

Interactive Map

Thematic Maps

OVERVIEW

This document will take you through the process of using the theme manager to create a thematic map.

LOCATE THEME MANAGER

1. From the homepage, click on Interactive Map.



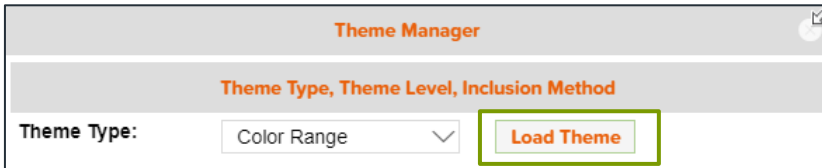
2. Click the theme manager icon.



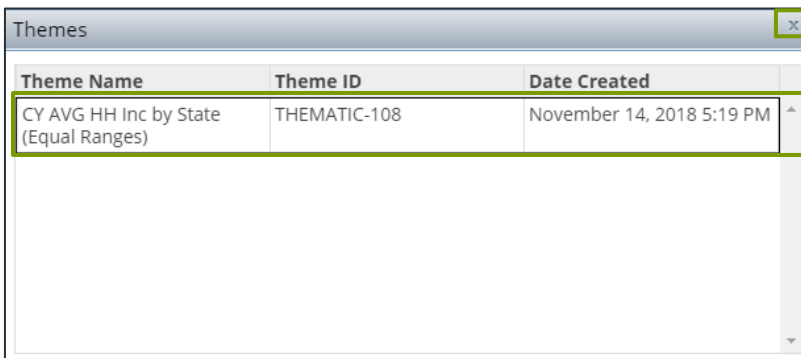
- 1 Go to the [Knowledge Center](#) to view additional walkthroughs.
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LOAD PREVIOUSLY SAVED THEME (OPTIONAL)

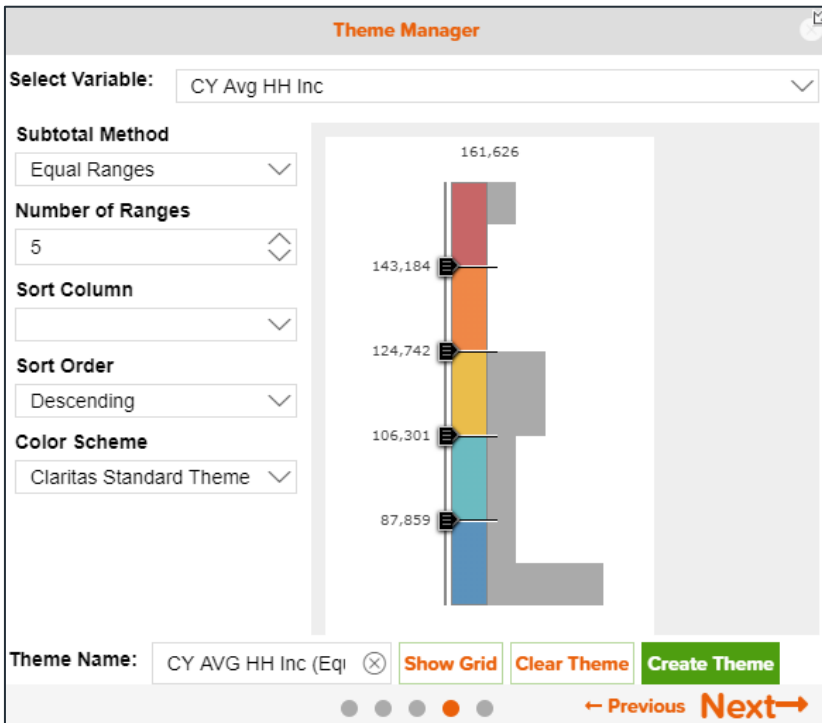
1. To display a previously created theme on the map, click Load Theme.



2. Select the desired theme you want loaded on the map.
Once the theme loads click the x in the upper right corner.



3. Any of the loaded theme's inputs can now be updated.
Note: All theme inputs are described in detail in the next section.



CREATE NEW THEME

Select Theme Type, Theme Level, and Inclusion Method

1. Select the type of theme you want to create. The options are:

| THEME TYPES | |
|-----------------------|--|
| THEME TYPE | DESCRIPTION |
| Change in Value | Creates a discrete theme based on non-numeric data. |
| Color Range | Creates a continuous theme based on the scaled values of a selected data variable. |
| Point Color Range | Creates a continuous theme based on syndicated or custom point layers. |
| Point Change in Value | Creates a discrete theme based on an individual or categorical value. |
| Target Color Range | Creates a continuous theme based on a selected target. |

If you selected Change in Value, Color Range or Target Color Range, specify the geography level to theme and the method by which you want to include the geographies in your theme area. The inclusion methods are:

| 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. |


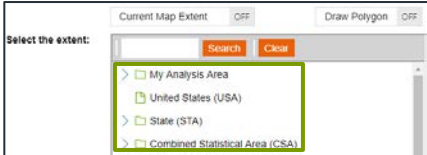
If you selected Point Color Range or Point Change in Value, navigate to and select the location data source that you want to use. The options are:

| LOCATION DATA SOURCES | |
|-----------------------|---|
| LOCATION DATA SOURCE | ADDITIONAL INFORMATION |
| Syndicated Data | Allows you to select a syndicated location data set. |
| Custom Data | Allows you to select from previously uploaded location files. |

Note: all selections must be made before you can proceed to the next step.

Select Extent

1. Select the area that you want themed. The options are:

| THEMED AREAS | |
|--|--|
| THEMED AREA | DESCRIPTION |
| Current Map Extent | The current map view on the interactive map is what will be included in the theme. For example, if you are at the total United States view, the entire U.S. will be included in the theme. |
| Draw Polygon | You will be prompted to draw a polygon on the map. Click once on the map to begin drawing the polygon. Double click once the polygon has been completed.  |
| Select Previously Analysis Area(s) and/or Geography(ies) | Select the previously saved analysis areas and/or geographies you want included in the theme.  |

Select Theme Variable

1. Select the variable(s) you want themed.

Note: To create a bivariate thematic map, select two variables.

Theme Manager

Variable

Select your variable(s):

Search
Clear

- > □ My Data
- > □ Claritas Data

Specify Sort/Subtotal Options

Note: If you are creating a Change in Value or Point Change in Value theme, there will be no sort/subtotal selections to be made.

1. Confirm the selected variable is the variable you want to theme.

Select Variable: 

2. Select the subtotal method. The options are:



| SUBTOTAL METHODS | |
|-------------------|---|
| SUBTOTAL METHOD | DEFINITION |
| Equal Ranges | Groups areas (rows) based on the values of a specific variable – Each subtotal group will have an equal minimum/maximum range for the specified variable. Note: Depending on the variable and number of ranges selected, some subtotal groups may not contain areas. |
| Equal Geographies | Uses basic division to group the number of areas (rows) equally – Each subtotal group will have an equal number of areas. |
| N-Tile | Distributes the total number of households in an area into equal groups that are approximately equal, such as fourths or fifths. Dividing data in equal portions ranks the analysis areas by marketing potential, in groups showing the strongest to weakest. |
| Manual | Allows you to set the ranges for each of the subtotal groups. |
| Analysis Area | Groups the records by the selected analysis areas. |

If you selected Equal Ranges, Equal Geographies, N-Tile or Manual, specify the number of ranges you'd like included in the theme.

If you selected Analysis Area, specify how you would like to display and calculate data for each duplicate geography. The options are:

| DUPLICATE GEOGRAPHY METHODS | |
|-----------------------------|---|
| METHOD | DESCRIPTION |
| Only Once | The report output will not contain any duplicate records (geographies). |
| In Subtotals Only | The report output will contain any duplicate geographies in the subtotals, but not the total. |
| In Totals Only | The report output will contain duplicate geographies in both the subtotals and total. |

3. Select the variable measure that you'd like to use for sorting.

Sort Column 
 

4. Select the sort direction.



5. Specify the color scheme.



6. (Optional) If you are creating a bivariate thematic map, repeat steps 1-6 to modify the secondary theme.

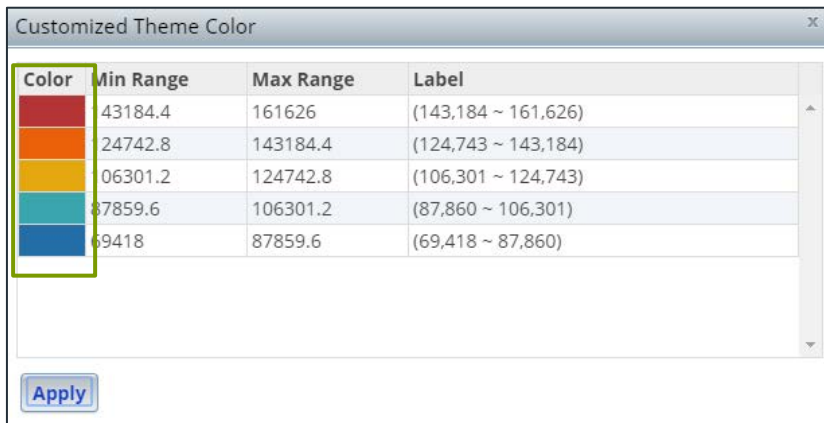
7. Click Create Theme to display your theme on the interactive map.



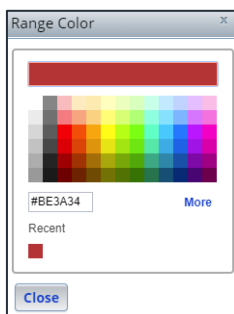
8. (Optional) If you would like to adjust any of the theme colors click Show Grid.



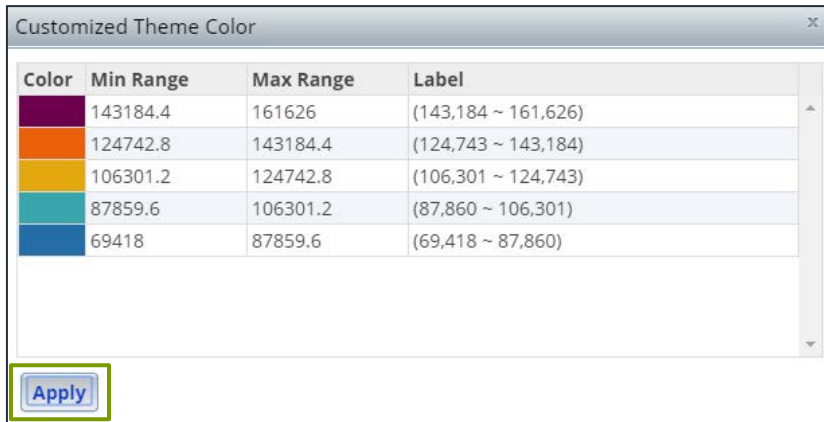
a. Click on the color swatch you'd like updated.



b. Select the updated color and click Close.



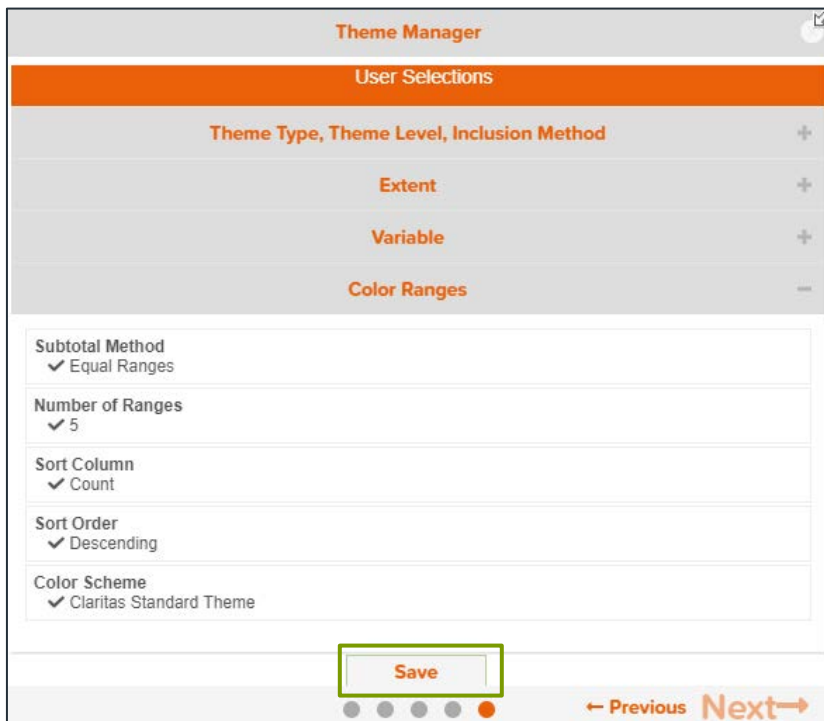
- c. To apply the updated the colors to the map, click Apply.



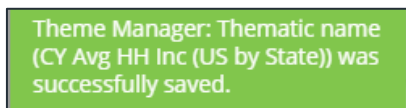
9. (Optional) Enter a name for the theme.

Review Selections and Save Theme

1. (Optional) Review the theme inputs. After verifying your selections, click Save.



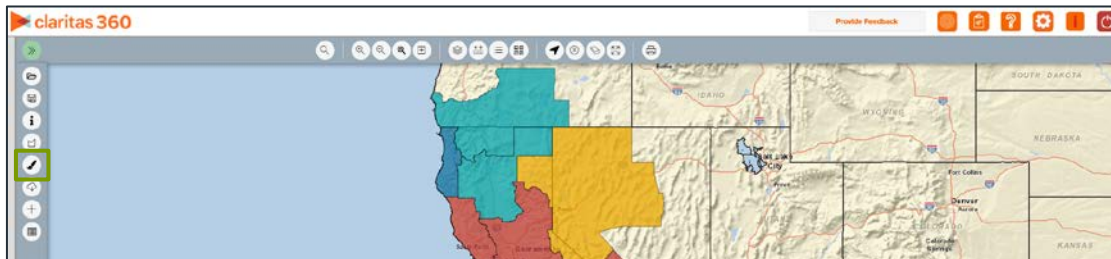
2. Once your theme has been saved, you'll receive a confirmation message in the upper left hand corner of the interactive map.



MODIFY THEME SELECTIONS

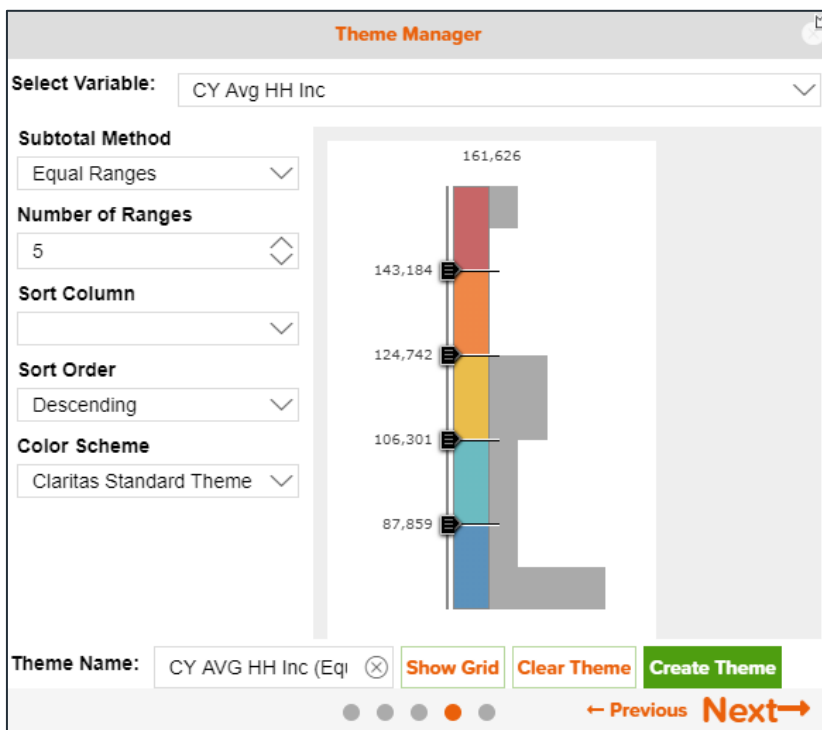
To modify the selections of a displayed theme, follow the below steps:

1. If the Theme Manager is not already displayed, click the Theme Manager icon.



2. Make changes to the desired inputs. Once all changes have been made, click Create Theme.

Note: If you are displaying a bivariate thematic map, select the theme that needs to be updated from the Select Variable dropdown.

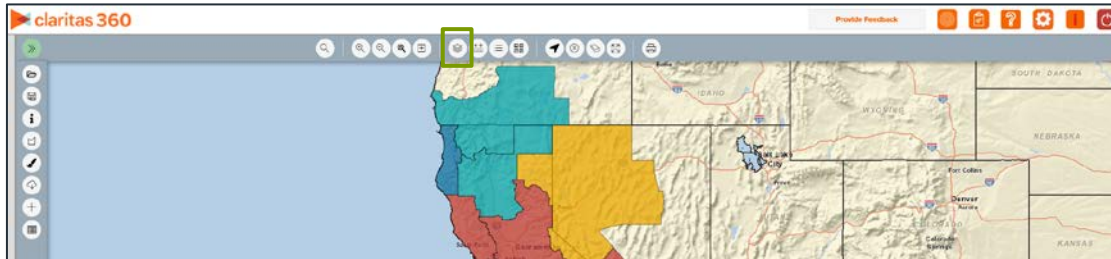


3. The updated theme will be displayed on the map.

MODIFY THEME TRANSPARENCY

To adjust the transparency of the theme on your map, follow the below steps:

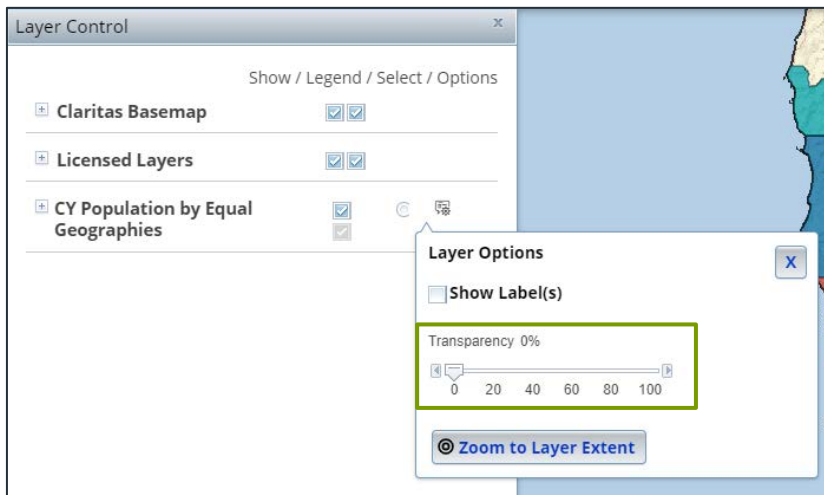
1. Once you theme loads on the map, click the Layer Control icon.



2. Click the Layer Options button next to the thematic layer.



3. In the Layer Options dialog box, move the Transparency slider to the desired percentage.
Note: Moving the slider to the right will increase transparency and allow the base layers to be more visible.



LOCATE SAVED THEME

1. Your theme will be saved to My Content, under Map Themes.

The screenshot shows the 'My Content' page in a web application. At the top, there is a breadcrumb 'Home > My Content' and a help icon. Below this is a prompt: 'To view content that you have saved for future use, select a module'. A grid of 14 module buttons is displayed, including 'Report Output', 'Analysis Areas', 'Location Data', 'GeoSummary Data', 'Location Filters', 'Variables', 'Image', 'Maps', 'Map Themes' (highlighted in green), 'Map Layers', 'Profiles', 'Target Groups', and 'Surveys'. Below the grid is a table with the following data:

| Map Theme Name | Date Created | Owner | Action |
|-----------------------------|----------------------------|------------------------------|---------------------------------|
| CY Avg HH Inc (US by State) | November 19, 2018 11:48 AM | Miranda.Dorazio@claritas.com | [Icons for edit, share, delete] |