

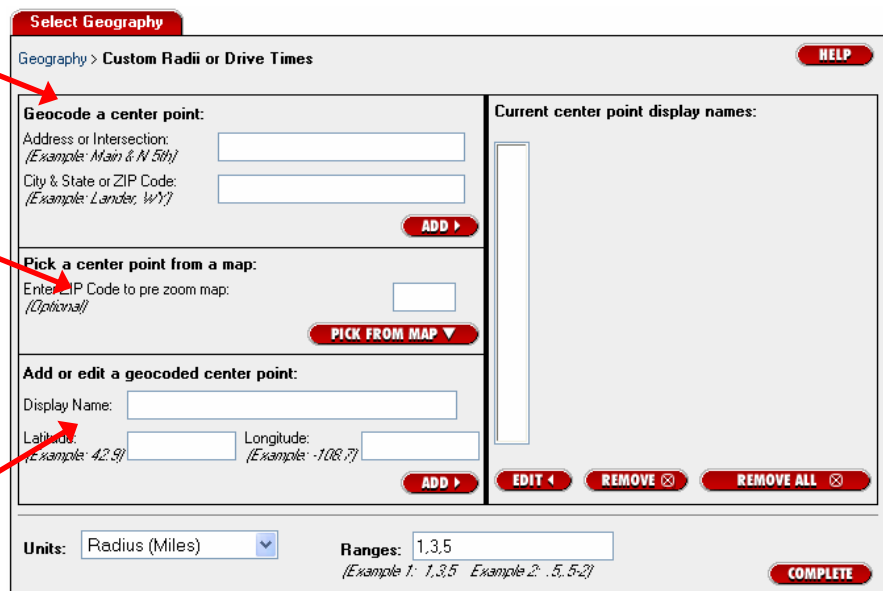
Q: How do I create a custom radius around a particular address?

A: Select *Custom Radii* or *Drive Times* as the geography and click on *Continue*. There are three ways to reference an address.

1. You can type in the address in the section that reads *Geocode a Center Point* and then click *Add*.

2. You can pick a center on the map by clicking on *Pick From Map*. Enter in a zip code to pre-zoom the map.

3. Another way is to type in the latitude and longitude of the location that you want as your reference address.



Finally, next to *Units*, select *Radius* and enter in the size (in miles) of the radii you need in the box labeled *Ranges*. Click on *Complete* and your customized geography will be recorded. If you then create a summary report, the geography shown will be the largest radius you indicated in the *Ranges* section. If you create a comparison report, then all of the radii you created will be shown as separate geographies.

Tip: Geocoding Radii Centers

Sometimes the *Geocoder* (the first option above) for DataFinder isn't able to locate the address on a map. This happens when you click the *Add* button but the location does not show up in the box on the right. You can go into the map and look for clues as to why this might be the case. For example, let's say the *Geocoder* was not able to code 780 James Casey Rd in Bristol. The map for Bristol has James Casey Rd labeled James P Casey Rd. Thus, once you have this information you can go back into the *Geocoder* and locate 780 James P Casey Rd.

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