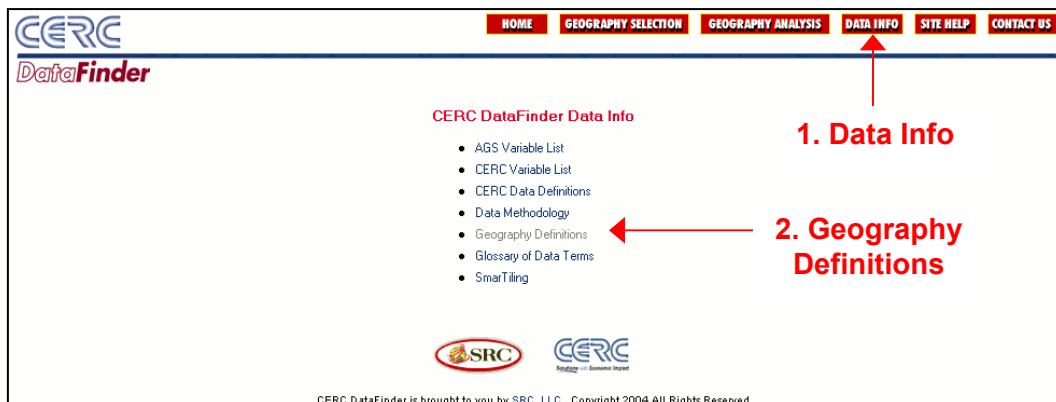


Q: How can I analyze data for towns that are outside Connecticut?

A: One of the unique features of CERC DataFinder™ is the ability to run summary, comparison and rank reports using Connecticut town-level data. However, a user may want to compare cities that are outside the state. In the Geography Selection, you may choose any zip code within the U.S. If the zip code boundary does not match the city or town boundary you are looking for, you can select all of the block groups that comprise the desired area. If you do not know the exact block groups you are looking for, use the 'Select Within' function with the map. The July 2003 user news provides a review of this capability (http://www.cerc.com/pdfs/df_news_7-03.pdf). Or you can select by Place, which is defined by the U.S. Census as a concentration of population with a name and not part of any other place.

Q: What are DMA's?

A: DMA is short for Designated Market Area, which are television or broadcast regions defined by Nielsen Media Research. DMA's are not bound by county geographies, but they cover the nation except for sections of Alaska. DMA's are one of the geography types you can select. If you have questions about the definitions of the various geographies, (1) click on the 'Data Info' button at the top of the Web page, and then (2) click on 'Geography Definitions' as seen below.



Contact CERC for Additional Training

To brush up on your DataFinder skills, contact Alissa DeJonge (860-571-6206), Dale Shannon (860-571-6209) or datafinder@cerc.com with any questions.