



Analysis Areas

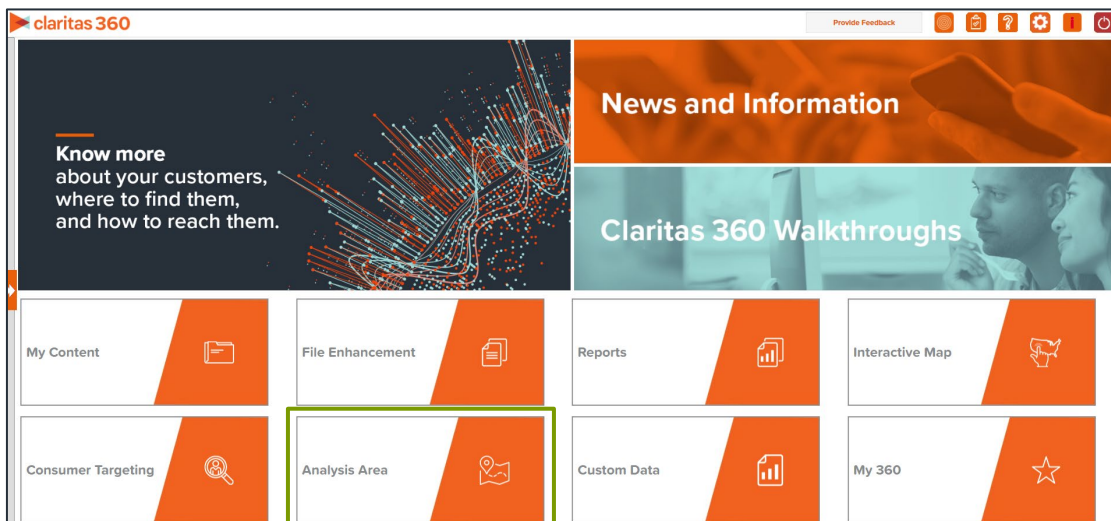
Using Location Filter

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.

Search
Clear Selection

- > 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.

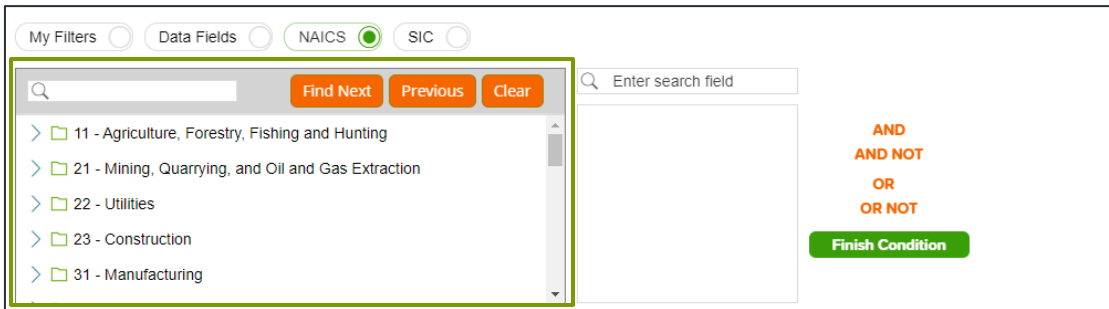
Custom Data

Syndicated Data Business-Facts (Point) ▼

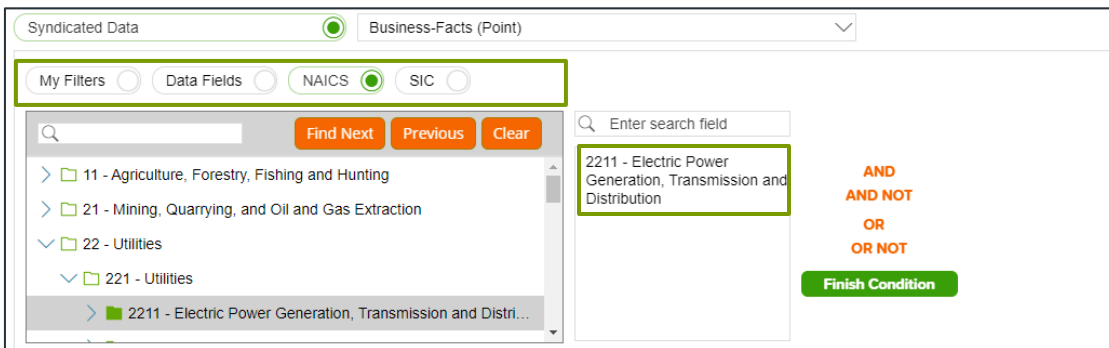
2. Click the category of elements or data type that you want to use to create your filter conditions. The options are:

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.

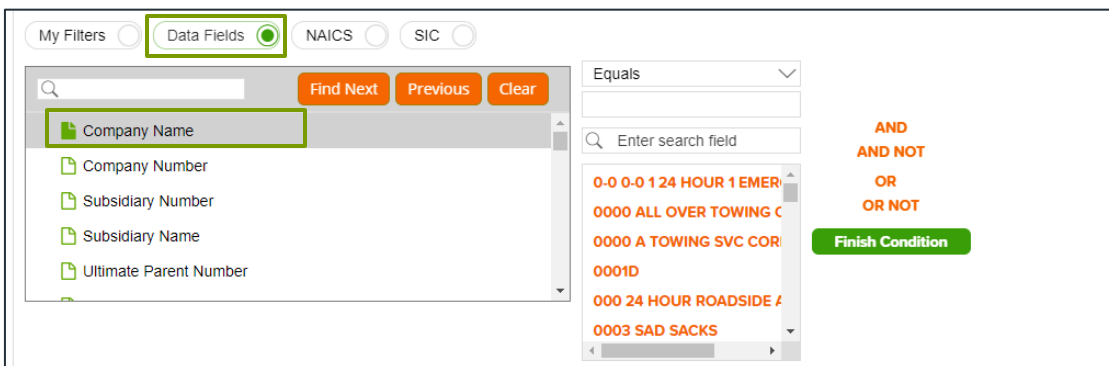


4. Use the search feature or expand a folder to navigate to and select the data element that you want to use. Your selection appears in the box located to the right.



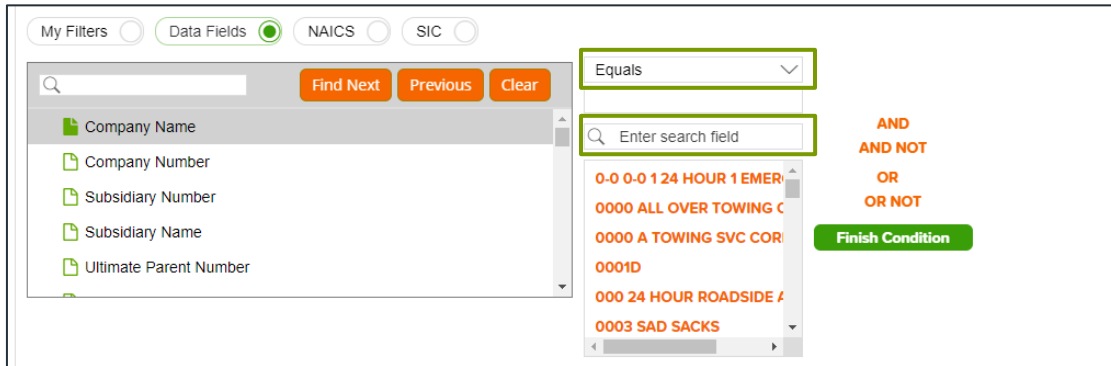
5. (Optional) If you select to use Data Fields to create your filter conditions, additional text boxes appear.

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

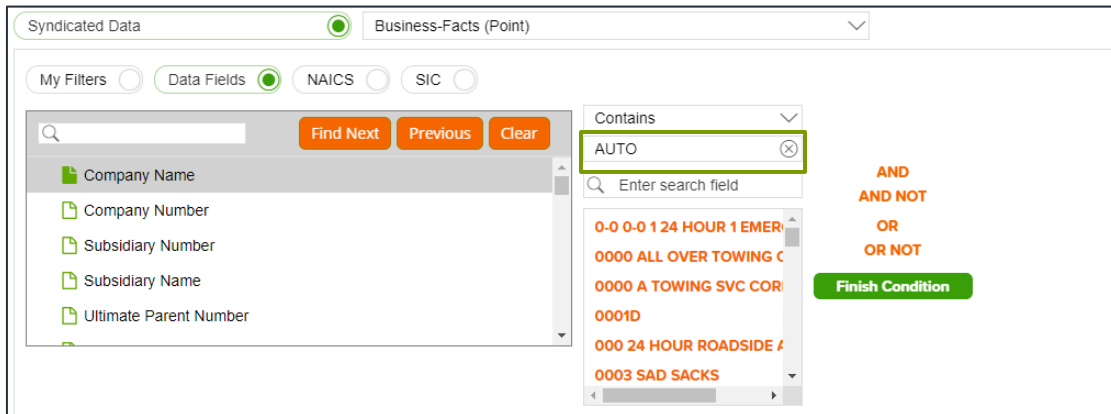


- b. Select an appropriate operator from the drop-down list.

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



Note: If you select Contains as the operator, type the search criteria in the text box immediately under the operator box.



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

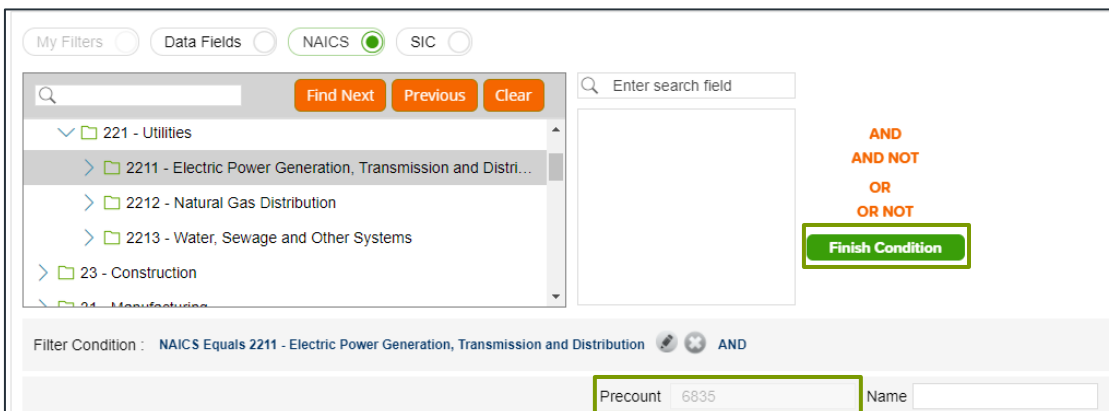
FILTER CONDITIONS	
FILTER CONDITION	DESCRIPTION
And	To add another condition
And Not	To specify a condition that must not be met
Or	To specify an alternative condition
Or Not	To specify an alternative condition that must not be met

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



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

9. 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.



12. (Optional) If you want to save your filter for future use:

- a. In the Name text box, type a name for your filter.
- b. 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.

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

Select Analysis Area Type Details

1. 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.
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

- 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:

ANALYSIS 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.

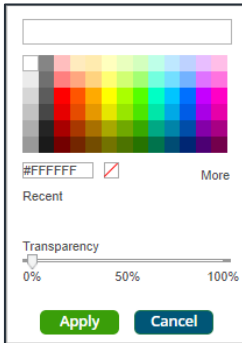
Edit the display style of the analysis area. ON

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.

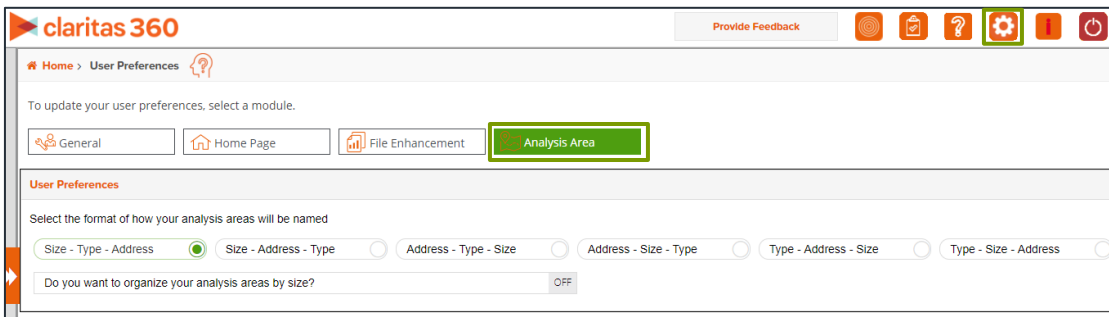
- b. To customize the analysis area fill settings, click the button next to Fill. When the Fill setting options box appears, click to select your desired border color; click and drag the Transparency slider to specify the transparency of your analysis area display; and then click Apply.



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

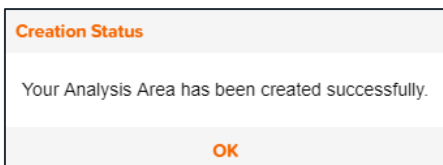


Note: The naming convention for your analysis areas can be changed in your User Preferences.



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