

## CUSTOM REPORTS

The **Custom Reports** feature enables you to generate any one of 46 different ESRI Business Analyst Reports from any point originating within our EDO boundary. Reports can be generated based on **two types of Analysis Areas**:



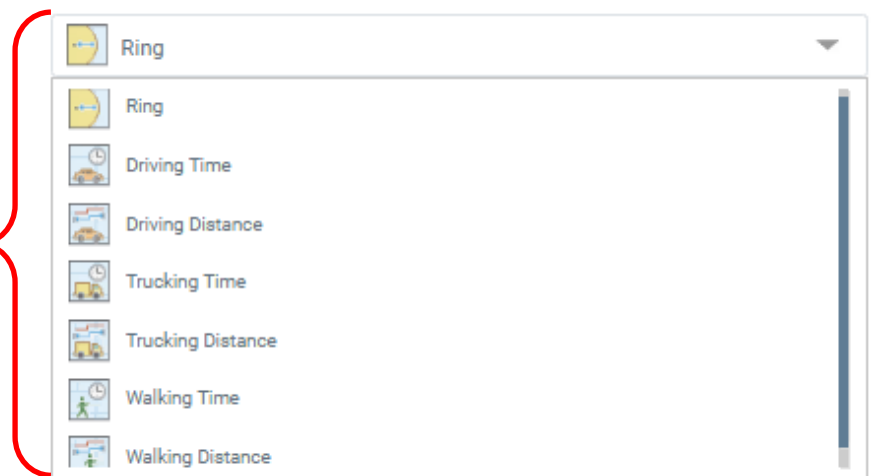
By selecting the **Pin** option, you can analyze an area that radiates from a single point. You can use the **Address Search** window to identify a **specific address** for your report's origination point. Once the map zooms to your specified address, simply click the location on the map.



**OR** you can establish the origination point by randomly **clicking on the map**, for instance, at the intersection of two highways



### Select Analysis Area



An area can be analyzed by choosing from a number of **different buffer types**

## CUSTOM REPORTS (continued)

Specify the analysis area(s) by using the slider (up to 180 miles or 180 minutes); When doing an analysis by "Driving Time", additional options are available for specifying direction, day of week and time of day.

Driving Time

20 40 60 (Minutes)

Show Fewer Options

Use Traffic

Traffic Typical For:

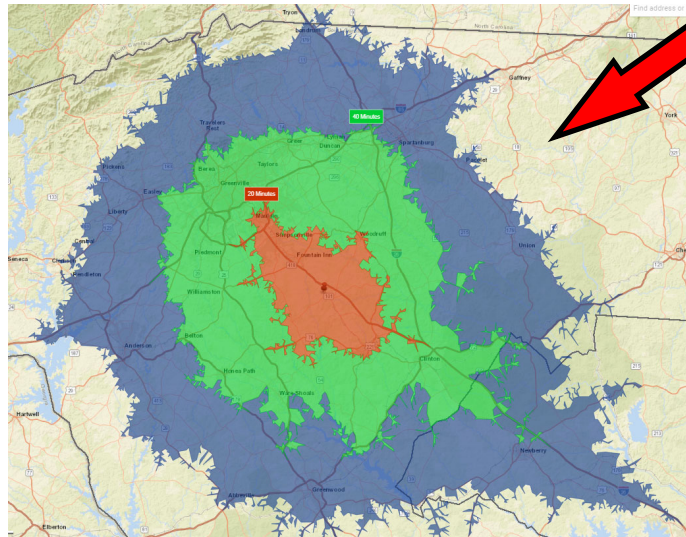
Monday 12 AM (midnight)

Direction

Driving To Property  Driving Away from Property

Clicking **Get Reports** creates the buffers and displays them on the map.

Get Reports



Once the buffers have been drawn, **46 different reports** are available for downloading in **Excel** or **PDF** format. **Samples** are also available to view for each report.

### ESRI Demographic Reports

2010 Census Profile

Sample

XLS

PDF

ACS Housing Summary

Sample

XLS

PDF

ACS Population Summary

Sample

XLS

PDF

Age 50+ Profile

Sample

XLS

PDF

Age by Sex by Race Profile

Sample

XLS

PDF

Age by Sex Profile

Sample

XLS

PDF

Automotive Aftermarket Expenditures

Sample

XLS

PDF

Business Locator

Sample

XLS

PDF

Business Summary

Sample

XLS

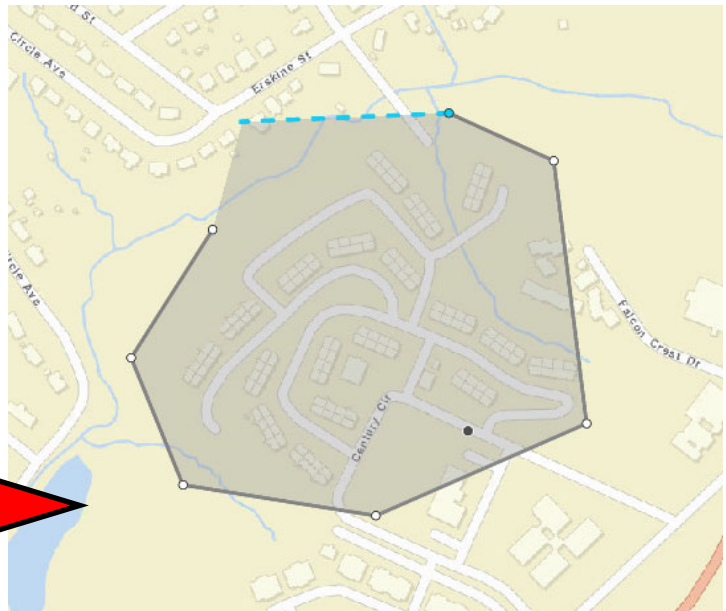
PDF

## CUSTOM REPORTS (continued)

By selecting the **Area** option, you can “hand draw” a boundary around an area on the map for which you wish to generate a report. This is especially useful for analyzing areas such as special purpose districts, and other sub-county-level boundaries.



After clicking on the **Area** option, move your cursor to the map. Find a point somewhere along the boundary of the area you wish to analyze. TIP: If you want to analyze a predefined geography (such as a census tract, zip code, etc.), turning on that map layer will provide a boundary that you can trace. Click once on the boundary to establish the beginning of your area, and then use a series of additional single clicks to “trace” the entire boundary of your desired analysis area. A light gray polygon will be drawn on the map as you move the cursor. When you’ve finished drawing the boundary for your analysis area, double-click to “complete” the shape.



Area

Once you double-click the last point to complete the polygon, click **Get Reports**.

Get Reports

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Age by Sex by Race Profile

Sample

XLS

PDF