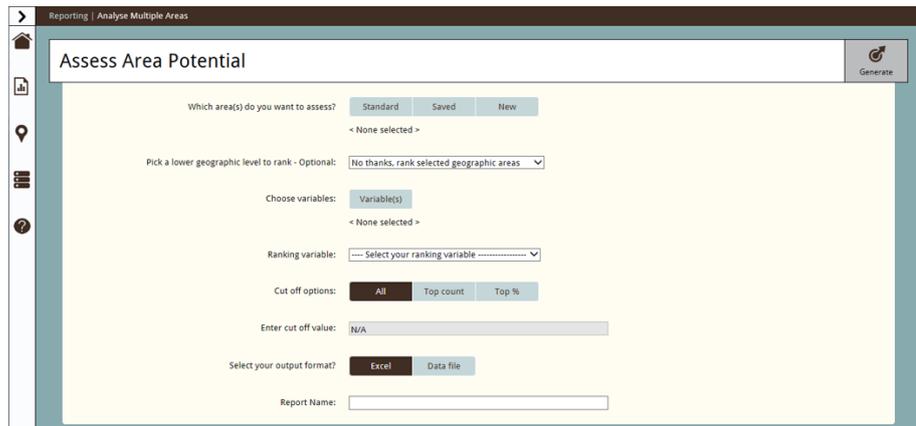


Create an Assess Area Potential report

To create a report for three different town locations:

1. Click the  **Reporting** menu option.
2. Select the **Analyse Multiple Areas** report category and choose the **Assess Area Potential** report type. The **Assess Area Potential** wizard is displayed.



3. For **What areas do you want to assess?**, click **Standard**, **Saved** or **New**.
 - **Standard** – areas are predefined areas such as counties, postal sectors, and parliamentary constituencies.
 - **Saved** – includes areas that have been created previously and saved so that they can be re-used.
 - **New** – allows you to create a catchment around a specific area of interest.

Note: Under the **Standard** button, you can select multiple areas but they must all be from the same geographical category, you can not mix and match. For example, you can not pick an area from the **Town Territory - District** list and another from **Town Territory - Local**. They must be all from one or the other.

If you would like to remove an area from the list, simply click on the  to the left of area name in the **Selected** pane.

4. Optionally, you can choose to rank your report using a lower level geography, such as Postal District or Postal Sector, by selecting it from the **Pick a lower Geography Level** to rank dropdown list. This will break down the results for the selected variable(s) into individual bricks of the selected lower level geography.

5. To choose the variables in which you are interested, click **Variable(s)**. The **Select Variable(s)** window is displayed:

- In the **Available** pane, drag the scroll bar to display the variable you want to include and click on its + symbol. The **Selected** pane is updated with your variable.
- If you would like to remove an area from the list, simply click on the  to the left of area name in the **Selected** pane.
- Once you have selected all of the variables you need, click **OK**. The **Select Variable(s)** window is closed.

Notes: The variables that are available for you to select will depend on your subscription.

You can use the **All** and **None** hyperlinks available at each level to quickly select or deselect all variables at that level and any underlying child levels.

You can select up to 70 variables. If you select more than 70 variables, a message is displayed to advise you and prompting you to reduce the number to 70 or below.

Variables can be either counts or percentages but not a combination of the two.

If you use the same set of variables frequently, you can specify a name in **Enter a name to save your variable selection** so that the set of variables will be available for future use.

- If you would like to remove an area from the list, simply click on the  to the left of area name in the **Selected** pane.
6. Use the **Ranking variable** dropdown to choose which **one** of the variables that you selected in step 5 will be used to sort your report.
7. For the **Cut off options?**, click **All**, **Top count** or **Top %**.
- **All**– includes all counts (or percentages) in the report.
 - **Top count** – includes the top counts in the report. Enter a value of between 1 and 10000 in the **Enter cut off value** box.
 - **Top %** – includes the top percentages in the report. Enter a value of between 1 and 100 in the **Enter cut off value** box.

8. For **Select your output format?**, click **Excel** or **Data** file.
 - **Excel** - this is the default option. It creates an output file in Microsoft Excel format. Depending on the length of the variable name, some field names may be truncated. For long variables names it is recommended to use the **Data file** option instead.
 - **Data file** - provides an output file in CSV format representing the data table, but does not include cumulative values or totals or calculated fields. This format is useful if you want to perform further analysis of the data or create your own styled report.
9. In the **Report Name** textbox, type a name for the generated report.
10. Click  **Generate** to create the report.

