



User Defined Variables

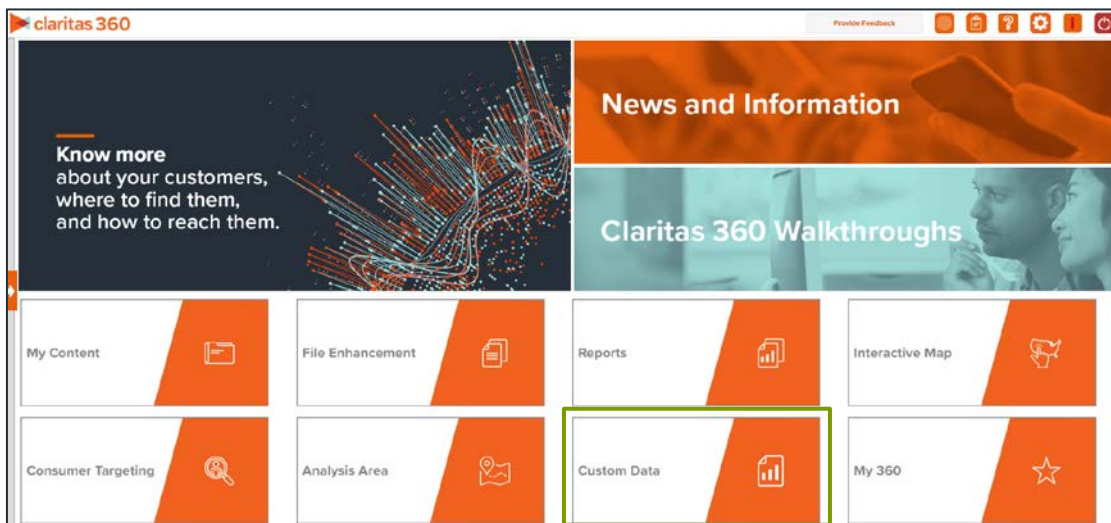
Standard Variable Based

OVERVIEW

This document will take you through the process of creating user defined variables that are based on existing standard variables.

LOCATE USER DEFINED VARIABLES

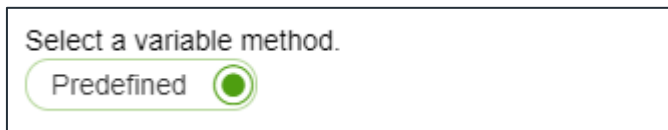
1. From the homepage, click on Custom Data.



2. Select User Defined Variables.

ENTER USER DEFINED VARIABLE DETAILS

1. Select the variable method: Predefined.



2. Select the variable group: Standard.

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

A list of available variables is displayed in the box below.

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

Search |

- > My Data
- > Claritas Data

Variables

3. Navigate to and click your first variable. You can also use the search option to locate your desired variable.

Note: You may need to select more than one variable for some operations or calculations.

4. In the select a predefined operation dropdown list located to the right of the variables list, select the measure or calculation you want to use to define your equation.

Select a predefined operation.

Please select any operation to view its description here.

Below is a description for all available user defined variable operations:

STANDARD USER DEFINED VARIABLE TYPES/CALCULATIONS	
VARIABLE TYPE / CALCULATION	DESCRIPTION
Addition	Allows you to add multiple variables together to create a new variable. Select all of the variables you want to add together. Example: A + B + C
Ratio	Allows you to compare one variable to another. First, select the variable that you want to use as your numerator, then select the variable you want to use as your denominator. Example A / B
Percentage	Allows you to compare one variable to another. First, select the variable that you want to use as your numerator, then select the variable you want to use as your denominator. Example A / B

STANDARD USER DEFINED VARIABLE TYPES/CALCULATIONS	
VARIABLE TYPE / CALCULATION	DESCRIPTION
Growth Rate	The Growth Rate variable allows you to calculate the amount of growth a variable has over a time period. First, select the variable's starting year, then select the variable's ending year. Example: Five Year A - Current Year A
Percentage Growth Rate	The Percent Growth Rate variable allows you to calculate the percent of growth a variable has over a time period. First, select the variable's starting year, then select the variable's ending year. Example: (Five Year A - Current Year A) / Current Year A
Average Yearly Percent Growth Rate	Allows you to calculate the yearly percent of growth for a variable. First, select the variable's starting year, then select the variable's ending year. Finally, select the number of years between your starting and ending years. Example : $((\text{Five Year A} / \text{Current Year A})^{(1 / \# \text{ Years})} - 1)$
Difference	Allows you to calculate the difference between multiple variables. Select the variables in the order you wish to calculate the difference. Example A - B - C
% Difference	Allows you to calculate the percent of difference between two variables. First select the starting variable and then select the ending variable. Example: (B - A) / A
Average	Allows you to calculate the average value for a set of variables. Select all of the variables you want to calculate the average on. Example: (A + B + C) / 3
% Penetration	A measure that indicates the percentage of a base (for example, population) that engages in a certain behavior or characteristic. This is calculated by dividing the count for behavior by the count for the base and multiplying by 100. Example: A/Base (A)

- (Optional) If needed, select any additional Claritas variables needed to complete your expression.
- Type a name for your user-defined variable. Click Save.

Variable Name
Save
Clear

- Click OK to close the message box. The system saves your user defined variables to My Content.