utilities', which is further expanded to show '2211 - Electric Power Generation, Transmission and Distribution'. Below the tree view is a 'Filter Condition' field that contains the text 'NAICS Equals 2211 - Electric Power Generation, Transmission and Distribution'. To the right of the filter condition field are three buttons: 'Find Next', 'Previous', and 'Clear'. Below these buttons is a 'Finish Condition' button. The 'Finish Condition' button is highlighted with a green border.

8. (Optional) To add conditions, repeat Steps 4 through 7.

- 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.

My Filters Data Fields NAICS SIC

Find Next Previous Clear

Enter search field


221 - Utilities


- 2211 - Electric Power Generation, Transmission and Distribution
- 2212 - Natural Gas Distribution
- 2213 - Water, Sewage and Other Systems
- 23 - Construction
- 24 - Manufacturing

Filter Condition : NAICS Equals 2211 - Electric Power Generation, Transmission and Distribution AND

Precount 6835 Name

AND  
AND NOT  
OR  
OR NOT  
Finish Condition

- (Optional) If you need to update your filter, click  next to the condition that you want to update, make the necessary changes, and then click Update Condition.

- (Optional) If you want to delete a condition, click  next to the condition that you want to remove.

- (Optional) If you want to save your filter for future use:
  - In the Name text box, type a name for your filter.
  - Click Save Filter located at the bottom of the screen.

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.

- (Optional) To create another filter, click Create New and then repeat Steps 1 through 12.

## Select Analysis Area Type Details

- In the Select an Analysis Area Type drop-down list, select the type of analysis area 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.

ANALYSIS AREA TYPE	
AREA TYPE	DESCRIPTION
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, ADDITIONAL 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.

Use geographies within the selected area

ON

Select a Geography Level:

Select a method of inclusion?

Centroid Inclusion

Entirely within

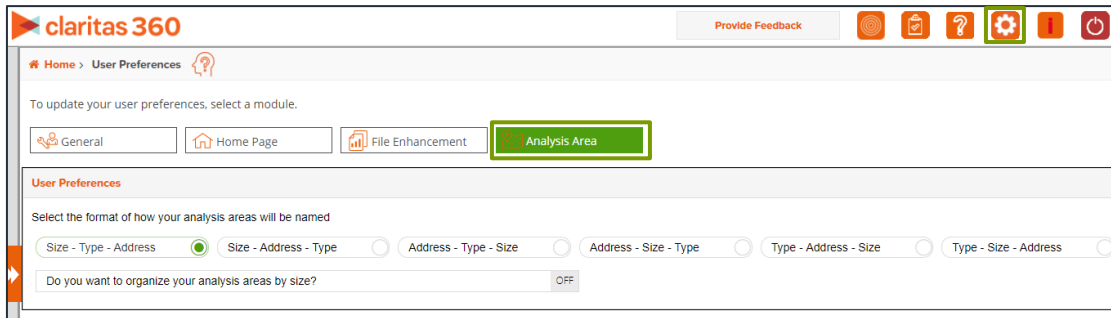
Within or touches

- In the Select a geography level drop-down list, select your desired geography level.
- Specify the method by which you want to include the geography. The options are:



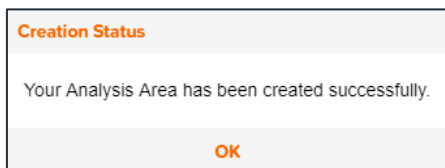


Note: The naming convention for your analysis areas can be changed in your User Preferences.



## 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