



User Defined Variables

Analysis Area Based

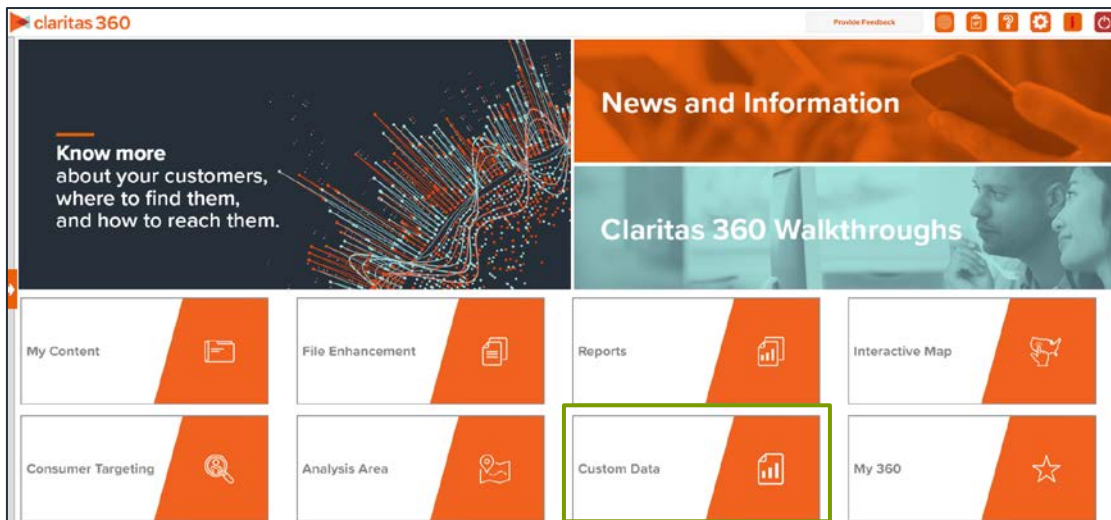
OVERVIEW

This document will take you through the process of creating user defined variables that are based on analysis areas around locations.

These user defined variables can then be used in a Location Detail report, to provide additional information for the areas surrounding your locations. You may use these user defined variables to calculate summarized data for on-the-fly analysis areas around locations in a report. In effect, they eliminate the need to create a standalone set of analysis areas if you are looking for data for areas around imported or filtered locations.

LOCATE USER DEFINED VARIABLES

1. From the homepage, click on Custom Data.



2. Select User Defined Variables.

ENTER USER DEFINED VARIABLE DETAILS

1. Select the variable method: Predefined.

Select a variable method.

Predefined

2. Select the variable group: Analysis Area.

Select a variable group.

- Standard allows you to create custom variables using standard data selection.
- Point Summary allows you to create custom variables based on aggregated points or location data.
- Analysis Area allows you to create custom variables that calculate data around filtered/imported location data, based on an analysis area.

Standard Point Summary Analysis Area

3. Select the variables that you want to use for your analysis area based user defined variables.

Select the variable(s) that will be used in your formula.

Search Clear Selection

> My Data

> Claritas Data

Variables

4. In the Select an Analysis Area Type drop-down list, select the type of analysis are that you want to create. The options are:

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.

5. Enter your distance in miles that you want to use. Up to 5 can be entered.

Enter your radius in miles:

6. (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.

Specify the method by which you want to include the geographies. The options 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.

7. After verifying your selections, click Save.

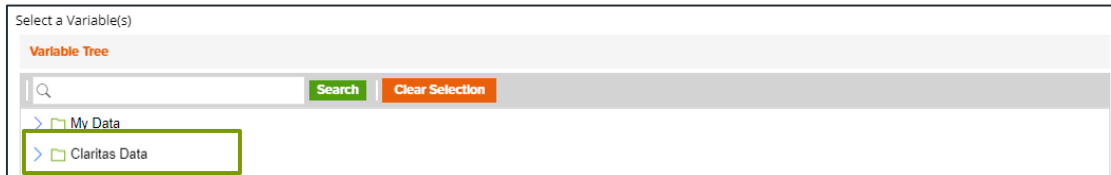
Note: The variables will automatically be named using the following naming convention: “Variable Selected – Distance Selected” (for example “CY Pop – 1 mi. Radius”)

After saving the user defined variables, the names can be updated by going to My Content.

USE THE USER DEFINED VARIABLES IN A LOCATION DETAIL REPORT

Reference the following walkthrough for how to create a

Note: Your analysis area based user defined variables will be located in the My Data folder in the Variable Tree.



SAMPLE REPORT OUTPUT

The below report is a Location Detail report that includes both location specific and analysis area based variables.

In this example, the analysis area based variables display data for a 3 mile radius around the selected locations.

Business-Facts® Location				User Defined Variables by Analysis Area	
Analysis Area		Location Specific Variables		User Defined Variables by Analysis Area	
Area ID	Area Name	Company Name	Address	CY HHs, Inc \$100,000+ - 3 mi. Radius	CY Pop: Age 35+ - 3 mi. Radius
803	Los Angeles, CA	Store #1	123 Main Street	15,968	58,985
803	Los Angeles, CA	Store #2	25 Broadway Ave	12,631	66,417
803	Los Angeles, CA	Store #3	75 1st Street	231	962
803	Los Angeles, CA	Store #4	1000 Grand Ave	353	1,458
803	Los Angeles, CA	Store #5	200 5th Ave	9,707	16,681