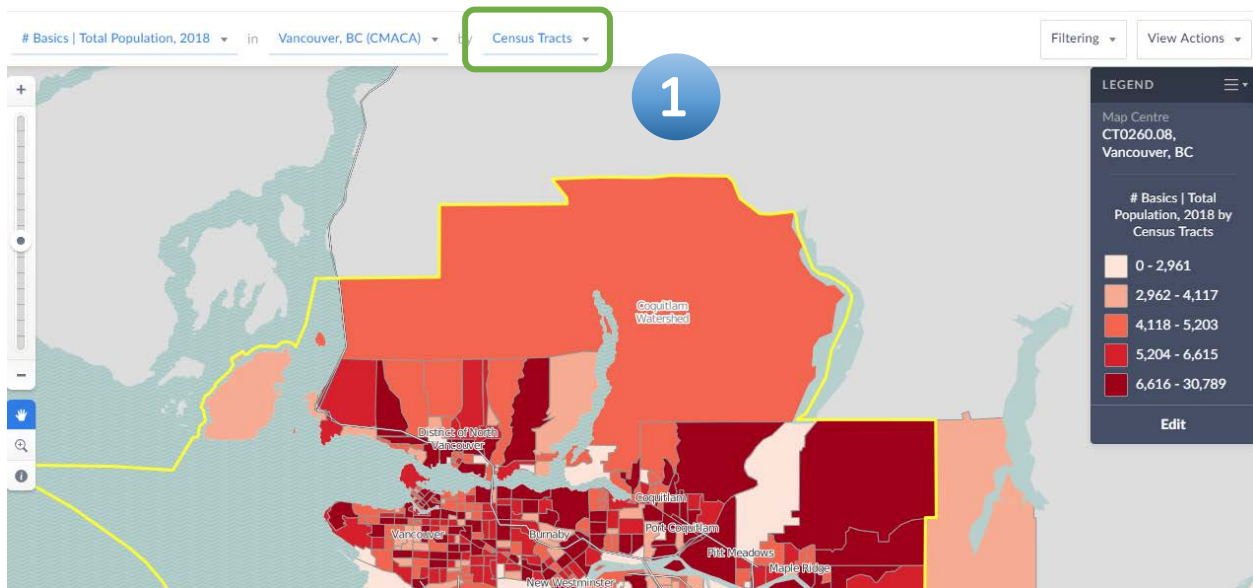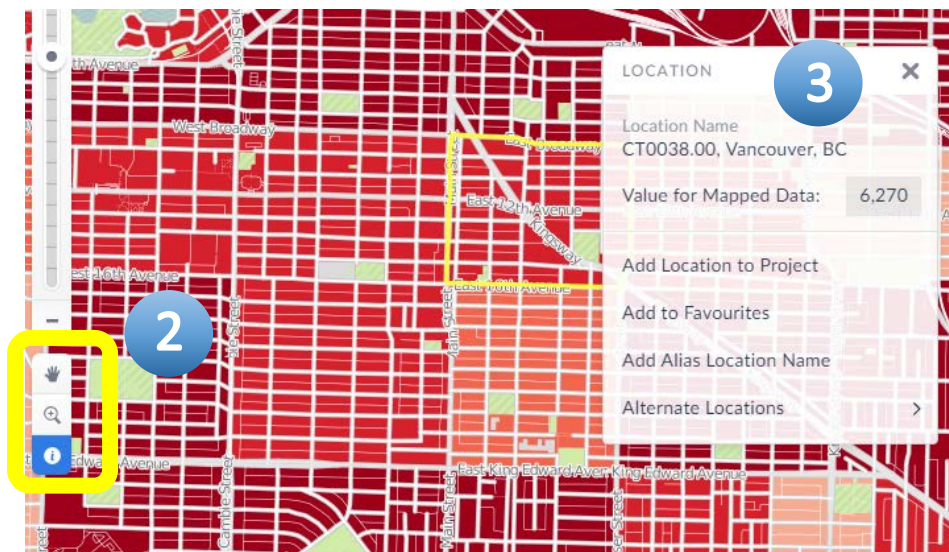# Viewing Data by Neighbourhood or "Combination Location"

This allows you to select exactly the geographic area that you'd like to target and compare it against other areas. In this example, I will compare PRIZM segment populations in Kitsilano and Mount Pleasant.
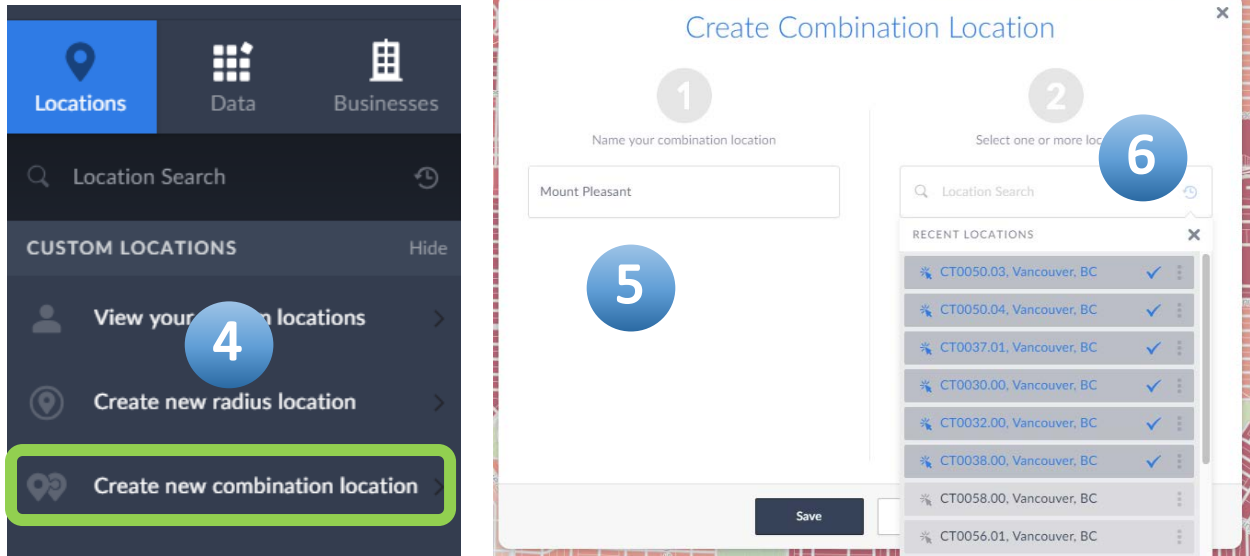
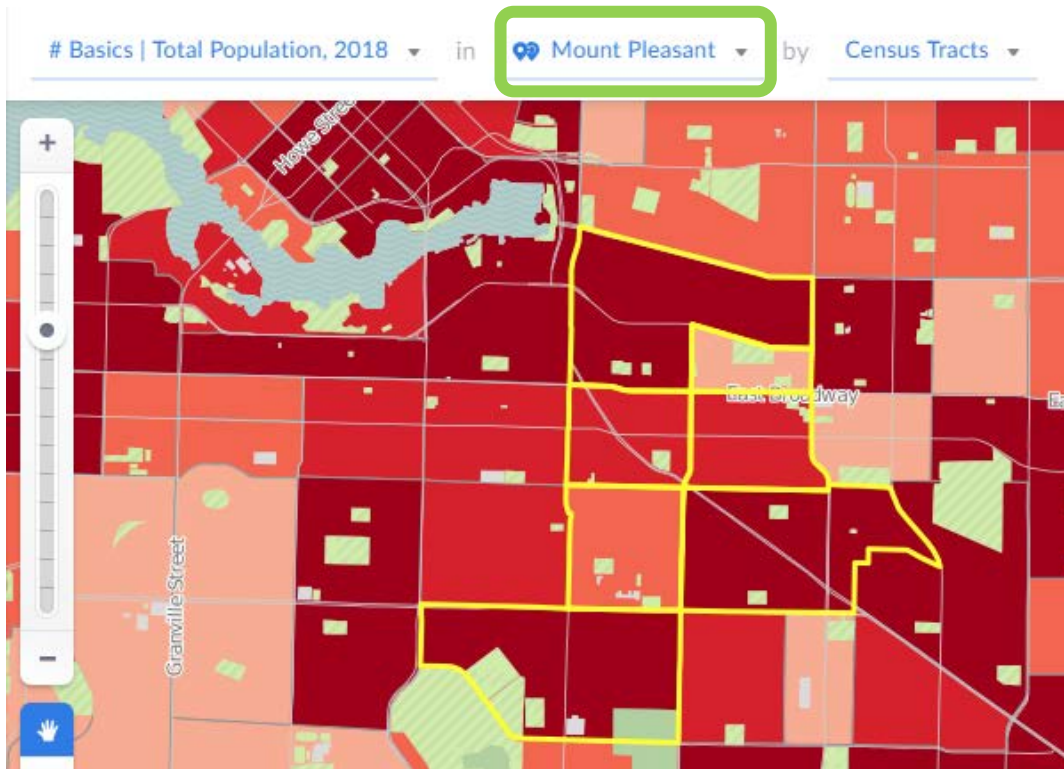1. Start with your basic SimplyAnalytics Map filtered to **Census Tracts**

2. Select the **Information** icon on the left side.
3. Click on all the relevant census tracts. This will cause them to be added to your recently viewed areas which will be helpful later.
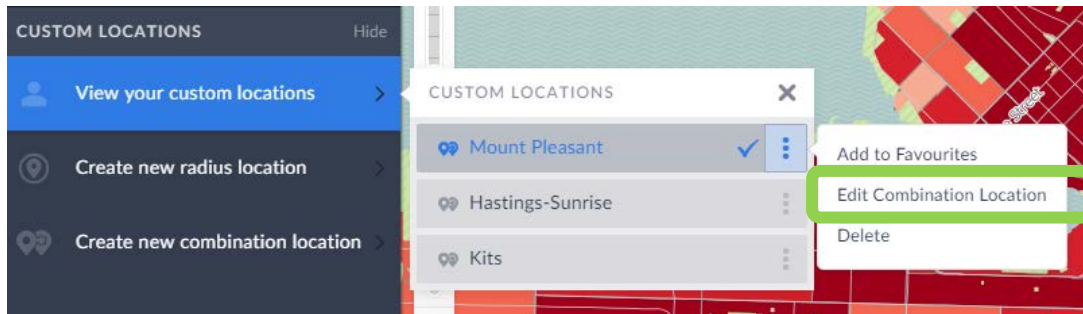
4. From the left side menu, select **Locations** and click **Create new combination location**
5. In the **Create Combination Location** menu, name your combination location (or neighbourhood)
6. Under *Select one or more locations*, click on the Recently Viewed Icon and select the Census Tracts you clicked on in step 3.
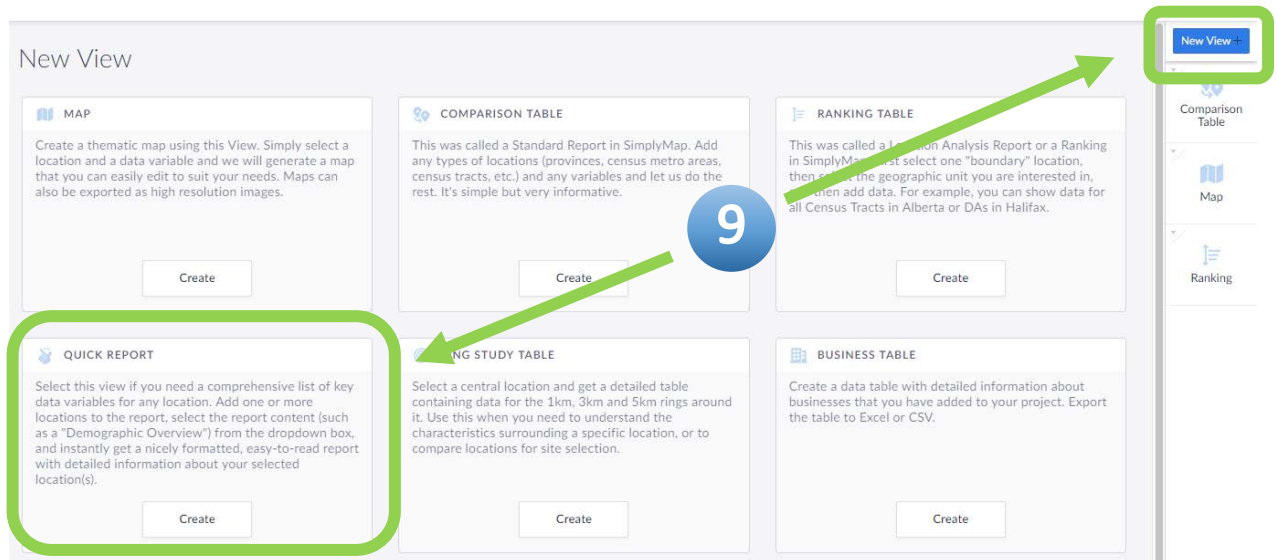

7. After clicking **Save**, you will see your combination location outlined in yellow and selected in the project details heading
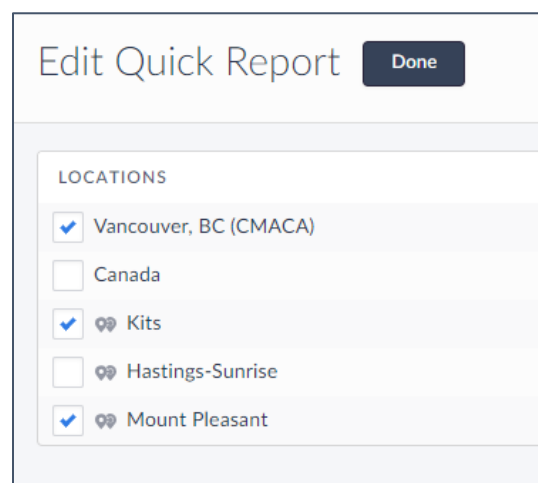
8. If you make a mistake with combination location, you can edit by going to **View your custom locations > "menu"** for the location **> Edit Combination Location**

9. Click on **New View** and select the **Quick Report**

10. Select your relevant locations

11. The report will default to a demographic view but you can select PRIZM data from the top dropdown

Report Content:	Demographic Overview ▾	Vancouver, BC (CMACA)
	PRIZM Report	Census Metro Area
	Demographic Overview	
POPULATION		
Basics | Total Population, 2018		2,621,830

12. Results!

	Kits		Mount Pleasant		Vancouver, BC (CMACA)	
	Combination Location: Census Tracts		Combination Location: Census Tracts		Census Metro Area	
URBAN ELITE						
Households in PRIZM Segment U1: Urban Elite, 2018	1,560	5.45%	250	1.25%	72,879	7.12%
Households in PRIZM Segment 1: Cosmopolitan Elite, 2018 ⊕	177	0.62%	11	0.06%	6,380	0.62%
Households in PRIZM Segment 2: Urbane Villagers, 2018 ⊕	5	0.02%	3	0.02%	12,606	1.23%
Households in PRIZM Segment 3: Arts & Affluence, 2018 ⊕	1,302	4.55%	226	1.13%	5,164	0.50%
Households in PRIZM Segment 8: Boomerang City, 2018 ⊕	76	0.27%	10	0.05%	48,729	4.76%