



102 Office Case Task 10-2: Smart Map Search

Objective

Use STDB thematic mapping to conduct a smart map search and locate the census tract which contains the highest concentration of the targeted employee demographic criteria.

Rationale

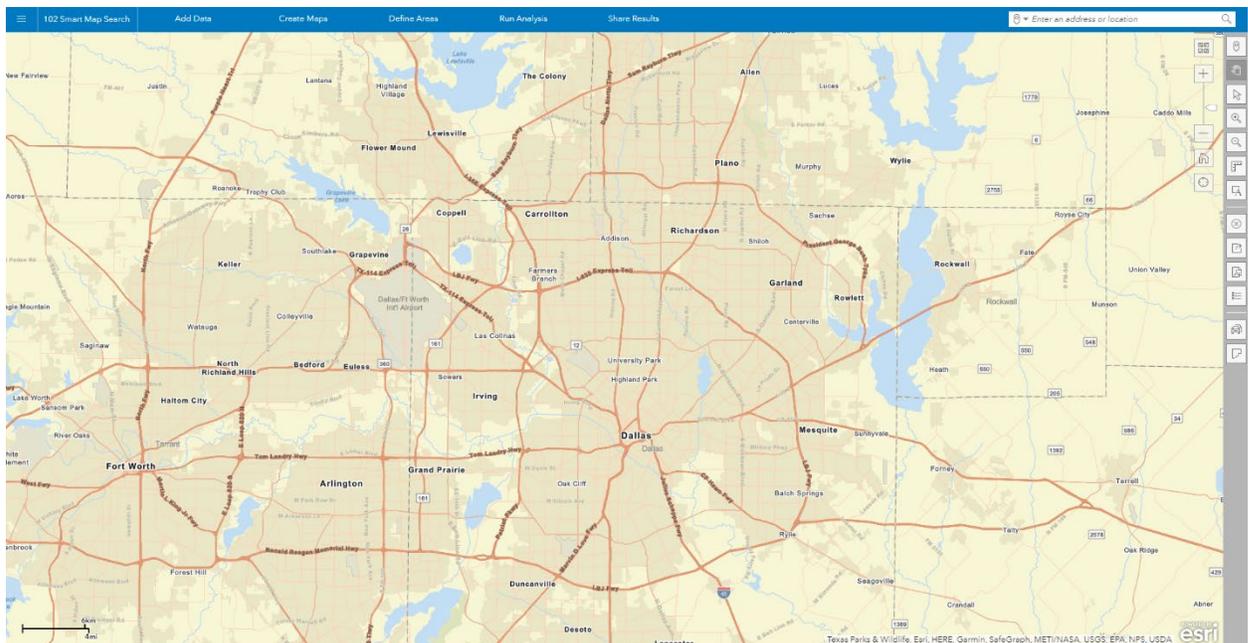
The STDB smart map search tool provides for a sophisticated method of searching for multiple demographic variables to find the most desirable location(s).

Resources

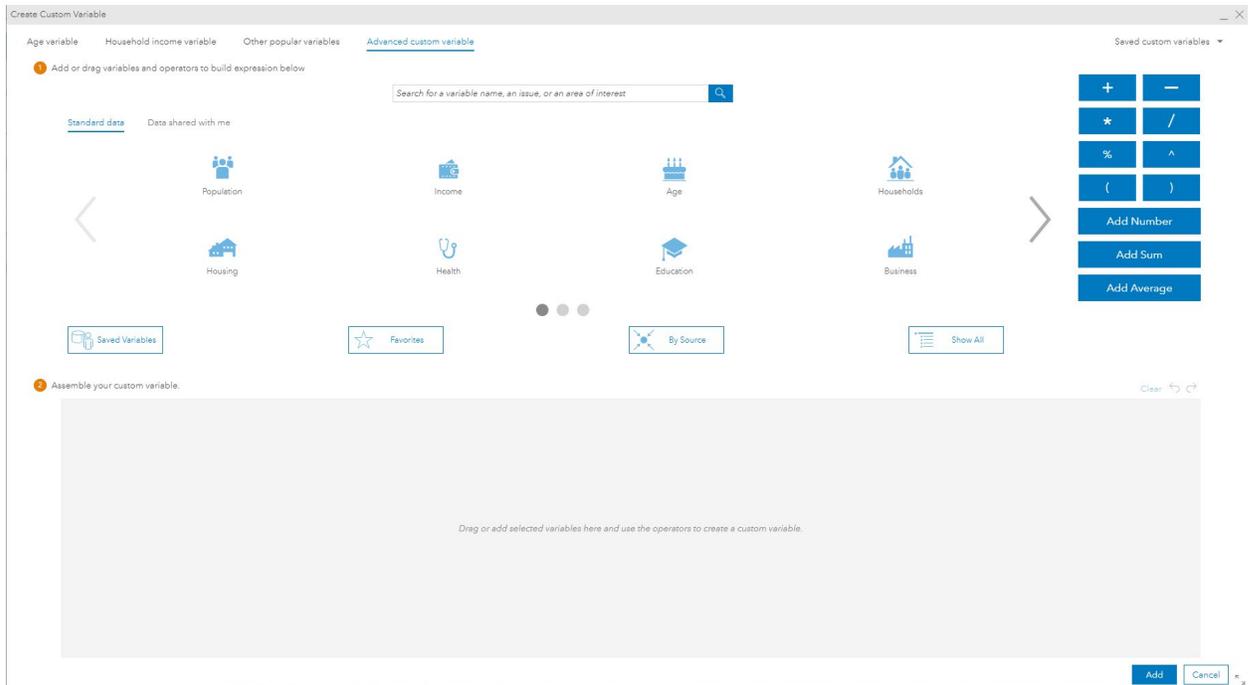
STDB website <https://www.stdb.com/>

Steps

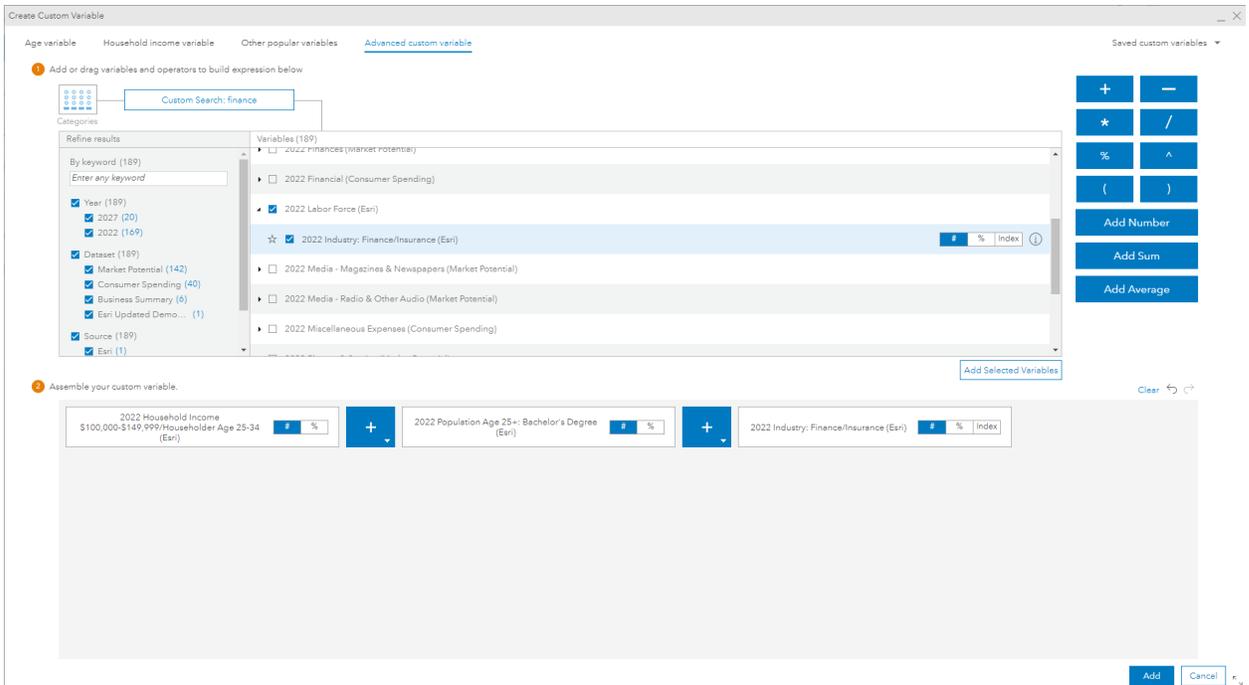
1. Link to the STDB website <https://www.stdb.com/>.
2. After log-in, open Business Analyst to load map and then zoom into the Dallas/Fort Worth metropolitan area (Census Tract zoom level).



3. Next click “Create Maps” / “Smart Map Search” / “Get Started” / “Browse All Variables” / “Create a Custom Variable” / “Advanced Custom Variable”.



4. You are now ready to assemble the client’s demographic criteria by dragging the variables to the selection area as follows:
- Select “Income” / “Income by Age” / “2022 Income by Age (Esri)” / “Household Income \$50,000-\$74,999 and Householder Age 25-34” (use # instead of %), then link back to “Categories”
 - Select “Education / “2022 Population Age 25+: Graduate/Professional Degree (Esri)” (use # instead of %, then link back to “Categories”
 - Select “Jobs” / “Industry” / “2022 Industry: Finance/Insurance (Esri)” (use # instead of %)



5. After selecting “Add”, “Save”, and then “Apply”, move the left slider filter tool until only one census tract appears on the map.

