



Analysis Areas

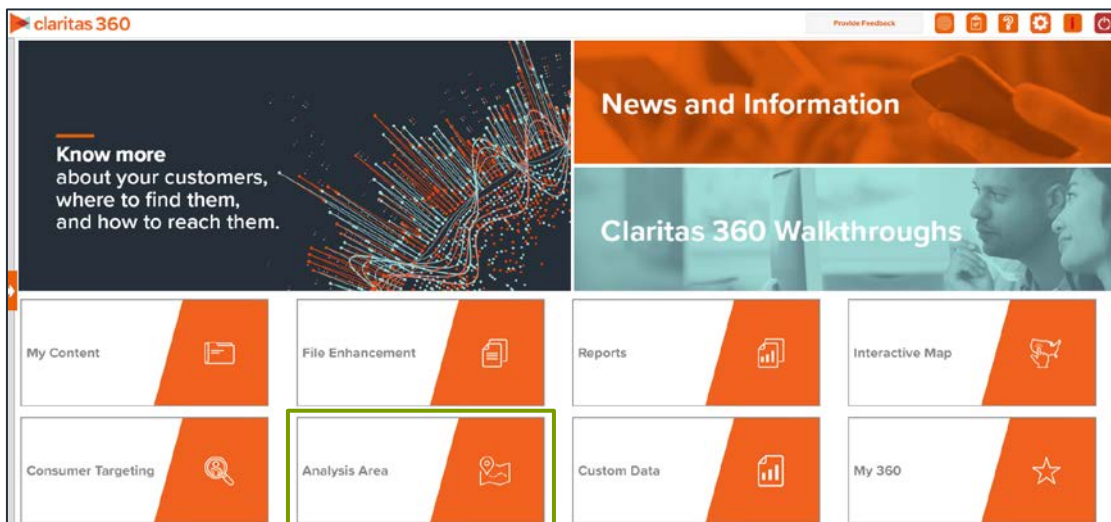
Using Custom Data

OVERVIEW

This document will take you through the process of creating analysis areas using a previously imported location file.

LOCATE ANALYSIS AREA BUILDER

1. From the homepage, click on Analysis Area.



2. Select Custom Data.

ENTER ANALYSIS AREA DETAILS

1. Select the previously imported location file you want to use to create analysis areas.

Choose from your previously uploaded custom data.

| Custom Data Name | Date Created | Custom Data Type | Number of Records | Owner | Linked |
|-------------------|--------------------|------------------|-------------------|-------|--------|
| Address List-C... | | LOCATION_DATA | 3 | | No |
| Address List-C... | 8/21/2016 09:28:16 | LOCATION_DATA | 3 | | No |

2. 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 TYPES | |
|---------------------|---|
| 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. |

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

| ANALYSIS AREA TYPES, ADDITIONAL DETAILS | |
|---|--|
| AREA TYPE | DESCRIPTION |
| 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). |

4. (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?

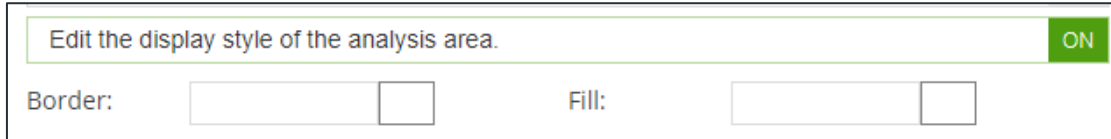
Centroid Inclusion
 Entirely within
 Within or touches

- 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:

| INCLUSION METHODS | |
|--------------------|---|
| AREA TYPE | 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.

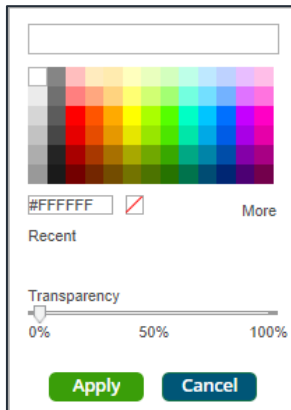
5. (Optional) To define how you want the analysis areas to display on the map, change the Edit the display style of the analysis area prompt to ON. Additional options will appear.



- 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.

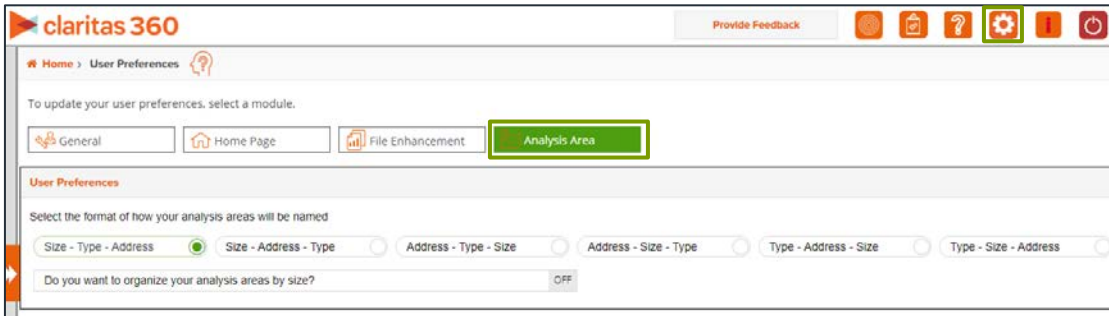


6. In the Name text box, the naming convention for your analysis area(s) will be displayed. Click Submit Job.

Analysis area names will be in this format

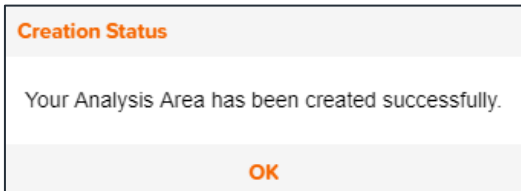
Name:

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