

Q: How do I create a custom area around a particular address?

A: Select *Custom Radii* or *Drive Times* as the geography and click on *Continue*. Then there are three ways to

reference an address. (1) You can type in the address in the section labeled *Geocode a Center Point* and then click *Add*. (2) You can pick a center on a map by typing in a zip code and clicking on *Pick From Map*. (3) Or, type in the latitude and longitude of the location that you want as your

The screenshot shows the 'Select Geography' interface. It has a title bar 'Select Geography' and a breadcrumb 'Geography > Custom Radii or Drive Times'. There are three main sections for selecting a center point:

- Geocode a center point:** Includes fields for 'Address or Intersection' (with example 'Main & N 5th') and 'City & State or ZIP Code' (with example 'Lander, WY'). A red callout '1' points to the address field. An 'ADD' button is below.
- Pick a center point from a map:** Includes a field for 'Enter ZIP Code to pre zoom map' (with example 'Optional'). A red callout '2' points to this field. A 'PICK FROM MAP' button is below.
- Add or edit a geocoded center point:** Includes fields for 'Display Name', 'Latitude' (with example '42.9'), and 'Longitude' (with example '-108.7'). A red callout '3' points to the latitude field. An 'ADD' button is below.

 On the right side, there is a 'Current center point display names:' area showing '805 BROOK ST, ROCKY HILL, CT 06067'. A red arrow points from a box labeled 'Selected Geography' to this text. Below this area are 'EDIT', 'REMOVE', and 'REMOVE ALL' buttons. At the bottom, there is a 'Units' dropdown set to 'Radius (Miles)', a 'Ranges' input field with '1,3,5' and examples '(Example 1: 1,3,5 Example 2: .5, 5-2)', and a 'COMPLETE' button.

reference address and click *Add*. Once the address of your center point is displayed on the right-hand side of the screen, then you can 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.

Current Year and Projection Updates: Coming Soon

Early this fall, the current year demographic estimates supplied by our data vendor will be updated to 2005, and the projections will extend to 2010.

Contact CERC

Need to brush up on your DataFinder skills? Forgot your password? Contact Alissa DeJonge (860-571-6206), Dale Shannon (860-571-6209) or datafinder@cerc.com with questions.