

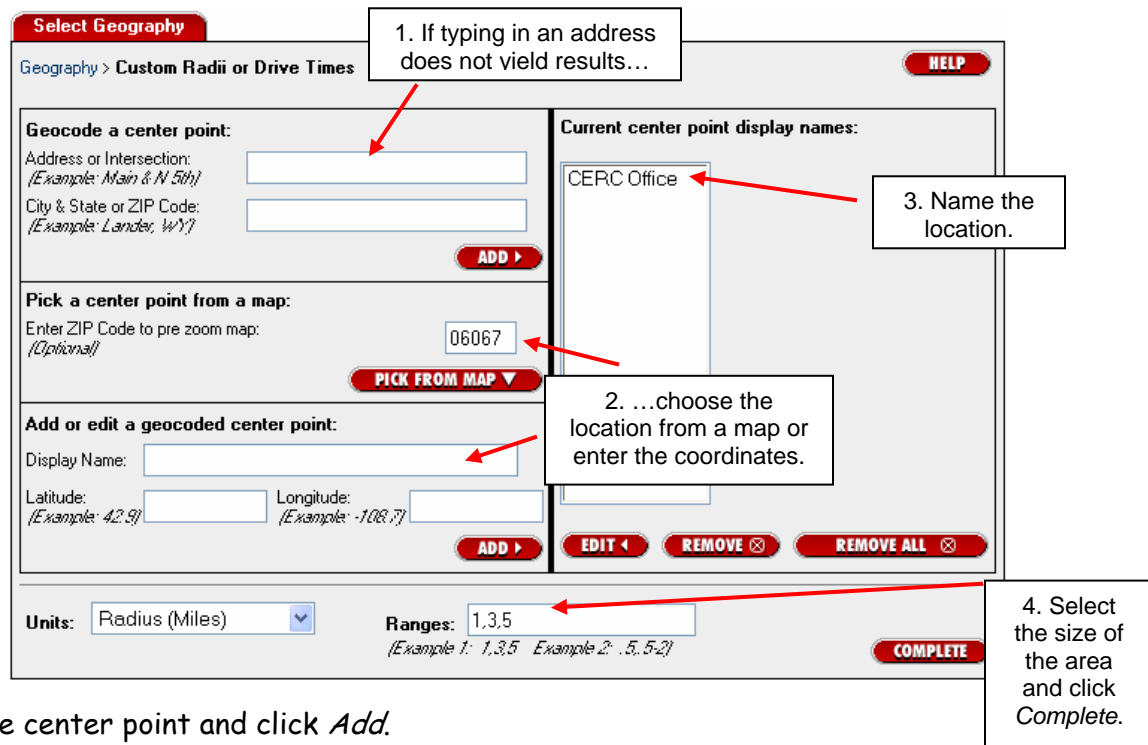
Creating Customized Radii with CERC DataFinder®

One of the features of DataFinder is that a user can create a customized radius or drive-time area around a particular location, and then generate reports with demographics about that geography.

Sometimes, however, if you type in an address to create a custom geography, the location will not register. If the address entered is not displayed on the right-hand side of the screen after you click on *Add*, it may be because the road is new or the road is spelled differently than what was typed. If respelling the address does not work, you can still try picking a center point from a map.

Just enter the zip code that contains your address and click on *Pick From Map*. A map will appear where you can zoom in and click on and name the exact location for your center point.

Another option is to type in the latitude and longitude references, name the center point and click *Add*.



The screenshot shows the 'Select Geography' interface with the following sections and callouts:

- 1. If typing in an address does not yield results...**: Points to the 'Address or Intersection' input field.
- 2. ...choose the location from a map or enter the coordinates.**: Points to the 'PICK FROM MAP' button and the 'Latitude'/'Longitude' input fields.
- 3. Name the location.**: Points to the 'Current center point display names' list, which contains 'CERC Office'.
- 4. Select the size of the area and click Complete.**: Points to the 'Ranges' input field, which contains '1,3,5'.

Other visible elements include: 'Geocode a center point' section with 'Address or Intersection' and 'City & State or ZIP Code' fields; 'Pick a center point from a map' section with 'Enter ZIP Code to pre zoom map' (06067) and 'PICK FROM MAP' button; 'Add or edit a geocoded center point' section with 'Display Name', 'Latitude', and 'Longitude' fields; and 'Units' (Radius (Miles)) and 'Ranges' (1,3,5) dropdowns.

Once your center point is displayed on the right-hand side of the screen, select either a radius or drive time as your type of geography in the *Units* drop-down box. Type in the size(s) of your radius or drive time in the box labeled *Ranges*. Click on *Complete* and your customized geography can be used as the base for reports and maps.

CERC User News on the Web

Previous editions of DataFinder User News are on the Web for your reference at http://www.cerc.com/Content/User_News.asp.