

Overview of Geographies

STDB's site analysis functions rely on the definition of a geography. A *geography* is simply the location or site that you wish to analyze. STDB offers several methods for defining a geography:

- [The first option is to begin with an *area* — such as a state, county, or zip code — and then drill down to a specific geography.](#)
- [The second option is to begin by defining a *point or points*, and then define a number of radius miles or drive-time minutes around the point\(s\).](#)
- [The final option is to define a new geography from a map.](#)

Define a Geography by Area

The second option for selecting a geography is by formal geography. To run a formal geography, you begin by defining an area—such as state, county, zip code, MSA, or block group—ad then drill down to a specific geography.

To define a geography by area

1. Click the Site Analysis link on the STDB home page.
2. From the Geography Selection page, click the [type of region](#) that is of interest to you. Click Continue.
3. From the Select Geography tab, add specific area(s) that interest you. Depending on the type of region you chose, you may have to drill down a number of times.
4. When you have finished adding the area you want, click Continue to open the [Site Analysis Functions](#) page.
5. (optional) [Save your geography](#).
6. Scroll down to the center of the page and select one of the tabs, each providing one or more options for investigating your geography.

Note: If you select Entire US, you will jump to the Site Analysis Functions page, as no further drill down is necessary.

Define a Geography by Center Point(s)

Geographies using center point(s) enables you to select a geographic point by its address or intersection, and then define [radius miles](#) or [drive-time minutes](#) around that point.

To define a geography by a center point(s)

1. Click the Site Analysis link on the STDB home page. The Geography Selection page opens.
2. Click Custom Radii or Drive Times on the New Geography tab.
3. Click the Next button. The [Custom Radii or Drive Times](#) page opens.
4. From the Units drop-down menu at the bottom of the page, choose either Radius (Miles) or Drive Time (Minutes).

4. [Geocode](#) your center point(s).
 - [When you know the street address](#)
 - [When you wish to use a point defined on another of your geographies](#)
 - [When you wish to pick a point from a map](#)
 - [When you know the latitude and longitude of a site](#)
7. After you have entered all your points, click the Next button to open the [Site Analysis Functions](#) page.
8. For a radial geography, enter a series of miles; can be a single mile or up to three selections. For a drive-time geography, enter a series of minutes; can be a single mile or up to three selections. The numbers you enter here determine the increments in which your data is grouped around your center point.

Note: Summary reports require a single mile range while Comparison or Rank require two or three mile selections.
9. Radii selections when inputted as 1, 3, 5 will provide a comparison report showing demographic information for 0-1 miles, 0-3 miles, and 0-5 miles. Radii selections when inputted as 1, 1-3, 3-5 will provide a comparison report for showing demographic information for the 0-1 mile ring, the 1-3 mile ring and the 3-5 mile ring.
10. Click the Complete button. The Site Analysis Functions page will open.
11. [Save your geography](#) (optional).
12. Enter a title for your geography in the text box labeled Your title for this geography. The title is only used to identify your geography selection in the Saved Geography tab on the Geography Selection page.
13. Click the Save button.

Define a Geography from a Map

You can also create new geographies by selecting a specific area on a map. There are two options for using a map to choose a geography:

- [Map a polygon and save the resulting area as a new geography.](#)
- [Choose a new radius and center point and save the resulting area as a new geography.](#)

Define a Geography by Polygon

In addition to defining radial and drive-time geographies, you may also define a geography in the shape of a polygon. The User Polygon feature allows you to directly draw polygons onto your map. Polygons are useful to better define your trade area when considering natural or man made objects that might influence your analysis. Note that you can only define a polygon geography from an existing map.

To create a new polygon, you can either draw a polygon or select an existing polygon to clone.

Note: It is important that you first turn off the radii layer located on the Map Legend tool bar located on the left side of the screen.

Define a Geography from a Mapped Radius

In some situations you may wish to define a new geography based on a radius and center point you select from an existing map.

1. From an STDB map, select "New Radius" from the drop-down menu.
2. In the "Units" text box, enter radius units based on either miles or drive time minutes.
3. Choose either the "Miles" or "Minutes" toggle buttons.
4. Click the "Select New Center Point" button to define the center for your new radial. A dialog box opens and instructs you to click on the spot you wish to set as your center point.
5. Click on the location of the map where you wish to set your new center point. A dialog displaying the latitude and longitude of your new center point opens.
6. Enter a name for your new center point at the prompt. You will return to the Site Analysis Functions page.
7. (optional) [Save your geography](#).