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## Answers to Common Questions

Following are the most common questions asked about Scan/US. Reviewing this list may save you a phone call. Each question is followed by the word [Answer](#) in green text. Click this underlined word to get the answer to the question.

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## Using groups are important

### **Q: Why do I need to use groups?**

At the simplest level, groups are Scan/US' way of doing multiple selections. Whenever you want to perform a particular operation on more than one object at a time, you should use Scan/US' grouping capability to select all those objects. You can use groups to differentiate one person's sales territory from another, to highlight a particular area of the map by having it drawn differently, or to tell Scan/US to analyze only a subset of the area currently shown in the map. Understanding groups is crucial to getting the most out of Scan/US because it is central to many Scan/US command options.

---

### **See Also**

[About groups](#)

[Working with groups](#)

## Saving study areas

### Q: How do I save what I currently have on the screen?

To come back to the same study area you currently have open, use the "[Save Study Area...](#)" command in the Map menu. Saving a study area actually saves just the centroid coordinate and the extents of your study area (i.e., 40 miles vertical by 60 miles horizontal centered at such and such latitude/longitude). No other information, including views of the study area, is saved. This approach has the advantage of requiring minimal additional storage space for saving your study areas. The disadvantage is that your text annotations cannot be saved.

However, this means that when you open the saved study area in a subsequent session, it may not look exactly the same as when you saved it. This is because Scan/US recreates a study area using a feature's autoload instructions and display settings contained in the current [session file](#) (.GDS file). If you want Scan/US to reload all of the map features you have in the map, you should modify the autoload settings of all the currently loaded features. You do this by changing the "Autoload" and "Visibility..." options in the [Attributes menu of the "Features Directory."](#) If you want Scan/US to reload features with your changes to their display attributes, change them using the object and label buttons in the "Features Directory." Then save your changes with the "Save Directory" command in the [Features menu of the "Features Directory."](#)

A benefit of this approach is that your customized settings will apply to all similarly sized study areas you create in the future. So if you always use MicroGrids and Census Tracts in study areas smaller than 50 miles, you can simply make that change once in your session file for them to always autoload together in any study area smaller than 50 miles.

The other save commands in Scan/US allow you to save objects and session files. The "[Save](#)" command saves created objects to an ASCII file along with their display information. The "[Copy Session](#)" task allows you to copy the current session file with a new file name. The session file determines the initial contents of the "Features Directory" for a session and which data are automatically loaded for a feature.

---

### See Also

[Saving a study area](#)

[Changing the "Features Directory"](#)

[About session files](#)

[Study Area Manager... \(Map menu\)](#)

## About session files

### Q: What is a session file?

All files with a .GDS extension (such as SCANUS.GDS or TUTORIAL.GDS) are initialization files which are used by Scan/US at startup along with SCANUS.INI. A session file contains five types of information:

- Study area definitions
- Feature declarations
- Data file declarations
- [QuickPaths](#) to your data directories
- Recently used study areas list, maintained by Scan/US during a session.

Essentially, the session file controls:

- the amount of geography and data initially available for a session
- how your maps look
- the automatic loading of features and data into a study area

Scan/US allows you to have more than one session file so that you can customize each one for a specific client, project, or task. For example, a consultant can create different session file for each client. Since each session file can have its own QuickPath definitions, the consultant can store files for each client in different directories and conveniently access them with the QuickPaths. A network administrator or PC support person can customize session files to suit the needs and access rights of different users. The possibilities are endless!

To create a session file, start by copying the current one with the ["Copy Session" task](#) in the Tasks menu. Next, update the file. Except for the 'recently used study areas list' Scan/US maintains, you can update the file with the following commands:

- Study area definitions with ["Save Study Area..."](#) and ["Study Area Manager..."](#)
- Feature declarations and autoloading with "Autoload" in the [Attributes menu in the "Features Directory"](#)
- Feature display with the object and label buttons in the ["Features Directory"](#)
- Data file declarations with the "Autoload" option in the ["Data Center"](#)
- QuickPaths to your data directories with ["Preferences..."](#)

Except for "Features Directory...", each command automatically updates the session file. To save your feature changes, choose "Save Directory" from the Features menu in the "Features Directory."

---

### See Also

[Working with map features](#)

[Changing the map display](#)

[Copying and modifying a session file](#)

## Adding QuickPaths to a session file

### **Q: How do I add more QuickPaths into my session files?**

In this release of Scan/US, you will need to manually insert your QuickPath definitions into your session files. To add a QuickPath, open up your session file (such as SCANUS.GDS) with NOTEPAD or another TEXT editor (do not use word processors!). The session files follow the Windows .INI file format conventions. You will find the [QuickPaths] section at the very beginning of the file. Just add your QuickPath definitions to the end of the section. The format is simple:

```
Your caption= full DOS pathname of your directory
```

The QuickPaths are just a simple way of giving your own name to a specific DOS directory pathname. So instead of "G:\DEPTS\FINANCE\USERS\MICHAEL", you can simply refer to it as "My data files". This would look like:

```
My data files=G:\DEPTS\FINANCE\USERS\MICHAEL
```

The obvious benefits of this approach is that you can attach much more human names to your DOS directories, and the ability to hop around directories and drives in a single, time-saving list!

---

### **See Also**

[Creating session files](#)

## Changing a label's position

### **Q: Why does Florida's label show up in the Gulf? Can I change its position permanently?**

Florida's label shows up in the Gulf because labels are placed at the centroid of its object. Scan/US calculates the centroid as the center of the smallest rectangle that can wholly contain the given object ("Least Square" method). That's why the labels for some objects appear outside the actual object.

You can move labels in Select--Label submode •

•, but this move is valid only for the duration of your Scan/US session. If you quit and restart Scan/US, the label will again show up in its original position.

---

### **See Also**

[Select--Label submode](#)

## Study area maps vs. Zoomed in maps

### **Q: What's the difference between creating a study area and zooming in?**

Some users confuse the "New Study Area..." command with the "Zoom In" command. The "Zoom In" command will only magnify what you already have in the current study area. For example, if you are at the opening United States map and zoom in to the state of Wyoming, you will only see the state of Wyoming in the zoom window. However, you are still in the United States study area.

If you add, remove, or change a feature while zoomed in, you're telling Scan/US to complete these operations for the ENTIRE United States! Not just the zoomed in portion. For example, if you tried to load MicroGrids while zoomed into Wyoming, you're telling Scan/US to load the feature for all of the United States. And you would get an error message.

To work with a map of a specific region, what you really want to do is to frame a smaller area whose boundaries meet your needs and use the "New Study Area" command to create a new map.

To tell the difference between a zoomed view and a study area, look for scroll bars--these are only displayed in a zoom window

---

### **See Also**

[Frame--New Study Area submode](#)

[Frame--Zoom submode](#)

[Creating small study areas](#)

## Study area definitions

### **Q: When I save my study areas, where is the saved file?**

When you save a study area, the study area **definition** is added to the [Study Areas] section of the current [session file](#) (files with the .GDS extension, usually found in your \SCANUS home directory). The contents of a study area are saved in .SSA files also in your home directory.

A study area definition consists of a descriptive caption (the name you've given to the study area), the centroid coordinate and the extents of your study area (i.e., 40 miles vertical by 60 miles horizontal centered at such and such latitude/longitude). It will look something like:

```
My study area=(41/08,73/22) V 40 m H 60 m
```

The contents of a study area are only saved when you choose the "Study area definition and map features" or "All views of study area" options in the "Save Study Area" dialog.

---

### **See Also**

[About session files](#)

[Save Study Area... \(Map menu\)](#)

[Study area naming conventions](#)



## Sending a study area definition to a colleague

### **Q: How do I send a study area definition to a colleague?**

To send a study area definition to a colleague, simply copy the line that contains the definition, save it in a text file, and send the text file to your colleague. Your colleague will then need to insert that line of text into his/her [session file](#). (Or, you can simply read off the line to your colleague over the phone & have him/her type it in).

---

### **See Also**

[About session files](#)

## Feature file resolution

### **Q: Why are there several counties and states layers listed in the "Features Directory"?**

The different county and state files listed in the "Features Directory" contain different levels of detail. The numbers next to their names indicate the amount of detail in that file. For example, "Counties, 1:400T" means that county file uses a scale of 1 to 400,000--1 inch equals 400,000 inches.

Scan/US automatically loads the less detailed files into large study areas, and as you drill down to smaller and smaller study areas, swaps them for the more detailed files which are necessary for a better looking presentation.

---

### **See Also**

[Features Directory... \(Map menu\)](#)  
[About features](#)

## Reading a grid feature map

### **Q: Why are MicroGrids not shown in some areas?**

MicroGrids are shown only in areas where people live. For example, you won't find any MicroGrids inside national forests, in industrial complexes, etc. The benefit you get is a more detailed picture of the actual population distribution and location across the landscape.

---

### **See Also**

#### **Getting Started**

"Reading a grid feature map"

## Displaying Interstate Highways

### **Q: Why does the Interstate Highways feature look so crude in small study areas?**

The Interstate Highways included in the base package is a 1:2,000,000 scale file--1 inch equals 2 million inches. While it is suitable for use in large areas, we do not recommend using it in study areas below 50 miles. Due to the low resolution of this file, you will begin to see inaccurate representations in small study areas, such as a mall showing up on the left side of the interstate instead of the right.

If you need higher resolution roads, add TIGER streets to the study area. You will get an accurate presentation in study areas smaller than 10 miles.

### **See Also**

[Scan/US Geography](#)

## Geographic and Point ZIP codes

### **Q: Why do some ZIP code centroids have so many different ZIP codes associated with them?**

There are essentially two different kinds of ZIP codes: "geographic ZIPs" and "point ZIPs." Geographic ZIPs are the ones that actually cover known territory, and have a residential population.

Point ZIPs identified by a "(b)" suffix indicate stations that have only P.O. boxes. The "(u)" suffix indicates a zip code assigned to a single organization, or a single department within an organization.

Because point zips do not have a residential population, they are associated with the geographic ZIP code in which they are found. As a result, multiple ZIP codes are attached to a single centroid.

**Note** A three-digit code between 0-300 indicates an area that was provided for total land cover but is 'not a delivery area' (nada) designated by the Postal Service. These areas do not usually have a residential population.

## Point ZIP codes

### **Q: Why do some ZIP codes show zero population?**

There are essentially two different kinds of ZIP Codes: "geographic ZIPs" and "point ZIPs." Geographic ZIPs are the ones that actually cover known territory, and have a residential population.

Point ZIPs identified by a "(b)" suffix indicate stations that have only P.O. boxes. The "(u)" suffix indicates a zip code assigned to a single organization, or a single department within an organization.

Because point ZIPs do not actually cover residential territory, they have zero populations assigned to them.

**Note** A three-digit code between 0-300 indicates an area that was provided for total land cover but is 'not a delivery area' (nada) designated by the Postal Service. These areas do not usually have a residential population.

## Changing a feature's display attributes

**Q: How do I change the way a feature looks so it has a different line style, fill colors, or symbols?**

When features are listed in the "New Map Features," "Map Features," and "Features Directory" dialogs, they are preceded by object and label buttons which show a sample of their current display attributes. Clicking the button opens a [selector dialog](#) in which you can choose new attributes.



Opens the "[Area Fill Selector](#)" dialog from which you can define borders, colors, and patterns for area objects.



Opens the "[Symbol Selector](#)" dialog from which you can choose a symbol shape and its colors to display location objects.



Opens the "[Line Style Selector](#)" dialog from which you can choose a line style, width, and color for line objects.

If you modify a feature's display attributes, remember to check the feature order, and if necessary change it, to ensure that the rendering of one feature does not obscure another.



Displays the "[Label Style Selector](#)" dialog from which you can define a format, font, and style for object labels.



The window shade on either the object or label button tells Scan/US to hide all the objects or all the labels on the feature layer. Shift-Click displays the shade; clicking on the shade redisplay the object or label sample.

A feature's preset display attributes are shown in the "Features Directory." Modifying the features in the directory changes the initial presentation of features in *subsequent* study areas created during a session. Saving your changes in the directory updates the [session \(.GDS\) file](#) that was loaded at start-up and your changes will be in effect for future sessions.

The "New Map Features" dialog lets you modify the features for a study area when it is created; the "Map Features" dialog, after the study area is created.

---

### See Also

[Using selector dialogs](#)

[About session files](#)

[Features Directory... \(Map menu\)](#)

[Map Features... \(Map menu\)](#)

["New Map Features" dialog](#)

## Loading limits for objects

### **Q: Why do I get this "Loading into layer suspended at 16,000 objects" message?**

You can load a maximum of 16,000 objects into any map layer in Scan/US. Most commonly, you will encounter this maximum if you try to load MicroGrids or Block groups into a very large study area such as an entire state or multi-state region.

Loading such geography into very large study areas provides too much detail and does not help you examine the data. You should create a new, smaller study area to examine the data at a local level.

Some users get this message because they confuse creating a new study area with zooming into an area. The "Zoom In" command only magnifies what you already have in the current study area. For example, if you are at the opening United States map and zoom in to the state of Wyoming, you will only see the state of Wyoming in the zoom window. However, you are still in the United States study area.

If you try to load MicroGrids while in this zoomed view, you're telling Scan/US to load it for the ENTIRE United States! What you really want to do is to frame a smaller area and use the "New Study Area" command to drill down to a more local level before using detailed data such as the MicroGrids.

To tell the difference between a zoomed view and a study area, look scroll bars--these are displayed only in zoom windows. Scrolling is like using the window as a magnifying glass over the entire study area.

---

### **See Also**

[Adding features to a study area](#)

[Frame mode](#)

[Framing an area](#)

[Creating small study areas](#)



## Hiding objects

**Q: How do I load ZIP codes (or another feature) just for Orange county (or another area) when some of the surrounding counties are also showing in my current map?**

When you load a feature, Scan/US retrieves ALL objects that fall within a study area. There is no way to force it to do a partial retrieval.

You can, however, achieve the effect you desire by hiding the unwanted objects using the "Object Manager." Just select all the unwanted objects, such as ZIP codes outside of Orange county, and turn off their visibility settings.

Or, if you are interested in limiting your thematic analysis to a subset of the objects currently loaded, you can group the objects of interest and select the "Analyze grouped objects in grouping" option in the "View Variables" or "New Thematic" dialogs.

---

### See Also

[Select--Object submode](#)

[Object Manager... \(Objects menu\)](#)

[View Variables... \(Map menu\)](#)

[Turning object visibility on /off](#)

[Working with thematic views](#)

## Controlling feature autoloading

### **Q: How do I control and change the automatic loading of features?**

Feature autoloading is controlled by the [session file](#) (.GDS files such as SCANUS.GDS). You can change autoload settings with the "Autoload" and "Visibility..." options in the Features menu of the "Features Directory."

To stop something from autoloading, toggle the "Autoload" setting off (no check mark). To make something load automatically, toggle the "Autoload" setting on (check marked).

To make something load automatically only in a certain range, open the "Feature Visibility" dialog to set the range (such as load only in study areas sized between 500 miles and 1000 miles).

---

### **See Also**

[About session files](#)

[Features menu in "Features Directory"](#)

["Feature Visibility" dialog](#)

## Selecting objects on the map

### Q: How do I select an object in the map?

To select objects in the map, you must first activate Select--click the Select mode ● button in the ToolPad. The Select mode has three submodes which allow you to select either objects, labels or [thematic graphics](#). The Select--Object submode

● is always preselected when you enter the Select mode. Clicking once on an object selects it.

**Tip** Double-clicking on an object opens the "[QuickLook](#)" window to display data for that object.

When you have multiple layers in your map--such as MicroGrids, Zip codes, and tracts--only objects on the active layer can be selected. You can activate the desired layer by choosing it from the [window layer box](#). Then, click on the desired object.

Or, you can traverse the layers by Shift-clicking in the same position on the map; the object on each successive layer is selected. The name of the selected layer is shown in the window layer box. Once you are on a desired layer, Ctrl-click to select objects that layer.

---

### See Also

[Select--Object submode](#)

[Working with objects](#)

## Finding an object

### **Q: How do I find a particular object--among the hundreds that are currently displayed in my map?**

You can use the Find feature in "Object Manager" to select the desired object in the list. Next, choose the "Show Object" command in the Action menu to select the object in the map. However, if you have a crowded map, you may have trouble seeing the selection rectangle around the object. In this case, you can do one of the following:

- Use the "Assign to group" command from the Action menu to make it stand out. If groups are present on the layer, the object is added to the active group unless you choose create a new group before choosing the command.
- Zoom in.

---

### **See Also**

[Object Manager... \(Objects menu\)](#)

[Finding an object on the map](#)

[Grouping by list selection](#)

[Zooming into the study area](#)

## Finding a zip code

**Q: Can I type in a ZIP code and have Scan/US go there directly?**

No, this feature will be added to a future release of Scan/US.

Scan/US is currently designed to operate on only the objects that fall within the currently defined study area. Because ZIP codes are fairly detailed local-level data, you will need to create a study area smaller than 100 miles before ZIP codes are autoloading. Once they are loaded, you can use the Find feature in "Object Manager" to select the ZIP code of interest.

---

**See Also**

[Creating small study areas](#)

[Object Manager... \(Objects menu\)](#)

[Finding an object on the map](#)

# Importing user data into Scan/US

## [Using your own data](#)

### **Q: How do I get my own data into Scan/US for analysis? How can I link in a Customer Information File?**

The critical element in your data files is to have a unique [object key](#) for each record. This key matches the data with the geographic object to which it pertains. You have object keys that match your data to standard geography such as ZIP codes or census tracts. Or, you can have your own unique keys that identify your store or branch office locations.

#### **Object key format**

Object keys have a required format in Scan/US.

- All object keys must be formatted as TEXT. This means numeric keys, such as ZIP codes, must begin with a pound sign (#) if you are using Excel or any other spreadsheet. In dBASE-compatible applications, you must define the object key field as a TEXT or CHARACTER field.
  - Census tract and block group IDs must be preceded by their state and county codes. These make the IDs unique.
  - For best performance, sort your database by object keys in ascending order.
- For an example of object key format, see the STATES.XLS file in \SCANUS\USERDATA, or GRDTUTOR.XLS or PCROUTES.XLS in the \SCANUS\TUTORIAL subdirectory.

**Tip** Scan/US also accepts an object [caption](#), an optional, but longer and more descriptive name for an object. The caption does not replace the key in your data files. Including captions helps you identify and track data records.

#### **Matching your data to standard geography**

If you have data that match into an existing Scan/US geography (feature), all you have to do is match the Scan/US object keys. To get a list of Scan/US keys, you've got these options:

- Use the starter files we've provided. These files contain the object keys in the required format for different features. The keys are stored in text (.CSV) files in the \SCANUS\STARTERS subdirectory. You can import these keys into either Excel or a dBASE-compatible database. See [About starter files](#) for more information.
- In Scan/US, use the "[Copy List...](#)" or "[Object Manager...](#)" commands to select a list of objects and copy their keys to the clipboard.

#### **Matching your data to your geography**

For your own geographic data, such as sales territories or service areas (i.e. polygon objects), you can create your own keys. Again, all keys must be in TEXT format. The object key column must be the first one in the file.

If you are importing locations, Scan/US allows you to create a [point data file](#) which contains both the geographic description of each location and data for each one. Scan/US expects the columns or fields in this order:

- Objects keys in a column named KEY. The object key column must be the first one in the file unless you identify a different object key column when loading the data.
- In point data files, location coordinates must be in decimal format in columns named LATITUDE and LONGITUDE. See also [Converting to decimal degrees](#). These names are required for location coordinates; case does not matter.
- Data describing the locations in the remaining columns.

**Note for Excel files** You must select the entire range of cells containing column headings, object keys, captions, and data and define them as a database. Not doing so will give you erratic results.

**Note for ASCII files** The column headings must be the first row in the file. Save the file with a .DAT extension so Scan/US can load it.

### **Summarizing your data in Scan/US**

When Scan/US summarizes data from the product database--for groups or data from other layers--it accesses built-in information to accumulate each data item. For example, count variables are totaled, and statistic variables averaged or weight-averaged. For user data files, Scan/US automatically totals all variables.

If you want Scan/US to summarize your data, distinguishing between count and statistic variables, and providing [percent views](#) or weighted averages, you must tell Scan/US how to handle each variable.

For Excel files, you can add the necessary information to a column heading. For dBASE and delimited ASCII text files, you must create a datalist description file. See the following topics:

[Structure of Excel data item names](#)

[Datalist Description File Structure](#)

### **Examining your data**

You can look at your data in two ways: either locationally, or aggregated into an existing geography. For example, if your data file contains customer addresses, you can display each customer as point on the map--assuming you have their latitude/longitude coordinates. (See [Scan/US Geocoder](#) for more information)

Or, you can aggregate your customer data and view it as "in this ZIP code, we have 567 customers, and they accounted for \$xxxx dollars in sales." Looking at your data in this aggregated view can give you more information when you have a large database of customers. Remember, one of the key advantages of visual data analysis is in *data reduction*. By reducing clutter, you can more easily spot the patterns and anomalies hiding in your data. When in doubt, opt for data aggregation first.

---

### **See Also**

[Using your own data](#)

[Preparing Excel files](#)

[Preparing dBASE files](#)

[Preparing delimited ASCII text files](#)

[About geocoding](#)

## Importing user feature files

### **Q: Can I import my existing cartography files into Scan/US?**

Yes, if you export them into one of our ASCII formats. For location features, they need to be put into our .LOC format. For polygons, you need to put them into our .PGN format. Polylines need to be in our .PLN format. Ring objects can be put into our .BUF format.

---

### **See Also**

[Using your own data](#)

### **Reference Manual**

"Appendix A: File formats"



## Adding pound signs to Excel keys

**Q: How do I add those pound signs (#) into my database keys in Excel?**

The following steps show you an easy way:

- 1 Create another blank column next to the key column.
- 2 Create a formula in the cell next to the first cell containing your keys: ="#"&CELLREF.  
Be sure to substitute the actual cell reference for the string CELLREF (such as B2).
- 3 From the Edit menu, choose "Fill Down" to propagate the formula down the column.
- 4 Copy all cells containing the newly created keys and paste them into the original key column.--  
From the Edit menu, choose "Paste Special" with the "Values only" option selected.
- 5 Delete the column containing the formulas.  
Deleting the formulas creates a smaller file, and is therefore faster to load.

## Race vs. Ethnicity

### **Q: Why do the Race numbers add up to more than 100%?**

Actually, they don't. Do not confuse the variable Hispanic with Race. The Census Bureau does not put Hispanic into the Race category. That's why it doesn't appear in the Pop. by Race array in Scan/US.

The Hispanic designation was a separate question on the Census questionnaire. If you are adding up the percents shown in Scan/US for the Race category, do not include the Hispanic numbers since this is equivalent to adding some people twice. For a more detailed explanation, please refer to pages 11 and 12 of the User's Guide.

---

### **See Also**

#### **User's Guide**

"Using Demographics for Business Success"

## **Finding Am. Indians in the Key Demographics datalist**

**Q: Why are there no figures for Am. Indians in the Key Demographics datalist when they are included in the Basic Demographics datalist?**

In this abbreviated data file, we chose to aggregate the Am. Indian numbers into the Other category.

## Product Support

### [Scan/US Bulletin Board System](#)

Scan/US, Inc. offers a variety of support options for registered Scan/US users. Please be sure to send in your registration card to access support services. (Note: the working model is a demo version of Scan/US and is not supported.)

When you have a question about Scan/US, you can find answers in:

- the [Answers to Common Questions](#)
- the on-line information topics
- the README files that came with your product disks
- the "User's Guide" and "Reference Manual"

If you cannot find the answer, contact Scan/US Technical Support at **(310) 820-2531**. You receive free support for 90 days starting with your first call. Please have your serial number ready.

You can receive extended service and support, available as a 12-month paid subscription, after the 90-day period. To order the support plan that best meets your needs and budget, please call Customer Service at **(800) 272-2687** from 6:00 A.M. to 6:00 P.M. (Pacific time) Monday through Friday.

#### **Priority Support--300.00/year**

- Toll free, 800 number access to support services
- Priority access to support technicians
- 40 percent discount off the price of major new upgrades of Scan/US software released during the support contract period
- Free minor software updates, sent automatically

#### **Basic Support--150.00/year**

- Regular toll number (1-310-820-2531) access to support services
- 25 percent discount off the price of major new upgrades of Scan/US software released during the support contract period
- Free minor software updates, sent upon request

## Product Database

See also [Scan/US Third-Party Data](#)

[To order or get more information](#), please call 1-800-272-2687.

### Scan/US Geocoder **NEW!**

[Fact Sheet](#)

[Scan/US Geocoder Licenses](#)

### Scan/US Geography

[Geography](#)

[Guide to Scan/US Regions and TCAs](#)

### Scan/US Data Products

#### '94/'99 Census Update

['94/'99 General Census Update](#)

['94/'99 Household Income by Age of Householder](#)

#### '93 Consumer Spending (CS) Potential

[Overview](#)

[CS1 Grocery--Food](#)

[CS2 Grocery--General Merchandise](#)

[CS3 Clothing & Footwear](#)

[CS4 Home Furnishings/Equipment](#)

[CS5 Home Electronics](#)

[CS6 Auto Aftermarket](#)

[CS7 Specialty Store Merchandise](#)

[CS8 Sporting Goods](#)

[CS9 Food Away from Home](#)

[CS10 Entertainment](#)

[CS11 Personal Care Products & Services](#)

[CS12 Pet Services & Products](#)

[CS13 Miscellaneous Retail Services](#)

#### '93 Business Data

['93 Retail Stores and Sales](#)

['93 Employees, Establishments, and Payroll](#)

['93 Establishments by Size and Industry](#)

['93 Establishments by Type of Business](#)

['93 Floor Space by Type of Business](#)

[Daytime Marketplace](#) **NEW!**

#### '90 Detailed Census Data

['90 Race, Ancestry, Language](#)

['90 Housing Stock](#)

['90 Work Status and Employment](#)

['90 Household Income by Age of Householder](#)

['90 Population by Sex, by Age](#)

#### '90 Census Data

['90 Key Demographics](#)

['90 Income and Education](#)

['93 Basic Demographics](#)

[1980 Census Benchmark](#) **NEW!**

## Scan/US Third-Party Data

[Product Database](#)

[To order or get more information](#), please call **1-800-272-2687**.

We've carefully selected only the best of brand-name data products for use with Scan/US. Combined with our demographic, consumer, and business data, you can make Scan/US your resource center for data.

### **CACI Marketing Systems**

['90 Census Demographics](#)

['94/'99 Demographic Update](#)

### **Claritas**

[PRIZM 62 lifestyle clusters](#)

### **Demographics USA from Market Statistics**

[City Edition](#)

[County Edition](#)

[ZIP Edition](#)

## The display window

[About windows](#)

[Parts of the Scan/US screen](#)

[Activating a window](#)

[Renaming a window](#)

[Closing a window](#)

[Hiding and unhiding windows](#)

[Tiling windows](#)

## About windows

Each study area map is created in its own window. The window is preset to be maximized unless you clear the "Maximize" option in the ["New Study Area" dialog](#). When a window is not maximized, you can move and resize it like any other window.

A view created with the ["New Thematic..."](#) command is also shown in its own window. The window size is the same as its associated study area window.

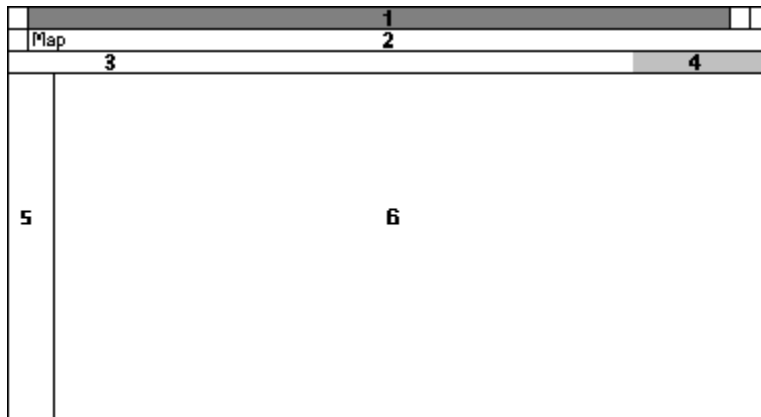
A window can be closed like any other. Note that closing a study area window automatically closes all its associated view windows.

Operations in Scan/US apply to the active window. When multiple windows are open, you can:

- Activate a window by choosing its name from the bottom of the Window menu.
- Backup from the current study area window to its parent study area window.
- Limit the number of available windows by closing or hiding them.
- Tile windows to display them next to each other.



## Parts of the Scan/US screen



- 1 Title bar** Displays the window name. Also displays help messages when the ["HelpLine"](#) command is toggled on.
- 2 Menu bar** Select commands from the different menus.
- 3 Status bar** Displays system messages from Scan/US. Most often you will see the latitude and longitude coordinates of the location the cursor is pointing to.
- 4 Window layer box** Displays the current [layer](#) on the map. Activate another layer by choosing it from the list.
- 5 Toolpad** These buttons activate the cursor with different functions or modes. Each mode allows you to perform a different set of operations on the map such as selecting, creating or grouping objects.
- 6 Display area** Displays the map in the active window.

## **Activating a window**

To activate a window, do one of the following:

- Choose its name from the bottom of the Window menu.
- If the windows are not maximized, click on the desired window.
- To activate the parent study area window, choose "Backup" from the window menu.

## Renaming a window

Follow these steps to rename a study area or view window.

- 1 From the Map menu, choose "Map Features...."
- 2 Click inside the map name text box to select the current name.
- 3 Type a new name and press **Enter**.

---


### See Also

[Study area naming conventions](#)

[Thematic view naming conventions](#)

[Map Features... \(Map menu\)](#)

## Closing a window

Double-click on its control icon 

**Note** Closing a study area window automatically closes all its associated view windows.

## Hiding and unhiding windows

- 1 From the Window menu, choose "Hide..." or "Unhide..."
  - Optional: If necessary, filter the list of window names.
- 2 Click on the desired window names.
- 3 Click "OK."

## Tiling windows

### To tile all windows

Choose "Tile All" from the Window menu.

### To tile selected windows

- 1 Choose "Tile..." from the Window menu
- Optional: If necessary, filter the list of window names.
- 2 Click on the desired window names.
- 3 Click "OK."

## Working with study areas

For more detailed information, please see [About Study Areas](#)

[Using the framing rectangle](#)  
[Zooming into the study area](#)

### Creating study areas

[Framing an area](#)  
[Selecting an object to create a study area](#)  
[Creating a study area of a zoomed-in view](#)  
[Using a group to create a study area](#)  
[Using an address to create a study area](#)  
[Creating small study areas](#)

### Managing study areas

[Saving a study area](#)  
[Loading a study area](#)  
[Autoloading a study area](#)  
[Autoloading a study area as the opening map](#)  
[Deleting a study area](#)

## About study areas

### [Working with study areas](#)

When you first start Scan/US, the preset opening map of the United States is displayed, showing the locations of major cities. The 48 continental states and Washington, D.C. comprise the largest study area within which you can analyze data. A study area defines the boundaries of the geographic area available for analysis and is anchored at a latitude and longitude coordinate at its center. In the opening map, the entire continental United States is the study area.

Hawaii, listed at the bottom of the Map menu, is also provided as study areas. The continental United States and Hawaii are zone maps.--You can define study areas within their boundaries, but no other study area can contain them. Other study areas opened at start-up are listed at the bottom of the Window menu.

Most likely you will create your own study areas that meet the range of your data. For example, if all your sales offices were in California, you would need a study area that contained only the state of California. Or, if you produced the yellow pages for the phone company, your study area would contain your clients neighborhoods within a city.

You can create a study area by framing its boundaries in [Frame--New Study Area submenu](#), or by selecting an object then choosing the "[New Study Area...](#)" command in the Map menu. When you select an object, the study area includes a preset buffer of three miles around the object. You may change the buffer size to include more or less area as desired in the "[Features Directory.](#)"

You can also create study areas of object definitions copied to the clipboard with the [Copy Objects...](#) command or with [Scan/US Geocoder.](#)

From each study area you can create one or more smaller ones. The number of study areas you can open during a Scan/US session is limited only by the amount of memory on your computer. You can also create thematic views, maps which analyze the data in the study area, with the "[View Variables...](#)" and "[New Thematic...](#)" commands. All the views of a study area remain tied to it. Closing a study area automatically closes all its view windows.

You can save a study area and its views with the "[Save Study Area...](#)" command. The [Study Area Manager...](#) command lets you reload a previously saved study area, define a different opening map, and tell Scan/US which study areas to automatically load at start-up in future sessions. You can also print a study area map and its views using the "[QuickPrint](#)" and "[Print...](#)" commands.



## Using the framing rectangle

### To move the framing rectangle

Moving the framing rectangle is just like moving a window.

- 1 Position the cursor inside the framing rectangle.
- 2 Drag the cursor from inside the framing rectangle to a new position.

### To resize the framing rectangle

Resizing the framing rectangle is just like stretching a window.

- 1 Position the cursor on any edge or corner of the framing rectangle.
- 2 Drag the edge or corner to its new position.

### To change the framing rectangle's display attributes

You can change the rectangle's color and width.

- 1 Activate Frame mode •.
- 2 Click the right mouse button to display a popup toolbox.
- 3 Click a down arrow button to display a selection of colors or widths (in pixels)
- 4 Choose the desired color or width.

---

### See Also

[Working with study areas](#)

[Framing an area](#)

[Zooming into the study area](#)

## Zooming into the study area

Follow these steps to get a close-up look at a portion of the current map. You are **not** creating a new study area.

- 1 Activate [Frame--Zoom In](#) submode.



- 2 Position the cursor at the center of interest and drag outward to a position that approximates the desired boundaries.

A [framing rectangle](#) is displayed showing you the boundaries. The vertical and horizontal extents are displayed in the status bar as you draw the rectangle.

- 3 Release the cursor button to finish framing.

**Note** To redraw the boundaries, click outside the framing rectangle to remove it, and start again.

- 4 Double-click inside the [framing rectangle](#)

The selected area is magnified. Note the scroll bars in the zoom window. When you scroll, the window is like a magnifying glass that you are looking through and can move to anywhere within the current map.

- Optional: Scroll until the desired area is in view, or zoom in further, repeating the previous steps.

**Tip** If you choose "[Save Study Area...](#)" while zoomed in, the entire study area-- along with the zoom window--is saved.

---

### See Also

[Working with study areas](#)

[Using the framing rectangle](#)

[Creating a study area of a zoomed-in view](#)

## Framing an area

- 1 Activate [Frame--New Study Area](#) submenu.



- 2 Position the cursor at the center of interest and drag outward to a position that approximates the desired boundaries.

A [framing rectangle](#) is displayed showing you the boundaries. The vertical and horizontal extents are displayed in the status bar as you draw the rectangle.

- 3 Release the cursor button to finish framing.

**Note** To redraw the boundaries, click outside the framing rectangle to remove it, and start again.

- 4 Double-click inside the [framing rectangle](#)

- 5 In the "New Study Area" dialog, activate the "Frame" button.



- 5 Click "OK."

---

### See Also

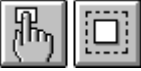

[Working with study areas](#)

[Using the framing rectangle](#)

[New Study Area... \(Map menu\)](#)

## Selecting an object to create a study area

The following procedure shows you one method for selecting objects. See "Selecting an object" for other methods.

- 1 Activate Select--Object submode 
- 2 Activate the layer containing the object.  
From the [windows layer list box](#), choose the desired feature.
- 3 Select the object by clicking on it.
- 4 From the Map menu, choose "New Study Area...."
- 5 Activate the "Object" button 
- 6 Click "OK" in the dialog.  
The new study area is created. It includes a three-mile buffer surrounding the rectangle which highlighted the object.

---

### See Also

#### Help

[Framing an area](#)


[Selecting an object](#)

[Working with study areas](#)

#### User's Guide

"Creating study areas"

## Creating a study area of a zoomed-in view

- 1 Zoom into a study area. See [Zooming into the study area](#)
- 2 From the Map menu, choose "New Study Area..."
- 3 Activate the "Copy" button 
- 4 Click "OK" in the dialog.  
Only the zoomed-in portion is used to create the new study area. Note the absence of the zoom window in the new study area.

---

### See Also

#### Help


[Framing an area](#)

[Selecting an object](#)

[New Study Area vs. Zoom modes](#)

[Working with study areas](#)

## Using a group to create a study area

- 1 Create a group. See [Working with groups](#)
- 2 From the Objects menu, choose "Copy Objects..."
- 3 Choose the "Objects in groups" option and select the group from the drop-down list.
- 4 From the Map menu, choose "New Study Area..."
- 5 Activate the "Parcel" button 
- 6 Click "OK."

---

### See Also

#### Help

[Working with study areas](#)

[Working with groups](#)

[Copy Objects... \(Objects menu\)](#)

[New Study Area... \(Map menu\)](#)

## Using an address to create a study area

This procedure uses the "QuickFind" capability in [Scan/US Geocoder](#) in which the coordinates assigned to a single address are automatically copied to the clipboard.

- 1 In Scan/US Geocoder, use "QuickFind" to geocode the desired address.
- 2 Switch to Scan/US.
- 3 From the Map menu, choose "New Study Area..."
- 4 Activate the "Parcel" button •
- 5 Click "OK."

---

### See Also

#### Help

[Working with study areas](#)

[New Study Area... \(Map menu\)](#)

#### Scan/US Geocoder On-line Information

"QuickFind" dialog

"Geocoding a single address and seeing it in Scan/US"

## Creating small study areas

Here are some tips for creating small study areas:

- You can draw a [framing rectangle](#) of any size to create a study area. If the framing rectangle is so small you cannot double-click inside it to open the New Study Area dialog, choose the New Study Area... command from the Map menu.
- In a large study area, such as the United States, drawing the tiniest rectangle will have extents of 20 to 40 miles. To create even smaller study areas, you can zoom in **before** defining the study area boundaries.
- In the "New Study Area" dialog, enter the desired extents.

---

### See Also

#### Help

[Zooming into the study area](#)

[Framing an area](#)

[Selecting an object to create a study area](#)

[Working with study areas](#)

[New Study Area vs. Zoom](#)

[New Study Area... \(Map menu\)](#)

#### User's Guide

"Creating study areas"



## Saving a study area

- 1 From the Map menu, choose "Save Study Area...."
- 2 Optional: Rename the study area.
- 3 Select the desired save option.  
**Tip** "All views of study area" saves the most information.
- 4 Click "OK." to update the [session file](#) and close the dialog.

---

### See Also

[Loading a study area](#)

[Save Study Area... \(Map menu\)](#)

[Study area naming conventions](#)

[Working with study areas](#)

[About session files](#)

## Loading a study area


You can load a previously saved study area definition. A loaded study area can be activated by choosing its name from the bottom of the Window menu.

- 1 From the Map menu, choose "Study Area Manager...."

The absence of an icon indicates a study area definition that has not been loaded into a window.

- 2 Select a study area name.

- 3 Click the "Load" button.

The study area is loaded into its own window and the  icon precedes the study area name.

- 4 Click "Close" to update the [session file](#) and close the dialog.

---

### See Also

[Saving a study area](#)

[Working with study areas](#)

[Study Area Manager... \(Map menu\)](#)

[About session files](#)

## Autoloading a study area


You can tell Scan/US which study areas to load into their own windows at start-up.

### To autoload a saved study area

- 1 From the Map menu, choose "Study Area Manager...."

The absence of an icon indicates a study area definition that has not been loaded into a window.

- 2 Select a study area name.
- 3 Click the "Autoload" option.

The autoload  icon precedes the study area name. The icon is grayed if the study area has not been loaded into a window.

- 4 Click "Close" to update the [session file](#) and close the dialog.
- 5 Restart Scan/US.

### To autoload a study area that has not been saved

- 1 From the bottom of the Window menu, choose the desired study area.
- 2 From the Map menu, choose "Save Study Area..."
- 3 Click the "Autoload" option.

- Optional: Rename the study area.
- 4 Click "OK" to save your entries.
  - 5 Restart Scan/US.

---


### See Also

[Autoloading a study area as the opening map](#)  
[Working with study areas](#)  
[Study Area Manager... \(Map menu\)](#)  
[Save Study Area... \(Map menu\)](#)  
[About session files](#)

## Autoloading a study area as the opening map

Only saved study area definition can be defined as the opening map.

- 1 From the Map menu, choose "Study Area Manager...."
- 2 Select a study area name.
- 3 Click the "First Map" option.

The  icon precedes the study area name. The icon is grayed if the study area has not been loaded into a window.

- 4 Click "Close" to update the [session file](#) and close the dialog.
- 5 Restart Scan/US.

---

### See Also

[Saving a study area](#)

[Working with study areas](#)

[Study Area Manager... \(Map menu\)](#)

[About session files](#)

## Deleting a study area

Only saved study area definition can be deleted.

- 1 From the Map menu, choose "Study Area Manager...."
- 2 Select a study area name.
- 3 Click the "Delete" button.  
A red line is drawn through the name. Click the name to unmark it.
- 4 Click "Close" to update the [session file](#) and close the dialog.

**Note** If you delete a study area currently loaded into a window, it remains open until you close it.

**Note** You cannot delete an opening map until you have selected another map as the opening map.

---

### See Also

- [Saving a study area](#)
- [Autoloading a study area as the opening map](#)
- [Working with study areas](#)
- [Study Area Manager... \(Map menu\)](#)
- [About session files](#)



## Working with map features

For detailed information about features, please read [About Features](#)

To change a feature's display attributes, please see [Changing the map display](#)

[Adding features to a study area](#)

[Changing the layer order of features](#)

[Hiding features in a study area](#)

[Deleting features in a study area](#)

[Renaming features in a study area](#)

[Changing features in the "Features Directory"](#)

[Adding features to the "Features Directory"](#)

[Automatically loading features](#)

## About features

[Working with map features](#)  
[Working with study areas](#)  
[Features Directory... \(Map menu\)](#)  
[Map Features... \(Map menu\)](#)  
[New Study Area... \(Map menu\)](#)

Features are representations of the geography in a study area, for example, states, counties, or census tracts. Objects are instances of a feature, for example, California is an object represented in the states feature, and Cheap Seats Video is an object in a user-defined video competitors feature.

Scan/US provides four representations to display a feature and its objects:

- *Polygons*, any space having boundaries, can display features such as states, counties, or census tracts.
- *Lines* display roads or highways and indicate their direction.
- *Points* indicate locations like hospitals, shopping malls, or cities.
- *Buffer areas*, a feature set devoted to editable objects you create, such as ring areas, corridors, or grid areas. Currently, only ring areas are available.

For file formats, see Appendix A in your Reference Manual.

### Three directories for features

When you create a study area, you will notice that:

- Features are automatically loaded.
- Features have preset display attributes such as fills, borders, symbols, and labels.
- Features are ordered so that the display attributes of one does not obscure another in the map.

Scan/US has preset the features set, their display attributes, and order so that you immediately have an easy-to-read map that is ready for analysis. You can modify the preset values in three dialogs--"Features Directory," "New Map Features," and "Map Features."

The preset values are shown in the "Features Directory." Modifying the features in the directory changes the initial presentation of features in *subsequent* study areas created during a session. Saving your changes in the directory updates the [session \(.GDS\) file](#) that was loaded at start-up and your changes will be in effect for future sessions.

The "New Map Features" dialog lets you modify the features for a study area when it is created; the "Map Features" dialog, after the study area is created.

In each of these dialogs you can add , remove, and hide features, and change their display attributes and order.

### Ordering feature layers

When you create a study area, features are automatically loaded according to the size of the study area and in the order of the features list in the "Features Directory."

Scan/US loads each feature in the study area onto a separate *layer* on the map. A layer is like a transparency that contains all the objects of a feature. Scan/US draws the layers according to the following rule: *The feature at the bottom of the list in the "Map Features" (or "New Map Features") dialog is drawn first so it becomes the bottom layer on the map; the top feature on the list becomes the top layer on the map.*

Keep this rule in mind when modifying the display attributes of features or changing their order. For example, if objects on the Counties layer are drawn first with a border, and next the States layer is drawn with a color fill, the objects on the Counties layer would not be visible on the map. They are all covered by the States objects. By changing the order so that the States layer is drawn first and next the Counties layer, you would be able to see the objects of both layers in the map. Or, instead of changing layer order, changing the display attributes of the States layer so that its objects are shown only with borders is another way to see objects of both layers on the map.

Because layer ordering and the display attributes both control the display of features on the map, a



recommended method is to first add all the features to the list, next review the rendering to see if the objects on one layer might obscure another, then change either the display attributes or the layer order so that all objects are visible on the map.

### **Adding feature layers**

When you click the "Add features" button in the "New Map Features" dialog or "Map Features" dialog, the "Features Directory" dialog is opened for you to select additional features for the study area. If the desired feature is not in the directory, you can add the feature to the directory, then add the feature to the study area.

To aid your selection of features, Scan/US indicates with two visibility icons

whether or not a feature is recommended for loading within the size of the current study area. Each feature has a preset visibility range for its objects and labels. When you open the "Features Directory," each range is compared to the vertical extent of the current study area. If the vertical extent is within range, an indicator is present. The absence of an indicator means the vertical extent is out of range. Generally, the larger the study area, the less detailed features are visible. For example, a study area of a city would easily show its census tracts and zip centroids, or grid data, but in a study area of several states, these features may provide too much detail. Scan/US is shipped with preset visibility ranges for all its features, however, you can change the visibility range of any feature by modifying its feature definition in the "Features Directory."

You can add as many features to the study area as youd like, limited only by the amount of memory on your computer. Adding features is also limited to 16,000 objects on a layer. If you have chosen a feature that exceeds this limit, Scan/US warns you.

**Note** The absence of visibility indicators does not prevent you from adding a feature to a study area but lets you know that displaying the feature may exceed the 16,000 limit or provide too much detail. For example, Counties is displayed without indicators in the features directory for the United States. But when you add Counties to the map, they are easily displayed and may be helpful for a data analysis.

## Adding features to a study area

- 1 From the Map menu, select "Map Features..."
- 2 Click on "Add Features" to display the "Features Directory".
- 3 Click on the desired feature name.
- 4 Do one of the following:

<u>Click this button</u>	<u>To position the feature</u>
"Add"	Adds the feature to the top of the features list in the "Map Features" dialog.
"Insert"	Inserts the feature above the one currently selected in the "Map Features" dialog.

Shortcut: Drag-and-drop the feature from the "Features Directory" to the map, or to the Map Features" dialog.

- Optional: Repeat steps 3 and 4 for to add more features
- 5 Click "Update" in the "Map Features" dialog.
- Tip** You can drag-and-drop features from window to window when one or more windows are tiled and Select--Object submode is active.

---

### See Also

#### Help

[Working with map features](#)

[Features Directory... \(Map menu\)](#)

[Adding features to the "Features Directory"](#)

#### User's Guide

"Working with map features"

## Changing layer order in a study area

- 1 From the Map menu, choose "Map Features..."
- 2 Click on a feature and drag to its new position.

If you dragged upward, the selected feature will precede the feature it covers; if you dragged downward, the selected feature will follow it.

- Optional: Repeat step 2 until the layers are in the desired order.
- 3 Click "Update" in the dialog.

---

### See Also

#### Help

[Working with map features](#)

[Map Features... \(Map menu\)](#)

#### User's Guide

"Working with map features"

## Hiding features in a study area

- 1 From the Map menu, choose "Map Features..."
- 2 Find the feature you want hidden.
- 3 Shift-Click on the object button or the label button without a window shade.  
A shade is shown to indicate hiding.  
**Note** Clicking on the shade removes it.
- 4 Click "Update" in the dialog.

---

### See Also

#### Help

[Working with map features](#)

[Map Features... \(Map menu\)](#)

[Changing the map display](#)

#### User's Guide

"Working with map features"

## Deleting features in a study area

- 1 From the Map menu, choose "Map Features..."
- 2 Click the right mouse button on the feature you want to delete.  
A popup of commands is displayed.
- 3 Click on "Delete Feature" in the popup.
- 4 Click "Update" to redraw the map without the feature.

---

### See Also

#### Help

[Working with map features](#)


[Map Features... \(Map menu\)](#)

[Changing the map display](#)

#### User's Guide

"Working with map features"

## Renaming features in a study area

- 1 From the Map menu, choose "Map Features..."
- 2 Click the right mouse button on the feature you want to rename.  
A popup of commands is displayed.
- 3 Click on "Rename" in the popup.
- 4 In the edit box, type a new name and click the 'okay'  button.

---

### See Also

#### Help

[Working with map features](#)

[Map Features... \(Map menu\)](#)

[Changing the map display](#)

#### User's Guide

"Working with map features"

## Changing the "Features Directory"

**To open the "Features Directory," do one of the following:**

- Choose "Features Directory..." from the Map menu.
- Click the "Add features" button in the "New Map Features" dialog when creating a study area
- Click the "Add features" button in the "Map Features" dialog after the study area has been created.

**To change layer order**

Shift-Click to select a feature and drag-and-drop to its new position.

**To delete a feature**

- 1 Select a feature by clicking on it.
- 2 Choose "Delete Feature" from the Features menu.
- 3 Confirm or cancel the deletion.

**To rename a feature**

- 1 Select a feature by clicking on it.
- 2 Choose "Rename Feature" from the Attributes menu.
- 3 In the edit box, type the new name and click the 'okay' • button.

**To save the directory**

Choose "Save Directory" from the Features menu.

---

### See Also

#### Help

[Working with map features](#)

[Features Directory... \(Map menu\)](#)

#### User's Guide

"Working with map features"




## Adding features to the "Features" Directory

To open the "Features Directory," do one of the following:

- Choose "Features Directory..." from the Map menu.
- When creating a study area, click the "Add features" button in the "New Map Features" dialog.
- After the study area has been created, click the "Add features" button in the "Map Features" dialog.

To add a feature to the directory

- 1 From the Features menu, choose "Add Feature..."
- 2 Select the directory containing the desired feature file.
- 3 Select a file type to filter the list.
- 4 Select the file name from the list.
- 5 Enter a feature caption.
- 6 **For user features only**, select the name of the column or field containing the object keys.
- 7 **For user features only**, select the name of the column or field containing the object captions.
- 8 Click "OK."

The "Features Directory" lists the new feature by its caption. User features are shown with the edit  icon next to them.

**Note** While a [point data file](#) is loaded as a feature, its attribute data cannot be loaded onto other layers.

---

### See Also

- [QuickPaths vs. Directories](#)
- [Working with map features](#)
- [Working with study areas](#)
- [Features Directory... \(Map menu\)](#)

## Automatically loading features

1 Add the desired feature to the "Features Directory."

See [Adding features to the "Features" Directory](#)

2 Select the feature in the directory

- Optional: From the Attributes menu, choose "Visibility..." to define the size of the study area into which the feature will be loaded.

If you do not define a visibility range, the feature will be autoloading into all study areas.

3 From the Attributes menu, choose "Autoload."

**Tip** Choosing "Save Directory" from the Features menu updates the session file so that the feature is autoloading in future sessions.

**Note** While a [point data file](#) is loaded as a feature, its attribute data cannot be loaded onto other layers.

---

### See Also

["Feature Visibility" dialog](#)

[Attributes menu in "Features Directory"](#)

[Features menu in "Features Directory"](#)

[Working with map features](#)

## Working with objects

For detailed information on objects, please see [About objects](#).

[Selecting an object](#)

[Finding an object on the map](#)

[Turning object visibility on /off](#)

[Saving created objects](#)

### Creating objects

[Creating a new layer](#)

[Creating location objects](#)

[Creating line objects](#)

[Creating polygon objects](#)

[Creating area objects](#)

[Creating sectors](#)

### Editing objects

[Editing a location object](#)

[Editing a line object](#)

[Editing a polygon object](#)

[Editing a ring area](#)

[Editing a sector](#)

## About objects

### [Working with objects](#)

An object is an instance of a feature on a layer, for example, California on the states layer, and Dallas on the Places 500T+ layer. An objects attributes include:

- A rendering which represents it as an polygon, line, point, or ring area on a layer.
- An object key, a unique identifier such as 06 for California on the states layer.
- An object caption, a text string often used as a label such as California.
- A [thematic graphic](#), indicating an analysis of the objects data in a thematic view.

Changing a features rendering lets you modify attributes for an entire class of objects; changing a groups rendering, for a subset of objects. For one or more individual objects, you can toggle the [visibility](#) of the attributes.




Objects also have data which you can analyze in a [thematic view](#) or view in "[QuickLook](#)."

For more information, see the User's Guide--on changing display attributes, see "Changing the map display;" analyzing data, see "Creating thematic views;" viewing data, see "Working with data."

### Controlling object visibility

Toggling the [visibility](#) for one or more selected objects allows you to focus an analysis on a particular set of objects. For example, to clearly present your data on a map, you can focus attention on points of particular interest; turn off the object rendering and labels outside the area of interest, or hide [thematic charts](#) to highlight data that needs emphasis.

You control visibility by choosing "[Object Manager...](#)" from the Objects menu. A list of all objects on the current layer is displayed; preceding each object name are three icons, one for each visibility characteristic:

-  Indicates object visibility
-  Indicates label visibility
-  Indicates thematic chart visibility

You can hide an objects rendering or label, or both at the same time. However, a thematic chart can be shown only when its object is also visible.

The [Select menu](#) in the "Object Manager" gives you different options for selecting objects in the list. The [Action menu](#) provides options to locate an object on the map, assign objects to a group when [Group mode](#) is active, and to copy the keys and captions of selected objects to the clipboard.

**Note** When objects or labels are turned off in the "Object Manager," selecting "Show Labels" or "Show Objects" from the layer popup in the "Map Features" dialog does not display them. Object visibility settings override layer visibility settings.

### Selecting objects

You can select an object on the map using the Toolpad, in [Select--Object](#) and [Group--By Selection](#) submodes. Or, if you know an objects name, but not its location, select its name from a list in the "Object Manager."

When an object is selected, you can complete various operations in Scan/US.--All three methods allow you to zoom in, create a study area of the selected object, copy the object, or view its data in "QuickLook." But you can also group the object selected in the "Object Manager," and in "Group--By Selection" submode.

### Creating objects

You can create objects of every type--polygons, lines, points, and ring areas, each type on its own 'editable' [layer](#). The objects you create can be rendered and analyzed like other features in the Scan/US product database. For example, you can plot your competitors locations then analyze their trade areas.

Unlike the Scan/US features, created objects can also be edited. For example, you can change the shape of a line or polygon object, or move and resize a ring area. You can save created objects with the

["Save"](#) or ["Save As..."](#) command, then reload them as a feature in future sessions. You can also load data for the feature and analyze it in a thematic view.

### **Copying objects**

Copying the objects keys and captions is a helpful way to start data files or to prepare existing files that can be loaded into Scan/US. Scan/US requires that data files have object keys to match to objects on a feature so that the data can be loaded and read. You can copy an object list using the "Object Manager..." and "Copy List" commands. See [Using Your Own Data](#) section for more information.

You can also copy objects to paste them onto an editable layer, or to group other objects.

### **Grouping objects**

You can classify the objects on a layer into subsets. Each subset/group is rendered the same way and can be treated as single unit. For example, you can create groups that reflect a division of territories, or group all the counties within Texas to limit the analysis to those counties. For a complete discussion of groups and grouping methods, see ["Working with groups."](#)

## Selecting an object

You can select an object on the map using Select--Object and Group--By Selection submodes. A selected object is highlighted by a gray rectangle, and its layer becomes the active one.

### To select an object in Select--Object submode

- 1 Activate Select--Object submode.

•

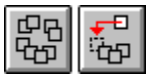
- 2 Click on an object on the active layer.

OR

Shift-Click to select an object in the same position on each successive layer. Ctrl-Click selects additional objects in other positions on a successive layer.

### To select an object in Group--By Selection submode

- 1 Activate Group--By Selection submode.



- 2 Click on an object on the active layer.

### To select an object using "Object Manager"

Sometimes an object is so small it's easier to select its name from a list first.

- 1 Activate the desired layer from the window's layer box.



- 2 From the Objects menu, choose "Object Manager..."
- 3 Select the object's name from the list.
- 4 From the Action menu in the dialog, choose "Show Object."

A gray rectangle highlights the object.

**Tip** If you cannot see the object on the map, choose "Zoom In" from the Map menu. Or, choose "Assign to Group" from the Action menu instead.

---

### See Also

[Working with objects](#)  
[Select--Object submode](#)  
[Group--By Selection submode](#)  
[Object Manager... \(Objects menu\)](#)  
[Window layer box](#)

## Finding an object on the map

When you don't know an object's location, the "Object Manager" can help you find it and select it.

- 1 Activate the desired layer from the window's layer list box.

•

- 2 From the Objects menu, choose "Object Manager..."
- 3 Select the object's name from the list.
- 4 From the Action menu in the dialog, choose "Show Object."


A gray rectangle highlights the object.

**Tip** If you cannot see the object on the map, choose "Zoom In" from the Map menu.

### To find objects in the list

- 1 In the "Find" text box, type an entry and press Enter.

For example, you can enter **Ar** on the states layer to locate Arizona and Arkansas. The first match found is outlined in red. The "Find Next" button is activated if there are more matching names.

- 2 Click the "Find Next"  button to view all the matching names.

Each matching name is highlighted in red.

### To find multiple objects on the map

- 1 Shift-Click to select multiple objects in sequence; Ctrl-Click to select multiple objects not in sequence.
- 2 From the Groups menu, choose "New Group..."
- 3 From the Action menu in the "Object Manager," choose "Assign to Group."

The selected objects are grouped and shown in a different rendering.

**Tip** If you do not need to retain the group, remove it in the "Group Manager."

---

### See Also

[Working with objects](#)

[Window layer box](#)

[Object Manager... \(Objects menu\)](#)

[New Group... \(Groups menu\)](#)

[Group Manager... \(Groups menu\)](#)

## Turning object visibility on /off


1 Activate the desired layer from the window's layer list box.

- 2 From the Objects menu, choose "Object Manager..."

3 Select the object name(s) from the list:

Click to select a single object; Shift-Click to select multiple objects in sequence; Ctrl-Click to select multiple objects not in sequence.

You can also choose an option from the Select menu.

3 Click the  button to turn off the visibility, or

- to turn on visibility.



---

### See Also

[Working with objects](#)

[Window layer box](#)

[Object Manager... \(Objects menu\)](#)

[About objects](#)



## **Saving created objects**

### **To save the objects for the first time**

- 1 From the Objects menu, choose "Save As..."
- 2 Choose a directory to store the file.
- 3 Type a name for the file.
- 4 Click "OK."

### **To save changes to existing objects**

From the Objects menu, choose "Save."

### **To save changes to existing objects in a new file**

Like saving objects for the first time, except enter a new file name.

---

### **See Also**

[Working with objects](#)

[QuickPaths vs. Directories](#)

## Creating objects

## Creating a new layer

1 From the Objects menu, choose "New Layer..." and the desired object type option.

OR

Activate Edit mode and the desired object submenu.

•

2 Name the layer.

3 Choose object and label display attributes, if desired.

4 Define a different radius, if desired.

5 Click "OK."

---

### See Also

[Working with objects](#)

[New Layer... \(Objects menu\)](#)

[Edit mode](#)

## Creating location objects

- 1 Create a new locations layer.

OR

Activate an existing locations layer.

- 2 Click on the desired position on the layer.

A symbol and object key are displayed for each location.

---

### See Also

[Working with objects](#)

[Creating a new layer](#)

## Creating line objects

- 1 Create a new lines layer.

OR

Activate an existing lines layer.

- 2 Click and drag from one point to the next.

A line is drawn between each point which is marked by a handle.

---

### See Also

[Working with objects](#)

[Creating a new layer](#)

## Creating polygon objects

1 Create a new polygons layer.

OR

Activate an existing polygons layer.

2 Click and drag from one point to the next.

A line is drawn between each point which is marked by a handle. Scan/US draws a line between the first and last point to close the polygon.

---

### See Also

[Working with objects](#)

[Creating a new layer](#)

## Creating area objects

1 Create a new polygons layer.

OR

Activate an existing polygons layer.

2 Create a ring area by clicking on its center.

The ring area's radius is the value defined in the "New Layer" dialog.

**OR**

Click and drag outward to the desired radius.

A ring is displayed with handles at its four compass points. A sector handle is shown above the north handle.

---

### See Also

[Working with objects](#)

[Creating a new layer](#)

## Creating sectors

### To create the first sector

- 1 Select a ring area object
- 2 Shift-Click to select the sector handle, just above the north handle, and drag **clockwise** to the desired angle.

A line is drawn from the center to the sector position, and a sector handle displayed.

### To create additional sectors

Shift-Drag from any sector handle.

---

### See Also

[Working with objects](#)

[Editing a ring area](#)



## **Editing objects**

## Editing a location object

### To move the point

Drag it to a new location.

### To delete a point

- 1 Click the right mouse button to display the popup of commands.
- 2 Choose "Delete" from the popup.

### To rename an object

- 1 Click the right mouse button to display the popup of commands.
- 2 Choose "Rename" from the popup.
- 3 Enter a new name in the dialog and click the 'okay' • button.

---

### See Also

[Working with objects](#)

## Editing a line object

When you select a line object, a handle marks each point.

### To move a point

Drag its handle to a new location.

### To extend the line

- 1 Shift-Click on an end point handle.
- 2 Drag to additional points.

### To add a point

- 1 Click the right mouse button to display a popup of commands.
- 2 Choose the option from the popup.
- 3 Click the desired position on the line.

### To delete a point

- 1 Select its handle.
- 2 Click the right mouse button to display the popup of commands.
- 3 Choose "Delete" from the popup.

### To rename the object

- 1 Click the right mouse button to display a popup of commands.
- 2 Choose the "Rename" option.
- 3 Enter a new name in the dialog and click the 'okay' • button.

---

### See Also

[Working with objects](#)

## Editing a polygon object

When you select a polygon object, a handle marks each point.

### To move a point

Drag its handle to a new location.

### To add a point

- 1 Click the right mouse button to display a popup of commands.
- 2 Choose the option from the popup.
- 3 Click the desired position on the polygon.

### To delete a point

- 1 Select its handle.
- 2 Click the right mouse button to display the popup of commands.
- 3 Choose "Delete" from the popup.

### To rename the object

- 1 Click the right mouse button to display a popup of commands.
- 2 Choose the "Rename" option.
- 3 Enter a new name in the dialog and click the 'okay' • button.

---

### See Also

[Working with objects](#)

## Editing a ring area

When you select a ring area object, a handle marks each compass point. A sector handle is shown just above the north handle.

### To move a ring area

Drag from inside the ring area to a new position.

### To resize a ring area

Select a handle and drag it to a new position.

Dragging inward makes the ring smaller; outward, bigger.

### To add a band

Drag from the center of the ring area to the desired radius.

A handle marks each compass point on the band.

### To delete the ring area

- 1 Click the right mouse button to display the popup of commands.
- 2 Choose "Delete" from the popup.

### To rename the object

- 1 Click the right mouse button to display a popup of commands.
- 2 Choose the "Rename" option.
- 3 Enter a new name in the dialog and click the 'okay' • button.

---

### See Also

[Working with objects](#)

## Editing a sector

- 1 Select a ring area.

Sector handles are placed just beyond where the sector lines intersect the outermost ring.

- 2 Reposition a sector line by dragging a sector handle.

---

### See Also

[Working with objects](#)

## Working with groups

For more detailed information on groups, please see [About groups](#)

[Point-and-click-operations in Group mode](#)

### Groupings

[Creating a new grouping](#)

[Activating a grouping](#)

[Renaming a grouping](#)

[Deleting a grouping](#)

[Hiding a grouping](#)

### Creating groups from the Toolpad

[Grouping by selecting objects](#)

[Grouping by drawing a ring around objects](#)

[Grouping by drawing a polygon around objects](#)

### Creating groups with menu commands

[Grouping by an object definition](#)

[Grouping by list selection](#)

[Grouping by a variable's stratification](#)

[Hot linking group assignments from Excel](#)

[Copying and pasting group assignments](#)

[Saving and reloading group assignments](#)

### Modifying groups

[Activating a group](#)

[Changing group assignments](#)

[Hiding, deleting, renaming groups](#)

[Changing group rendering](#)

[Unlinking group assignments](#)

## About groups

[Working with groups](#)  
[Groups menu](#)

Creating groups is a way to classify objects on a layer into distinct subsets. Objects assigned to a group/subset can be rendered the same way, and in general, selected to be operated on as a unit. For example, you can copy, paste, hide or show groups on a layer.

A classification of objects into groups is called a *grouping*. Because objects can be classified any number of ways, you can define any number of groupings on the layer.

Groupings are available in all views of a study area. This allows you to analyze a grouping in a different way in each view. You can create as many groupings as desired, limited only by the amount of memory on your computer. However, only one grouping can be active at a time on any given layer.

If no groupings are present, the objects on a layer initially belong to a preset 'unassigned' group. This group can be handled like any group you create, except that it cannot be deleted or hidden. Some Scan/US operations apply only to objects assigned to groups you create.

### Why are groups important

Grouping objects is a powerful feature in Scan/US. As a fundamental tool for handling multiple objects, grouping is a first step in territory analysis, or limiting an analysis to a specific region. For example, you can examine sales across territories by creating a group for each territory, such as California, Washington, and Oregon in the western region/group, then look at the group's data in "[QuickLook](#)." In a study area of Texas, you could limit the analysis to only Texas counties by grouping them, and hiding the outlying counties beyond the Texas border. Another example is to group all your competing stores within a certain trade area and analyze their market penetration.

The objects in groupings are not limited to the study area in which the groups are originally created. For example, you can create a Sales grouping in which Group1 contained ZIP codes whose total sales are above \$3000, Group2 above \$5000, and Group3, above \$10,000. Suppose you created and saved this Sales grouping in a study area of California. You could load this grouping in a study area of New York, and add to each group the New York ZIP codes with similar total sales. This way you have a single grouping to track your total sales across ZIP code areas. As an added plus, you could load the saved grouping file into a spreadsheet to get a list of all the ZIP code areas--across study areas--in the different sales categories.

### Creating groups

Scan/US provides several methods to create groups. Three methods are provided from the Toolpad using [point-and-click operations](#) on the map; additional methods from commands and dialogs.

When you create a group, the New Grouping dialog is opened if a grouping is not present on the layer. The New Group dialog is opened if no groups are present in the grouping. If a grouping is active, the objects you select are automatically assigned to the current group.

To start a new group assignment, choose the New Group... command before assigning objects to a new group. To start a new grouping, choose the New Grouping... command.

Objects retain their group assignments until you change or remove them. Using the "Groupings..." command, you can save, reload, rename, and delete groupings on a layer. You can also export group assignments using the "Copy Groups..." command. In the "Group Manager" dialog, you can delete, rename, hide or show groups. When several groupings are present, you activate a grouping by choosing its name from the bottom of the Groups menu or from the Group Manager dialog.

### Displaying groups

Groups are displayed according to a preset palette. If you have created several groups, some group renderings may be the same. The number of elements in the palette determines how many groups will have unique renderings before they are repeated.

When you create groups, they are rendered according to the palette selected in the New Grouping dialog.



If the number of groups in a grouping exceeds the number of palette elements, then some groups are rendered the same way. You can solve this problem by choosing new display attributes in the New Group dialog when creating the group, choosing new display attributes in the Group Manager, or by selecting a new palette in the Group Manager.

The preset palette for grouping area objects is `_GroupFill` which Scan/US provides and has 16 elements. (All the built-in Scan/US palettes begin with an underscore.) For point objects, the preset palette is `_GroupSymbols` which has six elements. You can change the preset palette in the ["Palette Selector."](#)

## Point-and-click operations in Group mode

Groups are created and managed with point-and-click operations in Group mode.

### In any submode:

- Clicking the 'undo' button reverses the group assignment just created.
- Shift-Clicking an object in a group activates the group.
- **By Selection submode** supports the following:
  - Clicking on an unselected object selects it. Clicking the okay button assigns the selected object to the active group.
  - Clicking on a selected object deselects it.
  - Double-clicking on an unselected object assigns it to the active group in one step.
  - Dragging an unselected object to an object in a group assigns the unselected object to the group.
  - Shift-dragging from a grouped object to an object in another group assigns *all* objects in the first group to the second group. The second group becomes the active group.
  - When several point objects coincide in the same position, Ctrl-Click selects each subsequent object under the cursor. Click the 'okay' button to assign the selected object to the active group.
- **In By Ring submode**, you position the cursor and drag outward to display a ring. Drag inward to make the ring smaller. When you release the cursor, all object centroids that fall within the ring are assigned to the same group.
- **In By Polygon submode**, you drag the cursor to draw a polygon. When you release the cursor, all object centroids that fall within the polygon are assigned to the same group.

Note that the ring or polygon you draw to group objects is automatically sent to the clipboard when the group is created. You can use the ring or polygon definition to group objects on another layer by immediately activating the layer and choosing the Group By Object command after creating the group. Activating an editable layer and choosing Paste Objects places the ring or polygon as an object on the layer.

---

### See Also

[About groups](#)

[Working with groups](#)

## Creating a new grouping

- 1 From the Groups menu, choose "New Grouping..."
  - 2 Type a new name or accept the proposed name.
- Optional: Click the "Palette" button to change the preset rendering Scan/US assigns to groups.

---

### See Also

[Grouping naming conventions](#)  
[Changing group rendering](#)  
[New Grouping... \(Groups menu\)](#)  
[Palettes... \(Options menu\)](#)  
[Working with groups](#)

## Activating a grouping

Do one of the following:

- Choose the grouping name from the bottom of the Groups menu.
- From the Groups menu, choose "[Groupings...](#)" and select the desired grouping.
- From the Groups menu, choose "[Group Manager...](#)" and select the desired grouping from the grouping caption box.

---

### See Also

[Working with groups](#)

## Renaming a grouping

### From the "Groupings" dialog

- 1 From the Groups menu, choose "Groupings..."
- 2 Click on the name of the desired grouping.
- 3 Click the "Rename" button.

A text box is opened with 'okay' • and 'undo'

• buttons.

- 4 Type a new name and click the 'okay' button

### From the "Group Manager"

- 1 From the Groups menu, choose "Group Manager..."
- 2 Click inside the grouping name text box to highlight the name.
- 3 Type a new name and press **Enter**.

**Note** If you rename a previously saved grouping from the "Group Manager," Scan/US copies the grouping and assigns it the new name. The new grouping becomes the active one. Saved groupings should be renamed from the "Groupings" dialog.

---

### See Also

[Working with groups](#)

[Groupings... \(Groups menu\)](#)

[Group Manager... \(Groups menu\)](#)

## Deleting a grouping

- 1 From the Groups menu, choose "Groupings..."
  - 2 Click on the name of the desired grouping.
  - 3 Click the "Delete" button.  
Scan/US asks you to confirm deleting the grouping from the layer.
  - 4 Click "OK" to delete the grouping.
- If the grouping has been saved, Scan/US also asks you to confirm deleting the saved group information from your hard disk.  
Do one of the following:

<b>Click this</b>	<b>To Do This</b>
OK	Remove the saved information. You will not be able to load the grouping in other study areas or in subsequent sessions.
Cancel	Keep the saved information for future use.

---

### See Also

- [Working with groups](#)
- [Groupings... \(Groups menu\)](#)
- [Clear groups \(Groups menu\)](#)

## Hiding a grouping

- From the Groups menu, choose "Clear Groups."  
The grouping is removed from the display but still loaded on the layer.

---

### See Also

[Deleting a grouping](#)

[Hiding, deleting, renaming groups](#)

[Working with groups](#)

## Grouping by selecting objects

- 1 From the Toolpad activate the Group--By Selection submode.

- 

- 2 From the Groups menu, choose "New Grouping..."

- 3 Assign a name to the grouping or use the preset one and click "OK."

- 4 From the Groups menu, choose "New Group..."

- 5 Assign a name to the grouping or use the preset one and click "OK."

- 6 Click on an object.

**Tip** When several point objects coincide in the same position, Ctrl-Click selects each subsequent object under the cursor.

- 7 Confirm your selection by clicking on the 'okay' • button.

Shortcut: Double-click to select and confirm in one step.

**Note** If you change your mind about an object, click on the Undo • button immediately after confirming it.

---

### See Also

[Point-and-click operations in Group mode](#)

[New Group... \(Groups menu\)](#)

[New Grouping... \(Groups menu\)](#)

[Working with groups](#)



## **Grouping from the Toolpad**

## Grouping by drawing a ring around objects

- 1 From the Toolpad activate the Group--By Ring submodule.

- 
- 

- 2 From the Groups menu, choose "New Grouping...."

- 3 Assign a name to the grouping or use the preset one and click "OK."

- 4 From the Groups menu, choose "New Group...."

- 5 Assign a name to the grouping or use the preset one and click "OK."

- 6 Position the cursor at the center of the group area and drag outward.

A ring is displayed, and all objects whose centroids fall within the ring are grouped.

**Note** Click the "Undo" • button to reverse the group assignments just created.

---

### See Also

[Point-and-click operations in Group mode](#)

[New Group... \(Groups menu\)](#)

[New Grouping... \(Groups menu\)](#)

[Working with groups](#)

## Grouping by drawing a polygon around objects

- 1 From the Toolpad, activate the Group--By Polygon submode.



- 2 From the Groups menu, choose "New Grouping...."

- 3 Assign a name to the grouping or use the preset one and click "OK."

- 4 From the Groups menu, choose "New Group...."

- 5 Assign a name and click "OK."

- 6 Drag the cursor around the objects you want to group.

A polygon is displayed, and all objects whose centroids are within the polygon are grouped.

**Note** Click the 'Undo' • button to reverse the assignments just created.

---

### See Also

[Point-and-click operations in Group mode](#)

[New Group... \(Groups menu\)](#)

[New Grouping... \(Groups menu\)](#)

[Working with groups](#)

## **Grouping from commands and dialogs**

## Grouping by an object definition

You can group object on a target layer by overlaying them with a spatial [objectdefinition](#) from another layer.

- 1 Activate Select--Object mode.
- 
- 2 Select the object whose boundaries you want to group by.  
**Tip** If a single click doesn't select the object, it is not on the active layer. You can Shift-Click through the layers until the object is selected.
- 3 From the Objects menu, choose "Copy Objects..."
- 4 Choose the desired object set.
- 5 Click "OK."
- 6 Using the window's layer list box, activate the layer whose objects you will group.  
•
- 7 From the Groups menu, choose "Group by Object."  
**Note** If groups are not present; you are prompted to name a grouping and a group.  
**Note** If groups are present, the objects are added to the active group, unless you choose "New Group..." before choosing "Group by Object."

---

### See Also

[Window layer box](#)  
[Copy Objects... \(Objects menu\)](#)  
[Group by Object \(Groups menu\)](#)  
[New Group... \(Groups menu\)](#)  
[New Grouping... \(Groups menu\)](#)  
[Working with groups](#)

## Grouping by list selection

- 1 Activate the desired layer from the windows layer list box.

•

- 2 From the Objects menu, choose "Object Manager..."

- 3 Select the object name(s) from the list.

Click to select a single object name; Shift-Click to select multiple names in sequence; Ctrl-Click to select multiple names not in sequence.

- 4 From the Action menu in the dialog, choose "Assign to Group."

**Note** If groups are not present; you are prompted to name a grouping and a group.

**Note** If groups are present, the objects are added to the active group, unless you choose "New Group..." before choosing "Assign to Group."

---

### See Also

[Window layer box](#)

[Object Manager... \(Objects menu\)](#)

[New Group... \(Groups menu\)](#)


[New Grouping... \(Groups menu\)](#)

[Working with groups](#)

## Grouping by a variable's stratification

Objects can also be grouped according to strata ranges defined for a specific variable in a thematic view. One group is created for each stratum. The groups are stored in a grouping whose preset name is the variable name. You do not need to create a thematic view for the groups to be created.

### To create the groups

- 1 From the Map menu, choose "View Variables..."
- 2 Choose the variable to group objects by.
- 3 Click the "Strata Manager" button. 
- 4 Define the desired strata ranges for the variable.
- 5 Click the "Save as Groups" button.
- 6 Click "OK" in the "New Grouping" dialog.
- 7 Click "Cancel" in the "Strata Manager" dialog.
- 8 Click "Cancel" in the "View Variables" dialog.

**Note** Because a thematic analysis using a fill color or pattern and a grouping cannot be displayed at the same time in the same window, you must hide the thematic analysis before displaying the grouping.

### To display the groups

From the Groups menu, choose the grouping name.

---

### See Also

[View Variables... \(Map menu\)](#)

["Strata Manager" dialog](#)

[Modifying a variable's stratification](#)

[Hide Thematic & Show Thematic \(Views menu\)](#)

[New Grouping... \(Groups menu\)](#)

[Working with thematic views](#)

[Working with groups](#)

## Hot-linking group assignments from Excel

**Tip** The Scan/US BasePak includes a prepared sample file, GRPBYDDE.XLS, which you can use to demonstrate the following steps. The file is located in C:\SCANUS\USERDATA unless you defined a different data directory when you installed the product.

- 1 Prepare your data so it can be read by Scan/US.  
See [Preparing Excel group data for linking](#) for more information and the contents of GRPBYDDE.XLS.
- 2 Start Excel and Scan/US.
- 3 In Excel open GRPBYDDE.XLS or your prepared data file.
- 4 Select the range of cells from the [grouplist] keyword to the last group value item.  
The range is A1 to B50 in the sample file.
- 5 From the Excel Edit menu, choose the "Copy" command.
- 6 In Scan/US, choose the layer whose objects you want to group from the [window layer box](#).  
Using the sample file, activate the states layer.
- 7 From the Groups menu, choose "Paste Link."  
You are prompted to name a grouping for the groups.
- 8 Change a group's membership
- 9 Return to Excel and view the changes.

---

### See Also

#### Help

[Changing group assignments](#)

[Unlinking group assignments](#)

[Working with groups](#)

[\[grouplist\]\\_parcel](#)

[Paste Link \(Groups menu\)](#)

[New Grouping... \(Groups menu\)](#)

#### Reference Manual

"Paste Link (Groups menu)"



## Preparing Excel group data for linking

To link group assignments, prepare your data in the following way:

- The keyword, [group`list`], must be in the first cell of the first row and first column. If necessary, insert a row and add the keyword.
- The second cell of the first row must contain the total number of objects.
- All the object keys must be unique and entered as text data in the first column. If the object keys are numeric, you must add a number sign (#) to precede each one so they are recognized as text. The object keys should match the objects on the layer and be sorted in ascending order.  
The object keys that don't match will not be linked. They will be rendered as unassigned objects. Grouping objects with unmatched keys does not update the spreadsheet.
- The second column contains the group assignments and must have an entry for every object. If some objects are not assigned to a group, make sure that they have object keys and have a group name of 0 (zero entered as a number, not text). Scan/US will recognize them as unassigned objects and will display them in their original rendering.

---

### See Also

#### Help

[\[group`list`\]\\_parcel](#)

[Paste Link \(Groups menu\)](#)

[Hot-linking group assignments from Excel](#)

[Working with groups](#)

#### Reference Manual

"Paste Link (Groups menu)"

## Copying and pasting group assignments

You can copy group assignments with different commands. The "Copy Groups..." command copies assignments from the active grouping. The "Copy Variable..." command treats a variable's stratification in a [thematic view](#) as group assignments.

### To copy group assignments with "Copy Groups..."

- 1 Activate the desired grouping.
- 2 From the Groups menu, choose "Copy Groups..."
- 3 Choose the groups you want to copy.

<u>This option</u>	<u>Does this</u>
Objects in All Groups	Copies the group assignments for all objects.
Objects in Selected Groups	Copies the group assignments for objects in groups you select.

- To select a group, click on its name; Shift-Click to select multiple groups in sequence; Ctrl-Click to select multiple groups not in sequence.

- 4 Click "OK."

### To copy group assignments with "Copy Variable..."

- 1 Create a [thematic view](#) with the desired variables and stratification.
- 2 From the Views menu, choose "Copy Variable..."
- 3 Choose the strata you want to copy.

<u>This option</u>	<u>Does this</u>
Objects in All Strata	Copies the values for objects in all strata.
Objects in Selected Strata	Copies the values for objects in selected strata.

- To select a strata, click on its name; Shift-Click to select multiple strata in sequence; Ctrl-Click to select multiple strata not in sequence.

- 4 Click "OK."

### To paste group assignments

- 1 From the Groups menu, choose "Paste Groups" .
- 2 If desired, name the new grouping in the dialog, or accept the proposed name.
- 3 Click "OK."

**Tip** If a thematic view using a color fill is present, the groups will be obscured. From the Views menu, choose "Hide Thematic" to hide the view and see the groups.

---


### See Also

- [New Grouping... \(Groups menu\)](#)
- [Activating a grouping](#)
- [Grouping by a variable's stratification](#)
- [Working with groups](#)
- [Copy Groups... \(Groups menu\)](#)
- [Copy Variable... \(Views menu\)](#)
- [Paste Groups \(Groups menu\)](#)
- [View Variables... \(Map menu\)](#)

## Saving and reloading group assignments


### To save group assignments

- 1 From the Groups menu, choose "Groupings..."
- 2 Click on the name of the grouping you want to save.
- 3 Click on the "Save" button.

The icon preceding the name changes to  indicating that the grouping is currently loaded and saved.

### To load saved group assignments

- 1 From the Groups menu, choose "Groupings..."
- 2 Choose the "Layer only" option to list only the groupings available for the active layer.

Previously saved groupings are preceded by a disk icon 

- 3 Click on the name of the desired grouping.
- 4 Do one of the following:

<u>Click this</u>	<u>To Do This</u>
Load	Load the grouping onto the layer.
Select	Load the grouping and make it the active one for the layer.

---

### See Also

[Working with groups](#)

## Activating a group

With any of the following methods, the name of the active group is always shown in the status bar.

- In Group mode, Shift-Click on an object in the desired group.
- In any mode, choose "Group Manager..." from the Groups menu, then click on the desired group.

If all objects on a layer are grouped, using the "Group Manager" is the only way to activate the 'Unassigned' group or another empty group.

- If you are viewing data for groups in "QuickLook," select another group from the "QuickLook" drop-down list.

---

### See Also

[The Toolpad modes](#)

[Group Manager... \(Groups menu\)](#)

[Point-and-click operations in Group mode](#)

[Working with groups](#)

## Changing group assignments

Make sure a grouping is active before proceeding.

1 Activate Group--By Selection submenu. Note the name of the active group in the status bar.

- 
- Optional: Activate a different group, if desired. See [Activating a group](#)
- 2 Do the following:
- Double-click on an object to add it to the active group.
- Drag an object to another group.
- Shift-drag from an object to assign its entire group to another group.

**Note** When you Shift-drag, the first group becomes an empty group, and the second group is the active group. To add objects to the first group, activate it from the "Group Manager."

**Note** If you Shift-Drag to the 'Unassigned' group, it becomes the active group. Make sure you activate another group or create a new group before attempting to group more objects.

---

### See Also

[Point-and-click operations in Group mode](#)

[Hiding, deleting, renaming groups](#)

[Activating a group](#)


[Working with groups](#)

## Hiding, deleting, renaming groups

- 1 From the Groups menu, choose "Group Manager..."
- 2 Select a group by clicking the right mouse button.
- 3 Choose a command from the popup.

---

<b>Choose this</b>	<b>To do this</b>
--------------------	-------------------

"Hide Group"	To hide a group; the grouped objects are shown in their original rendering. A shade  is shown next to the group name.
--------------	--

"Delete Group"	To remove a group name from the dialog; the objects are shown in their original rendering.
----------------	--

"Rename."	A text box is opened with 'okay' ● and 'undo' ● buttons. Type a new name and click the 'okay' button
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---


### See Also

[Working with groups](#)

## Changing group rendering

Groups are rendered according to a preset palette. You can change a group's rendering before it is created, when it is created, or after it is created. You can also change the preset palette.

### To change a group's rendering before it is created

- 1 From the Groups menu, choose "New Grouping..."
- 2 Click the "Palette" button  in the dialog.
- 3 Choose another palette.
- 4 Click "Select." .
- 5 Click "OK."

### To change a group's rendering when it is created

- 1 From the Groups menu, choose "New Group..."
- 2 Click the object button in the dialog.

For example,  or




- 3 Choose another rendering in the [selector dialog](#).
- 4 Click "Select." .
- 5 Click "OK."

### To change a single group's rendering after it is created

- 1 From the Groups menu, choose "Group Manager..."
- 2 Click the object button preceding a group name.
- 3 Choose another rendering in the selector dialog.
- 4 Click "Select"

### To change multiple groups' rendering after they are created

- 1 From the Groups menu, choose "Group Manager..."
- 2 Click the "Palette" button  in the dialog.
- 3 Choose another palette.
- 4 Click "Select." .
- 5 Click "OK."

Starting with the selected group, each subsequent group is assigned a new rendering according to the selected palette.

### To change the preset palette

- 1 From the Options menu, choose "Palettes..."
- 2 Choose a class of palettes such as AreaFill or Symbols.
- 3 Choose a palette.
- 4 Choose the "Set Default--Groups" option.

---

### See Also


[New Grouping... \(Groups menu\)](#)  
[New Group... \(Groups menu\)](#)  
[Group Manager... \(Groups menu\)](#)  
[Palettes... \(Options menu\)](#)  
[Using selector dialogs](#)  
[Working with groups](#)





## Unlinking group assignments

- 1 From the Groups menu, choose "Groupings..."

DDE-linked groupings are listed with the DDE icon .

- 2 Click on the name of the desired grouping.

- 3 Click "Unlink."

Scan/US asks you to confirm unlinking the grouping.

- 4 Do one of the following:

<b>Click this</b>	<b>To Do This</b>
OK	Unlink the file. Subsequent changes to group assignments will not be shown in the originating Excel file.
Cancel	Retain the DDE link.

---

### See Also

[Hot-linking group assignments from Excel](#)

[Working with groups](#)

[Groupings... \(Groups menu\)](#)

## Working with data

For an overview, please read [About data](#) and [About variables](#)

For procedures and information on geographic data, please read [Working with map features](#) and [Using your own geographic data](#)

[Loading attribute data](#)

[Automatically loading attribute](#)

[Activating a different datalist](#)

[Viewing selected variables in a datalist](#)

[Viewing an object's data](#)

[Viewing a group's data](#)

[Viewing benchmark data](#)

[Aggregating data on other layers](#)

[Copying data to the clipboard](#)

## About data

[Working with data](#)  
[Using your own data](#)

Data is central to getting the most out of Scan/US. You need two kinds of data: *geographic (map) data* and *attribute data*.

Geographic data describes all the geography you see on a map such as states, cities, counties, zip code areas, streets, highways, etc. Scan/US provides map data on every level from states to grids. You may also have map data of your own such as customer addresses, store locations, or district boundaries. Other terms for map data are 'feature files,' 'boundary files,' or 'geographic data.' Scan/US uses 'feature files.'

Attribute data describes the characteristics of a specific population or market such as a customer profile, the 1990 census data, the number of sales per territory, the annual consumption of soft drinks, the favorite foods on college campuses, etc. Scan/US comes with a wide range of data culled from the 1990 census and current year updates. Most likely you also have your own data which you will analyze and represent in a map in Scan/US. A common term for attribute data are 'data files.' Scan/US uses 'datalists' (one word) to describe the attribute contents of a data file. See [About variables](#) for more detailed information on the contents of a data file.

### Loading data

Scan/US features and their attribute data are all part of the Scan/US product database and automatically loaded into Scan/US. Datalists are automatically loaded with a feature when it is added to a study area. For example, with the States feature, three datalists are loaded: Key Demographics, Basic Demographics, and Income and Education.

You can load more features via the ["Features Directory..."](#) and more attribute data with ["Load Data..."](#)

### Activating datalists

Although several datalists can be loaded onto a layer, only one can be active at a time. You can activate another datalist by choosing its name from the bottom of the data menu, or by selecting it from the ["Data Center."](#) If you need to view data from one or more datalists at the same time, you can build a new datalist definition that combines variables from other datalists. This capability is provided by clicking the "New..." button in the "Data Center." Another way is to copy the data from the desired datalists using ["Copy Data..."](#) combine the desired data in another application, then bring it back into Scan/US.

### Importing data

Geographic and attribute data that are not part of the Scan/US database must be prepared before Scan/US can load it. (This is covered in [Using your own data](#).) Once prepared, your features and datalists can be loaded in the "Add Features to Directory" and "Data Center" dialogs. An "Autoload" option is provided in both dialogs so you can tell Scan/US to automatically load your data in future sessions.

### Exporting data

Each of the Scan/US copy commands sends a data *parcel* to the clipboard. A parcel is a structured set of records or tables. The first record, the header, identifies the parcel in square brackets and describes its contents. For example, the "Copy Data..." command outputs a [data] parcel containing variables and their values for a specified object set; the "Copy Groups..." command outputs a [grouplist] parcel listing object keys and their group assignments.

[Data parcels](#) sent to the clipboard can be pasted into other applications so you can modify the data or analyze it further. If the parcel structure is retained, in most cases, the data can be pasted or linked into Scan/US.

Here is a brief description of the copy commands to give you an idea of what you can export. For a complete description, please see their command descriptions

- ["Copy CrossReference..."](#) sends a list of objects on the active layer and their corresponding objects on another layer.

- ["Copy Distance..."](#) calculates and sends the distance between one or more source objects to one or more target objects.
- ["Copy Groups..."](#) sends a list of objects and their group assignments.
- ["Copy List"](#) sends a list of [object keys](#).
- ["Copy Map"](#) send a bitmap image of the active map (not a parcel).
- ["Copy Objects..."](#) sends a geometric description of selected objects.
- ["Copy Tour"](#) sends the distance, calculated in Tour mode, between a starting point and one or more ending points.
- ["Copy Variable..."](#) sends the stratification and data values of a variable analyzed in a thematic view.

## About variables

*Variables* are the numeric data items that you see in a [datalist](#). Each object on the layer has a value for each one of the variables in the datalist. For example in the 1990 census summary data for states, you would see variables like Total Population (Pop90), Number of Families in Households (Families), or Total Number of Households (Hh90) for each state.

The abbreviated form is the variable name that Scan/US keeps track of, but when you send data to the clipboard, the variable name is often followed by a caption that describes it fully. The data you send to the clipboard can be used in other applications such as Excel in which you can create reports, graphs, and charts of your data.

Variables which show you "how many" are *count variables*. All other variables are *statistic variables* which show you an average or median; for example, Median Home Value (Value\_mdn) and Average Home Value (Value\_avg).

Scan/US also calculates a *percent* value for count variables whose *base variable* is in the same datalist. For example, Total Household Units is the base variable used to derive a percentage for the count variable Renter. Scan/US can tell you the number of renter-occupied household units, or the percentage of renter-occupied household units. Scan/US calculates these 'percent views' when a datalist is selected for analysis in a [thematic view](#) and for viewing data in "QuickLook."

Variables which can be calculated as percentages are preceded by a button which toggles between a number sign (#) and a percent sign (%). Only those count variables that have a base variable can be toggled; the number sign means Scan/US will use the count value; the percent sign, the percentage.

Scan/US also provides *array variables* which are two or more variables of the same type, such as population count by age groups. The name assigned to the group of array variables is preceded by a button with a plus sign (+) or minus sign (-); clicking the plus sign (+) expands the array to show you the list of variables; clicking the minus sign (-) collapses the list. (Note that this is similar to expanding and collapsing directories in Windows File Manager). All array variables can be used as either count variables or percentage variables, according to the needs of your data analysis.

Handling data variables in arrays and providing percent views are unique to Scan/US. These two ways give you more power and flexibility in analyzing your data.

---


### See Also

- [Using your own attribute data](#)
- [About data](#)
- [Working with data](#)
- [View Variables... \(Views menu\)](#)

## Viewing an object's data

1 Activate the desired layer in the [window layer box](#).

2 Check that data is attached to the layer.

The data  icon is shown next to the layer name in the window layer box.


3 Activate Edit, Select, or Group modes.

•,

•, or

•

4 From the Views menu, choose "QuickLook...."

The "QuickLook" window is opened and displays the selected object's data. If an object is not selected, gray blanks are displayed. The "Show Object"  button is activated.

5 To select an object and view its data, do one of the following:

- Click on the desired object in the map.
- Click the down arrow button to display a list of objects and click on the desired one.

**Note** If a group's data is currently displayed, click the "Show Object" button to view an object's data.

---

### See Also

[Working with data](#)

[The Toolpad modes](#)

[QuickLook... \(Views menu\)](#)

## Viewing a group's data

Scan/US automatically aggregates the data of each object in a group to create a group summary. For count variables, you can toggle between a sum and average of the data. You can also see the percent view of [count variables](#) preceded by a number sign (#).

- 1 Activate the desired layer in the [window layer box](#).
- 2 Check that data is attached to the layer.  
The data • icon is shown next to the layer name in the window layer box.
- 3 Activate Group mode.

- 4 Activate a grouping or create a group.  
See [Working with groups](#) if you need instructions.
- 5 From the Views menu, choose "QuickLook...."  
Optional: To view the sum or the average of count variables, click the "Sum"




button or "Average"



button to toggle values.

**Note** Percent views are not summed or averaged.

- 6 To view another group's data, do one of the following:
  - In Group mode, Shift-Click on the desired group.
  - Click the down arrow button to display a list of groups and click on the desired one.
  - Create a new group.

**Note** If an object's data is currently displayed, click the "Show Group"  button to view a group's data

---

### See Also

- [Working with data](#)
- [QuickLook... \(Views menu\)](#)
- [Working with groups](#)

## Viewing benchmark data

You can compare the data for the currently selected object or group to a U.S. benchmark, a saved benchmark, or to another object or group.

1 Display data for a selected object or group in "QuickLook."

If you need instructions, see [Viewing an objects data](#) or [Viewing a groups data](#)

2 Click the "Show Benchmark" button.



All benchmark options are outlined or colored red to help you distinguish them. The data in the benchmark column duplicates the currently selected object or group. If a group is active and an object selected, the group's data is shown in the benchmark column, unless a U.S. benchmark is provided.

3 Click a benchmark button to tell Scan/US the type of benchmark, then choose the desired benchmark from the drop-down list.



Click this button to select an object from the drop-down list.



Click this button to select a group from the drop-down list.



Click this button to select a U.S. benchmark or a previously saved benchmark from the drop-down list.



**Tip** Click these buttons to select each item in the list in successive order and view its data.

**Tip** While the benchmark data is displayed, you can continue selecting objects or groups and compare their data to the benchmark.

---

### See Also

[QuickLook... \(Views menu\)](#)

[Benchmarking in "QuickLook"](#)

[Working with data](#)



## Viewing selected variables in a datalist

1 Display data for a selected object or group in "QuickLook."

If you need instructions, see [Viewing an objects data](#) or [Viewing a groups data](#)

2 Select the desired [variables](#).

Shift-Click to select multiple variables in sequence. Or, click and drag over their names. Ctrl-Click to select multiple variables not in sequence.

3 Hide the unselected variables by clicking the "Contract" button.



4 To expand the list, click the "Expand" button.



**Tip** If you've selected several variables, you can lengthen the dialog to see them all in one box.

---

### See Also

[About variables](#)

[Working with data](#)

## Activating a different datalist

Although several datalists can be loaded for a layer, only one is active at a time. Loaded datalists are listed at the bottom of the Data menu. If the number of datalists exceeds the number listed, the "More datalist..." command is shown and opens the "Data Center."

- Choose the datalist name from the bottom of the Data menu.

OR

- 1 From the Data menu, choose "[Data Center...](#)"

The "Data Center" lists all the datalists loaded onto the layer. The current datalist is shown in red text and highlighted.

The data icons tell you how the datalist was loaded or created. See the back cover of the *User's Guide* or the "Data Center... command.

- 2 Select the desired file.

- 3 Click "Select."

**Tip** If you select a new datalist while the "[QuickLook](#)" window is open, data from the new datalist will be displayed for the currently selected object or group.

**Tip** Because only one datalist is active at a time, selecting another datalist will remove a thematic analysis of the current datalist.

---

### See Also

[Working with data](#)

[Loading attribute data](#)

[Automatically loading attribute data](#)

## Loading attribute data

- 1 Using the window layer box, activate the [layer](#) to which you will load data.
- 2 From the Data menu, choose "Load Data...."
- 3 Select a directories option in the dialog to locate the file.
- 3 Select a file type to filter the list.
- 4 Select the file you want to load onto the layer.

A preset [datalist name](#) is added to the "Datalist name" edit box.

- Optional: Enter a different datalist name.
- 5 Type a brief description of the file in the "Caption" edit box.  
This description is displayed at the bottom of the Data menu. For example, one of Scan/US' files is shown as "C90CA: '90 Census Key Summary" in which 'C90CA' is the datalist name and the rest is the caption.

If you do not enter a caption, Scan/US uses the datalist name.

- 6 Select the name of the column or field containing the [object keys](#).  
If you do not specify a key data item, Scan/US assumes object keys are in the first column or field.
- 7 Click "OK."

The file is loaded and becomes the active one for the layer.

**Note** While a [point data file](#) is loaded as a feature, its attribute data cannot be loaded onto other layers.

---

### See Also

[Working with data](#)  
[Automatically loading attribute data](#)  
[Using your own attribute data](#)  
[Window layer box](#)  
[QuickPaths vs. Directories](#)  
[Load Data... \(Data menu\)](#)  
[Data Center... \(Data menu\)](#)

## Automatically loading attribute data

- 1 Using the window layer box, activate the [layer](#) to which you will load data.
- 2 From the Data menu, choose "Data Center..."
- 3 Click the "File..." button to open the "Load Data" dialog.
- 4 Select a directories option in the dialog to locate the file.
- 5 Select a file type to filter the list.
- 6 Select the file you want to load onto the layer.

A preset [datalist name](#) is added to the "Datalist name" edit box.


- Optional: Enter a different datalist name.
- 7 Type a brief description of the file in the "Caption" edit box.  
This description is displayed at the bottom of the Data menu. For example, one of Scan/US' files is shown as "C90CA: '90 Census Key Summary" in which 'C90CA' is the datalist name and the rest is the caption.

If you do not enter a caption, Scan/US uses the datalist name.

- 8 Select the name of the column or field containing the [object keys](#).  
If you do not specify a key data item, Scan/US assumes object keys are in the first column or field.
- 9 Click "OK."

The selected file is added to the "Data Center."

- 10 Check the "Autoload" option.

The autoload icon  is displayed next to the file name. The file will be autoloaded with the feature when it is added to a study area in the current session and in future sessions.

**Tip** Check the "Default" option if you want your data to be the first file activated for the feature when it is added to a study area.

**Note** While a [point data file](#) is loaded as a feature, its attribute data cannot be loaded onto other layers.


---

### See Also

- [Working with data](#)
- [Loading attribute data](#)
- [Using your own attribute data](#)
- [Window layer box](#)
- [QuickPaths vs. Directories](#)
- [Load Data... \(Data menu\)](#)
- [Data Center... \(Data menu\)](#)

## Aggregating data on other layers

This capability allows you to summarize data loaded on another layer for objects on the current layer. The current layer is considered the *target* layer, and the other, the *source* layer. The source layer must be a finer level of geography than the current layer. For example, MicroGrid data can be summarized for zip codes, but zip code data cannot be summarized for census tracts.

- 1 Activate the target layer from the [window layer box](#).
- 2 From the Data menu, choose "[Data Center...](#)"
- 3 Click the "Layer..." button to open the "[Add Datalist from Layer](#)" dialog.
- 4 Select the source layer from the drop-down list.
- 5 Select the desired datalist.
- Optional: Change the caption which will be shown at the bottom of the Data menu.
- 6 Click "OK."  
The selected datalist is added to the "Data Center" and highlighted. The  icon precedes it.
- 7 Click "Select" to activate the referenced datalist for the layer

**Tip** The list of objects on the active layer and their corresponding objects on the source layer can be copied and saved. See the "[Copy CrossReference...](#)" command description.

---

### See Also

[Working with data](#)


[Viewing summarized variables in "QuickLook"](#)

## Copying data to the clipboard

### To copy data for a single object or group

- 1 Display data for a selected object or group in "QuickLook."

If you need instructions, see [Viewing an objects data](#) or [Viewing a groups data](#)

- 2 Click the "Clipboard"  button.

All variables are sent unless the list is contracted to selected variables. See [Viewing selected variables in a datalist](#)

### To copy data for multiple objects or groups

- 1 Activate the desired layer from the [window layer box](#).

- 2 From the Data menu, choose "Copy Data...."

- 3 Choose the datalist containing the [variables](#) you want to copy.

You can choose more than one datalist if you elect to send *all* variables, instead of choosing specific ones (in the next step.)

- 4 Choose the variables you want to copy.

Click the arrow button to display a list of variables. Shift-Click to select multiple variables in sequence; CtrlClick to select multiple variable not in sequence. Click the plus (+) button to expand a list of array variables to copy.

- 5 Choose an option to indicate the objects for which you want data copied.

- The "Selected Object Only" option is active if you previously selected an object before opening the dialog.
  - "Filtered Objects" is only available in a [thematic view](#) that has hidden [strata](#).
  - "All Objects" is preselected if you did not previously select an object and if there are no groups on the current layer.
  - "Visible objects" is only available if you changed visibility settings in the "Object Manager."
  - "Objects in Groups" is only available if you have created groups on the current layer.
- 6 Click "OK."

---

### See Also

[Working with data](#)

[About data](#)

[About variables](#)

[Copy Data... \(Data menu\)](#)

[Copy Variable... \(Views menu\)](#)

## Using your own data

For an overview, please see the following topics:

[About data](#)

[The data environment in Scan/US](#)

[Importing user data into Scan/US](#)

[Object key formats](#)

### Geographic data

For more detailed information, please see [Using your own geographic data](#)

[Creating a point data file](#)

[Adding features to a study area](#)

[Adding features to the "Features" Directory"](#)

[Automatically loading features](#)

### Attribute data

For more detailed information, please see [Using your own attribute data.](#)

[Exporting object keys from Scan/US](#)

[Adding pound signs to Excel object keys](#)

[Creating a new data file using a starter file](#)

[Setting up an existing data file](#)

[Modifying Excel data item names to summarize data](#)

[Creating a datalist description file](#)

[Loading attribute data](#)

[Automatically loading attribute data](#)

# The data environment in Scan/US

## [Using your own data](#)

Making the most of [geomarket analysis](#) in Scan/US requires geographic data that shows you where the markets are on the landscape and attribute data which shows you their characteristics.

Scan/US provides these two types of data in its product database. The geographic data or feature files contain a representation of different levels of geography such as states, counties, census tracts, zip code areas, hospitals, major cities, etc. from which you can determine the scope of a market. The attribute data, mostly culled from the 1990 census and current year updates, is available for each level of geography, shows you the population, age, race, gender, housing, income, education, occupation, etc. of these markets.

In addition to the product database, you have *your own data* of geographic features and attribute data. Your feature files may show the locations of your stores, potential site selections, franchises, or sales territories, represent telephone area code regions, or real estate housing divisions--according to the consumer geography of your market. Your attribute data describes the characteristics of your market: it may include your customer database; the customer profile within a buffer area surrounding a store; total sales aggregated by zip code; the distance of different sites to neighborhoods that meet your customer profile; the income, education, proximity to stores and schools of different housing divisions, etc.

### Tip

If you require more data to complete your analyses, please review the [Product Database](#) or call us. Our staff can help you find what you need.

### Map and data automation

The product database and your own data are the two sources of data that make up the data environment in Scan/US. The product database is immediately available from the moment you start a session.--You can drag-and-drop features (geographic data) from the "Features Directory" whenever you need them. Attribute data is automatically loaded with each feature, and a specific datalist activated, whenever the feature is added to a [study area](#).

If your own data is available, you can load geographic data through the ["Add Feature to Directory" dialog](#) and attribute data through the ["Data Center" dialog](#). You can even tell Scan/US to autoload your data using the "Autoload" option in the [Features menu of the "Features Directory"](#) and in the ["Load Data" dialog](#).

This information is stored in SCANUS.GDS, or another [session file](#), which Scan/US reads at start-up and which determines the amount of geography and attribute data available during a session

### Using your own maps and data

The ease with which Scan/US accesses your maps and data is unique among data mapping software. Your efforts are only needed to prepare your files. Please see the following:

- [Using your own geographic data](#)
- [Using your own attribute data](#)

### DDE linking your data

Finally, you can dynamically link your Excel data to Scan/US features through [DDE](#) (Dynamic Data Exchange). This capability allows you to make changes in one product and see them updated in the other. The "Groups--Paste Link" command shows you the way.

---

### See Also

- [About session files](#)
- [Data Center... \(Data menu\)](#)
- [Features Directory... \(Map menu\)](#)
- [Load Data... \(Data menu\)](#)
- [Paste Link \(Groups menu\)](#)





## Object key formats

[Object keys](#) are critical to attaching user data to maps in Scan/US. Because maps and data are easily transferred between Scan/US and other applications--which format data in different ways--keep in mind these few rules to avoid errors.

- Object keys must be unique.  
**Tip** Census tract and block group keys must be preceded by their state and county codes to make them unique.
- Object keys between maps and their data must be the same.
- A numeric key must be preceded by the number sign, or enclosed in double quotes. For example, **#90025** or **90025**.
- Keys can combine letters, numbers, and the underscore (\_). For example, **LOC001** or **LOC\_001**. Double quotes are optional.
- Keys containing blanks or special characters, such as an apostrophe, or period, must be enclosed in double quotes. For example, **1001.99-1**.

<u>File format</u>	<u>Key format</u>	<u>Comments</u>
dBASE (.DBF)	Any of the above	Keys must be in a CHARACTER field.
Excel (.XLS)	Any of the above	Automatically removes double quotes from objects you paste in. You must re-insert the quotes for loading in Scan/US.
Delimited ASCII text (.DAT) data files	Any of the above	If object keys are missing, Scan/US will not load the file.
Delimited ASCII text (.BUF, LOC, .PLN, .PGN) map files	Any of the above	If objects keys are missing, Scan/US will create them.

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### See Also

[Using your own data](#)

[Importing user data into Scan/US](#)

[Preparing Excel files](#)

[Preparing dBASE files](#)

[Preparing delimited ASCII text files](#)

## Using your own geographic data

### [Using your own data](#)

Scan/US automatically loads features in its product database and can access the following geographic data:

- Scan/US [parcels](#) (.CSV, .TXT) which have been output to the clipboard by one of the Scan/US copy commands. You can paste the clipboard data in another application such as Excel, save it as a text file, then reload it into Scan/US.
- ASCII text files (.LOC, .PGN, .PLN, .BUF) which are created when you save an editable layer containing objects you created, or pasted from another layer.
- [Point data files](#) (.XLS and .DBF) which contain location coordinates and data describing each location.

Loading a feature adds it to the "[Features Directory](#)." Activating the "Autoload" option for the feature in the directory, tells Scan/US to automatically load the feature into a study area when it is created. Saving the directory makes the feature automatically available in future sessions.

Each of these file types is loaded as an editable feature. Any changes you make can be saved with the "[Save](#)" and "[Save As...](#)" commands in the Objects menu. Saving a .BNA or .MIF feature generates an ASCII text file whose extension corresponds to the feature type that was extracted and loaded from the original file.

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### See Also

#### Help

[Data parcels](#)

[Working with map features](#)

[Working with objects](#)

[About session files](#)

#### Reference Manual

"Appendix A: File Formats"

## Using your own attribute data

### [Using your own data](#)

Your data files can be stored in Excel (.XLS), dBASE (.DBF), and ASCII text (.DAT) files. The critical element in your data files is to have a unique [object key](#) in each record. This key matches the data with the object to which it pertains. Without the object keys, Scan/US cannot attach your data files to any feature files.

To set up the object keys and prepare your data files, please see the following topics.

#### [Preparing Excel files](#)

#### [Preparing dBASE files](#)

#### [Preparing ASCII text files](#) [Preparing delimited ASCII text files](#)

#### [Object key formats](#)

### Organizing the data

The data must also be collapsed so that only one record can be matched to an object. If one or more records have the same object key, then Scan/US attaches the first record encountered to the object; the other records for the object are ignored.

For example, if you want to examine sales figures by state or territory, but your data files contain amounts purchased per customer and the customer name and address, you would need to collapse and sort the data, and calculate sales totals per state. Next, you would store these totals in a file containing a column with the state object keys.

For the best performance, sort the data by object keys in ascending order.

### Summarizing the data in Scan/US

When Scan/US summarizes data from its product database--for groups or data from other layers--it accesses built-in information to accumulate each data item. For example, count variables are totaled, and statistic variables averaged or weight-averaged. For user data files, Scan/US automatically [totals](#) all variables.

If you want Scan/US to summarize your data, distinguishing between count and statistic variables, and providing [percent views](#) or weighted averages, you must tell Scan/US how to handle each variable.

For Excel files, you can add the necessary information to a column heading. For dBASE and delimited ASCII text files, you must create a [datalist description file](#). See the following topics:

#### [Structure of Excel data item names](#)

#### [About datalist description files](#)

#### [Datalist Description File Structure](#)

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### See Also

#### [About starter files](#)

#### [Load Data... \(Data menu\)](#)

#### [Copy List \(Objects menu\)](#)

#### [Object Manager... \(Objects menu\)](#)

## Preparing Excel files

With a minimum of file preparation, Scan/US directly reads your Excel data files so you don't have to import them. Your file should meet the following 10 requirements:

- 1 Excel file limits** Scan/US limits the number of rows to 16,000. The number of columns is determined by how many column *headings* fit into a 64K memory limit (imposed by Windows). If the headings are short, you can probably have the maximum 256 columns.
  - 2 Object keys** The file must have an [object key](#) column that uniquely identifies each record. See [Object key formats](#)
  - 3 All object keys between data files and their maps must be the same.**

If the geography is in the Scan/US product database such as ZIP codes or census tracts, you can copy the object keys from Scan/US. See [Exporting object keys from Scan/US](#) and [About starter files](#) for more information.

If the geography is your own such as store locations or branch offices, make sure the object keys are unique and match correctly the keys in the data file.
  - 4 The object key column must be recognized as TEXT.** Precede each object key with a pound sign (#) so that it is recognized as text. See also [Adding pound signs to Excel keys](#)
  - 5 Position the object key field as the first field in the file--this is where Scan/US looks for it.**

If the object key column is not first column, name the column KEY so Scan/US can find it. If the object key column is not the first one or not named KEY, you can identify the object key column when you load the data in the "Load Data" dialog.

**Tip** It's good practice to make the object key column the first one. This is the simplest way to ensure that Scan/US finds the object keys.
  - 6 If your file is a [point data file](#),** the coordinates identifying each location must be in two columns named LATITUDE and LONGITUDE, and the coordinates must be in decimal format. See [Converting to decimal degrees](#).
- In your Excel files these columns must be numeric.
- 7 All data columns must have headings.** Scan/US treats them as data variable names.
  - 8 Blank cells and empty cells are treated as null values, not zeros.** If a data value is zero, enter 0 into the cell.
  - 9 Define a database range.**

Select the entire range of cells including column headings, object keys, and all the data and define them as a database. In Excel 4.0, choose the "Data--Set Database" command. In Excel 5.0, choose the "Insert--Name" command and its Define option, then type in **database**.
  - 10 Save the file in the proper format.**

The file must be saved in Excel 4.0 format. In Excel 5.0, choose the file type in the "Save As" dialog when you save your file.

### Advanced Techniques (optional)

You can include some data description defaults by adding the keyword **[data]** to the first cell of the first row in the database range--column headings are in the second row, and data values in subsequent rows.

- To add a datalist caption--a longer, more descriptive name that Scan/US displays at the bottom of the Data menu--add the caption to the second cell of the [data] row.
- If the .XLS file is a [point data file](#), you can add a feature declaration describing its display attributes to the third cell of the [data] row. The feature declaration must be enclosed in curly braces { } and conform to the syntax described in SCANUS1.TXT. This file is located in C:\SCANUS, unless you defined a different home directory in a custom install.

If you do not include a [data] row, you assign a datalist caption when loading the file in the ["Load Data"](#) dialog. Locations in point data files are displayed with preset display attributes--a small white square--

which you may change in the ["Features Directory."](#)

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**See Also**

[Tips for preparing attribute data](#)

[Structure of Excel data item names](#)

[Modifying Excel data item names to summarize data](#)

[Using your own data](#)

[Working with data](#)

## Preparing dBASE files

With a minimum of file preparation, Scan/US directly reads your dBASE data files so you don't have to import them. Your file should meet the following 6 requirements:

- 1 dBASE file limits** You can have up to 3 million records in a file. The number of fields per record is determined by dBASE or the dBASE-compatible application.
- 2 Object keys** The file must have an [object key](#) field that uniquely identifies each record. See [Object key formats](#)
- 3 All object keys between data files and their maps must be the same.**

If the geography is in the Scan/US product database such as ZIP codes or census tracts, you can copy the object keys from Scan/US. See [Exporting object keys from Scan/US](#) and [About starter files](#) for more information.

If the geography is your own such as store locations or branch offices, make sure the object keys are unique and match correctly the keys in the data file.
- 4 The object key field must be a CHARACTER field.**
- 5 Position the object key field as the first field in the file--this is where Scan/US looks for it.**

If the object key field is not first field, name the field KEY so Scan/US can find it. If the object key field is not the first field or not named KEY, you can tell Scan/US which field to use by creating a [datalist description file](#). Another option is to identify the object key field when you load the data in the "Load Data" dialog.

**Tip** It's good practice to make the object key field the first one. This is the simplest way to ensure that Scan/US finds the object keys.
- 6 If your file is a [point data file](#), the coordinates identifying each location must be in two fields named LATITUDE and LONGITUDE, and the coordinates must be in decimal format. See [Converting to decimal degrees](#).**

These two fields must be NUMERIC fields.

---

### See Also

[Tips for preparing attribute data](#)  
[About datalist description files](#)  
[Datalist description file structure](#)  
[Using your own data](#)  
[Working with data](#)

## Preparing delimited ASCII text files

With a minimum of file preparation, Scan/US directly reads your ASCII text files so you don't have to import them. Your file should meet the following requirements:

### Map files (.BUF, .LOC, .PGN, .PLN, )

- 1 See "Appendix A" in the *Reference Manual* for file formats and illustrations.
- 2 Comma and tab delimiters are now supported. Tabs are treated as spaces.

### Data files (.DAT)

- 1 **ASCII text file limits** Scan/US limits the number of fields to 500; the file may have any number of records.
- 2 **Header record** The first record, usually called a 'header,' must list the names of the fields in the file. Scan/US treats these names as the data variable names.
- 3 **Data records** The remaining records contain values corresponding to the named fields in the header. Records are separated by the end-of-record/line-feed [0d0a] sequence.
- 4 **Field delimiters** Values in each record must be separated by a single common delimiter--comma or tab. If a comma is part of a value, enclose the value in quotes.

Empty fields must be defined by two consecutive delimiters without intervening characters other than spaces. These fields are treated as zero values for numeric (i.e. count or statistic) variables, and as blanks for text variables.

- 5 **Object keys** The file must have an [object key](#) field that uniquely identifies each record. See [Object key formats](#)
- 6 All object keys between data files and their maps must be the same.  
If the geography is in the Scan/US product database such as ZIP codes or census tracts, you can copy the object keys from Scan/US. See [Exporting object keys from Scan/US](#) and [About starter files](#) for more information.

If the geography is your own such as store locations or branch offices, make sure the object keys are unique and match correctly the keys in the data file.

- 7 Position the object key field as the first field in the file--this is where Scan/US looks for it.  
If the object key field is not first field, name the field KEY so Scan/US can find it. If the object key field is not the first field or not named KEY, you can tell Scan/US which field to use by creating a [datalist description file](#). Another option is to identify the object key field when you load the data in the "Load Data" dialog.

**Tip** It's good practice to make the object key field the first one. This is the simplest way to ensure that Scan/US finds the object keys.

- 8 Save your file with a .DAT extension so Scan/US can load it.

**Tip** ASCII text files output by Excel need only have their extension changed to .DAT to be loadable in Scan/US.

---

### See Also

- [Tips for preparing attribute data](#)
- [About datalist description files](#)
- [Datalist description file structure](#)
- [Using your own data](#)
- [Working with data](#)





## Tips for preparing attribute data

Here are some tips for preparing Excel, dBASE, or delimited ASCII text data files:

- Making your object key field or column the first one in your file is good practice and the simplest method for ensuring that Scan/US finds the object keys. In Excel, make sure the database range has the object keys in its first column.
- Avoid putting text values in numeric fields (i.e count or statistic variables). Non-numeric values for count or statistic variables are treated as zeros in "QuickLook," and when copied to the clipboard with the "Copy Data" command. They are treated as null values when analyzed in a thematic view.
- Maintaining your data in sorted order on the [object keys](#) will produce the best performance.
- Delete any irrelevant fields or columns.
- For convenience, store the file in C:\SCANUS\USERDATA so that you can quickly retrieve it.

This directory is one of the QuickPath directories available in the "Load Data" dialog. Scan/US provides QuickPath directories so you don't have to worry about searching directories to find your files. The user data directory may be in a different location if you did a custom install. See [QuickPaths vs. Directories](#).

- Do not attempt to modify your files while they are loaded in Scan/US. Doing so will cause erratic results when viewing or analyzing the data.

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### See Also

- [Preparing Excel files](#)
- [Preparing dBASE files](#)
- [Preparing delimited ASCII text files](#)
- [Setting up an existing data file](#)
- [Using your own data](#)
- [Working with data](#)

## About starter files

[Creating a new data file using a starter file](#)

[Using your own data](#)

[Starter file naming conventions](#)

The starter files contain the actual [object keys](#) used in the Scan/US features. They are provided in the Scan/US package to help you create data files that can be attached to Scan/US features. However, importing a Scan/US starter file is also a way of adding object keys to existing data files so they can be attached to Scan/US features.

The files are stored in C:\SCANUS\USERDATA\STARTERS or in the user data directory you defined when installing the program. They all have a .CSV extension.

Within each file, the keys are sorted numerically. Within this order, they are also structured to reflect their geographic level of detail. Knowing the structure of the keys will demonstrate more clearly how to collapse and sort your data. The structure is shown below and samples from the starter files are shown on the next page.

All the keys are composed of numbers; in some of the files (such as the States and Counties starter files), object captions have been added to help you identify them. The captions are not used to match keys between your data files and the feature files. In creating the starter files, a pound (#) sign was added before the numeric keys so that they are automatically treated as character data in Excel files. For features smaller than counties (for example, zip code areas) the starter files have been divided by Scan/US regions.

Each feature type and region has a code which is used in naming the file; these codes are in [Starter file naming conventions](#) and will help you choose the desired file

- States are sorted numerically by FIPS (Federal Information Processing Standard) code. This order corresponds with an alphabetical sort by state name or abbreviation.  
Example: **#01**
- Counties are sorted by county codes within each state code.  
Example: **#01 001**
- ADIs, DMAs, and MSAs all have numeric codes for their area definitions.
- TCAs are sorted alphanumerically within each Scan/US region code.
- Zip code boundaries or centroids are sorted numerically by zip code.
- Census tracts are sorted by tract number within each county, then within each state.  
Example: **#01 001 0201.00**
- Block groups are sorted numerically within each tract, within each county, then within each state.  
Example: **#01 001 0201.00 01**

### Tips

- To ensure a matching correspondence between the starter file keys and your data records, you can import the starter file keys into an intermediate file and remove the keys for which you do not have data. This step is quite helpful when dealing with features having thousands of objects like county codes or zip codes. Import this intermediate file into your data file.
- Consider creating future data files using the starter files (their intended purpose) and a correspondence between records is automatically ensured.
- Once your data is set up with matching keys, store the data in C:\SCANUS\USERDATA or the user data directory you defined when installing Scan/US.

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### See Also

[Object key formats](#)

## Starter file naming conventions

[About starter files](#)

[Using your own data](#)

The starter files contain the actual [object keys](#) used in the Scan/US features. They are provided in the Scan/US package to help you create data files that can be attached to Scan/US features. However, importing a Scan/US starter file is also a way of adding object keys to existing data files so they can be attached to Scan/US features.

The naming codes will help you identify the desired files. The codes tell you the feature's geographic level, the region for geography smaller than counties, and the update year such as '90 or '92.

Examples:      USST.CSV for states  
                  R1\_TR90.CSV for census tracts in New York  
                  RM\_BG90.CSV for block groups in Colorado, Nevada, and Utah

For more detailed information, please see [About starter files](#).

### Feature codes

ST States  
CT Counties  
AD ADIs (Areas of Dominant Influence)  
DM DMAs (Designated Market Areas)  
MS MSAs (Metropolitan Statistical Areas)  
TC TCAs (TIGER County Aggregates)  
ZC 5-digit Zip Code (boundaries or centroids)  
TR Census TRacts  
MG MicroGrids  
BG Block Group centroids

### Region codes

0\_ CT, ME, MA, NH, RI, VT  
1\_ NY  
2\_ NJ, PA  
3\_ DE, DC, MD, VA, WV  
4\_ GA, SC  
5\_ AL, MS, TN  
6\_ IL  
7\_ KY, OH  
8\_ IN, MI  
9\_ MN, WI  
A\_ TX  
B\_ OR, WA  
C\_ CA  
D\_ AR, LA, OK

E\_ KS, MO  
F\_ IA, NE  
G\_ AZ, NM  
H\_ AK, HI  
I\_ NC  
J\_FL  
K\_ ID, MT, WY  
L\_ ND, SD  
M\_ CO, NV, UT

## Structure of Excel data item names

If you want Scan/US to summarize your data, distinguishing between count and statistic variables, and providing percent views or weighted averages, you must tell Scan/US how to handle each variable.

For Excel files, you can add the necessary information to a column heading with the following syntax:

```
var_name:var_caption|count    {base_var_name}  
                               |statistic
```

### var\_name

In Excel, Scan/US recommends column headings (i.e. data item names) that contain a short name and caption separated by a colon(:).

Example: 90AvgHhInc:90 Average Household Income

The name may be up to 15 characters, using only alphanumeric characters and an underscore(\_).

### var\_caption

The caption may be up to 79 characters, using alphanumeric characters and symbols. Note that very long captions may not be fully displayed in list boxes or in the "QuickLook" window.

If you do not use the recommended format, Scan/US uses the column heading you provide as a caption and assigns a name. Text data items are sequentially named, starting with ltm001; numeric data items, starting with Var001.

**For count variables only**, you must modify the caption so that the count and percent views are appropriately identified when variable names are displayed in list boxes or in "QuickLook."

The caption must include two parts separated by a back slash (\). The first part of the caption references the base variable, and the second part, the sub-population being measured. For example, **90 Pop\Married** results in "90 Pop, Married" to identify the count variable, and in "% Married of 90 Pop" to identify the percent view of the variable. The full data item name would be:

Example: Married:90 Pop\Married|count{90 Pop}

### |count or |statistic

To identify a numeric variable as either count or statistic, add a pipe symbol (|) followed by the word 'count' or 'statistic' to the data item name.

Example: 90AvgHhInc:90 Average Household Income|statistic

### base\_var\_name

You must identify a base variable for Scan/US to calculate a weighted average for statistic variables, or percent views of count variables. To identify a base variable--which must be in the same data file--you must add its name enclosed in curly brackets {}.

Example: 90AvgHhInc:90 Average Household Income|statistic{90 Households}

---

### See Also

[Preparing Excel files](#)

[Modifying Excel data item names to summarize data](#)



[Using your own attribute data](#)

[Using your own data](#)

[Working with data](#)

## About datalist description files

A [datalist description file](#) enhances the usability of your dBASE or delimited ASCII file with these benefits:

- You can attach longer, more descriptive names to your data variables. For example, you can display the variable name TMAL\_AGE as '94 Median Age, Male.' A cryptic variable name becomes a clear description.
- You can select the variables you want to see in Scan/US and list them in a different order. In many cases, the person who created the database structure for your file may not have paid much attention to the way people like to view the data. The datalist description file allows you to list the desired variables in any order you like.
- You can tell Scan/US to calculate percent views for your [count variables](#). When you view or analyze the data in Scan/US you'll see count  and percent  buttons preceding the variable names so you can toggle the values.  
For example, if you're looking at sales data, you probably have figures for 'Total Sales' as well as figures for each of your salespeople that make up the "Total Sales." If you reference "Total Sales" as a [universe variable](#) for those individual sales figures, you can see those individual sales figures OR toggle to see them as a [percent](#) of "Total Sales."
- You can do "smart" data summaries for the statistic variables (such as "Average Income" or "Median Income") in your file. When Scan/US summarizes user data variables, they are normally totaled. However, describing your variable as a "statistic" variable tells Scan/US to calculate an average. Additionally, declaring a universe variable tells Scan/US to calculate a weighted average. A datalist description file actually *controls* your dBASE or delimited ASCII text file and gives you added capabilities. Having percent views and "smart" data summaries are the most popular reasons for using a datalist description file.

---

### See Also

[Datalist description file structure](#)

[Using your own attribute data](#)

[Preparing dBASE files](#)

[Preparing delimited ASCII text files](#)

[Using your own data](#)

[Working with data](#)

## Datalist description file structure

[Sample dBASE structure](#)  
[Sample ASCII file structure](#)  
[Sample \[Datalist\] section](#)  
[Sample \[Dataitems\] section](#)

For an overview, please see [About datalist description files](#) and [Using your own attribute data](#)

A datalist description file is a plain text file--you create or modify using NotePad or another text editor. The file is structured like an initialization file with sections and settings. Datalist description files are named after their data files but have different extensions. A .DD1 extension is used for dBASE files and .DD2 for delimited ASCII text files. Datalist description files are stored in the home directory which is C:\SCANUS, unless you did a custom install

Datalist description files have two sections, [Datalist] and [Dataitems], which are described below.

### [DATALIST] section

Describes defaults that Scan/US uses when loading the data file.

**Note** All settings in the [DATALIST] section are optional. However, we recommend defining a Key setting and a Caption setting.

#### Key=field\_name

Names the field containing the [object keys](#) in your data file.

If you omit this setting, Scan/US assumes that the object key field is the *first* one in your file. For more information on adding object keys to your file, please see [Preparing dBASE files](#) or [Preparing delimited ASCII text files](#).

#### Caption="text\_string"

Assigns a longer, more descriptive name to your data file. This name is displayed in the Data menu and "Data Center" dialog.

This setting lets you go beyond the 8-character file name limit. If you omit this setting, Scan/US creates a caption using the file name with a '\_d' added to it.

For example: MYFILE\_D

#### DefaultItem=field\_name

Name the data field that Scan/US pre-selects when you open a variable selection dialog such as "View Variables" or "New Thematic."

If you omit this setting, Scan/US uses the first field in the file.

#### Feature=caption "text\_string" ; (optional display attributes)

For [point data files](#) only, this setting assigns a longer, more descriptive name to your file. This name is displayed in the "Features Directory" after you load the file.

If you omit this setting, Scan/US uses default naming conventions which you may change from either the ["Features Directory"](#) or the ["Map Features"](#) dialog.

**Tip** You can also include display attributes--the symbol type, visibility setting or label style. Don't attempt to include them unless you've read SCANUS.TXT and SCANUS1.TXT first. These files are in C:\SCANUS unless you defined a different home directory in a custom install.

#### Title=field\_name

For [point data files](#) only, this setting names the field containing the object names in your file. You can tell Scan/US to use these names as labels on a map.

If you omit this setting, Scan/US uses the object keys as object names. See also [Creating a point data file](#).

### [DATAITEMS] section



Lists and describes the fields in your data file using the following syntax:

```
field_name="var_caption";format;  
var_type{universe}
```

Settings for the following fields are **required**:

- The **object key** field in your data file.
- The LATITUDE and LONGITUDE fields in a **point data file**.
- All **universe variables** needed to calculate percent views or weighted averages.

You may omit fields that you do not want to view or analyze. Or, you may hide fields, even the required ones, by preceding the field name with an ampersand (&). Fields may be listed in any order that suits your viewing or analysis of them.

#### **field\_name=**

Use the exact name of the field as it appears in your file.

Example: **BLK\_POP=**

#### **"var\_caption"**

A longer, more descriptive name assigned to the data variable. The caption may be up to 79 characters, using alphanumeric characters and symbols, and must be enclosed in double quotes.

Example: **TMAL\_AGE="94 Median Age, Male"**

**Note** Very long captions may not be fully displayed in list boxes or in the "QuickLook" window. Because of  **Kerning**, some captions can have more characters than others. To determine the correct length for a caption, you must see it displayed in Scan/US, then modify it in the datalist description file.

**For count variables only**, you must modify the caption so that the count and percent views are appropriately identified when variable names are displayed in list boxes or in "QuickLook."

The caption must include two parts separated by a back slash (\). The first part of the caption references the **universe variable** (see {universe} below), and the second part, the sub-population being measured. For example, **94 Pop\Black** results in "94 Pop, Black" to identify the count variable, and in "% Black of 94 Pop" to identify the percent view of the variable.

Example: **BLK\_POP="94 Pop\Black"**

#### **format**

Tells Scan/US how to display the data in "QuickLook" and other listboxes. Use the following syntax:

**C(length)** For character fields. Length is the number of characters.

If the specified length is smaller than the actual number of characters in the field, Scan/US truncates the character string and displays an ellipsis (...) to indicate the truncation.

Example: **CITY\_NAME="City name";c(23)**

**9\*n** For numeric fields. Use a 9 for every digit you want displayed such as 99999.99. The number of decimal digits may be less than the number declared in your file.

Commas to separate digits will be available in a future version.

Example: **BLK\_POP="94 Pop\Black";999999999**

#### **var\_type**

Describes the type of data. The choices are ID, COUNT or STAT.

**ID** variables are alphanumeric identifiers such as names. ID variables are ignored when data is summarized. By default, all CHARACTER fields are treated as ID variables.

**Count** variables are numeric variables that are totaled when data is summarized. "Total Population" or "Population, Black" or "Total Sales" are count variables.

**Statistic** (or STAT for short) variables are averaged or weight-averaged when data is summarized. "Average Income" or "Median Age" are statistic variables.

Example: BLK\_POP="94 Pop\Black";999999999;count

**{universe}**

Identifies the [universe variable](#) for Scan/US to calculate a weighted average for statistic variables, or percent views of count variables. Use the exact field name--as it appears in your file--enclosed in curly brackets {}.

Example: BLK\_POP="94 Pop\Black";999999999;count {TOT\_POP94}

---

**See Also**

[Creating a datalist description file](#)

[Using your own attribute data](#)

[Preparing dBASE files](#)

[Preparing delimited ASCII text files](#)

[Using your own data](#)

[Working with data](#)

## Sample dBASE structure

Let's say your file is called MYFILE.DBF, and it has the following fields:

<u>Field Name</u>	<u>Field Type</u>
CITY_CODE	Character, 5
CITY_NAME	Character, 25
LATITUDE	Real, 5 decimal places
LONGITUDE	Real, 5 decimal places
TOT_POP94	Integer
ASPI_POP	Integer
HSP_POP	Integer
BLK_POP	Integer
TMAL_MAGE	Real, 1 decimal place

## Sample ASCII file structure

Let's say your file is called MYFILE.DAT, and it has the following fields:

<u>Field Name</u>	<u>Field Description</u>
CITY_CODE	Character
CITY_NAME	Character
LATITUDE	Real, 5 decimal places
LONGITUDE	Real, 5 decimal places
TOT_POP94	Integer
ASPI_POP	Integer
HSP_POP	Integer
BLK_POP	Integer
TMAL_MAGE	Real, 1 decimal place

### **Sample [Datalist] section**

[Datalist]

Caption="1994 City Data"

Key=CITY\_CODE

Title=CITY\_NAME

DefaultItem=TOT\_POP94

Feature=caption "94 City locations and data"; symb 2-7-6-3

### Sample [Dataitems] section

```
[Dataitems]
&CITY_CODE="City ID";c(5);id
CITY_NAME="City name";c(23);id
TOT_POP94="94 Population";999999999;count
BLK_POP="94 Pop\Black";999999999;count{TOT_POP94}
HSP_POP="94 Pop\Hispanic";999999999;count{TOT_POP94}
TMAL_MAGE="94 Median age, Male";99.9;stat
&LATITUDE="City Latitude";999.9999;stat
&LONGITUDE="City Longitude";999.9999;stat
```

## Creating a point data file

A point data file contains coordinates to render point objects on the map. Unlike ASCII text feature files, it can also have attribute data for each object. For a discussion of file formats, please see:

[Preparing Excel files](#)

[Preparing dBASE files](#)

[Preparing ASCII text files](#)

- 1 Make sure each location has a unique **object key** in the first column.  
**Optional:** Create a column named 'Title' for the object names.
  - 2 Create two columns named 'Latitude' and 'Longitude' to contain coordinates for each location.
  - 3 Enter the coordinates in decimal format. See [Converting to decimal degrees](#) for more information.
- **For Excel files only** Select all the cells containing the headings, keys, coordinates, and data variables and save them as a database. In Excel 4.0, use the "Data--Set Database" command. In Excel 5.0, first choose the "Insert--Name" command, then choose the Define option and type in **database**. Scan/US reads only the data in the database range.
- 4 Save the file.  
**Excel files** Save the file in Excel 4.0 format. If you are using Excel 5.0, choose the file type in the "Save As" dialog.  
**ASCII files** Save the file with a .DAT extension.
  - 5 Store the file in C:\SCANUS\USERDATA or the user data directory you defined when installing Scan/US.
  - 6 Load the file in Scan/US.

**Note** While a point data file is loaded as a feature, its attribute data cannot be loaded onto other layers.

---

### See Also

[Importing user data into Scan/US](#)

[About geocoding](#)

[Adding features to a study area](#)

[Adding features to the "Features" Directory"](#)

[Automatically loading features](#)

[Using your own data](#)

[Working with data](#)

## Creating a new data file using a starter file

1 Choose the desired starter file.

Read [Starter file naming conventions](#) to find the desired file.

2 Open the file.

The [object keys](#) are in the first column, and [captions](#), if any, follow it.

- Optional: Rename the column headings if desired.

3 Add your data in the remaining columns.

4 **For Excel users only** Select the entire range of cells containing the column headings, object keys, captions, data.

5 **For Excel users only** Choose the "Set Database" command from the Data menu.

6 Save the file, using the appropriate extension and file type.

7 Close the file to avoid Windows messages about sharing violations.

8 In Scan/US activate the layer and load the file.

---

### See Also

[Loading attribute data](#)

[About starter files](#)

[Using your own data](#)

[Working with data](#)



## Exporting object keys from Scan/US

### To export keys with "Copy List"

- 1 Choose the desired layer from the [window layer box](#).
- 2 Define an object set on the layer for the keys you need. Do one of the following:
  - [Group](#) objects.
  - Change the objects' [visibility](#) settings.
  - Create a [thematic view](#) that filters objects.
- 3 From the Objects menu, choose "Copy List" and the desired option:

<u>Option</u>	<u>Result</u>
All	Sends a list of all objects on the active layer.
Filtered	Active only in a thematic view. This option sends a list of all objects that are not hidden and which fall within the minimum and maximum values for the selected variable.
Grouped	Sends a list of objects in the active grouping on the layer.
Visible	ends a list of objects currently visible of the layer.
- 4 Paste the list into your data file.

### To export keys with "Object Manager"

- 1 Choose the desired layer from the [window layer box](#).
- 2 Select the objects whose keys you need:
  - Select objects by clicking on them;
  - Shift-Click selects multiple objects in sequence;
  - Ctrl-Click selects multiple objects not in sequence.
  - When multiple objects are selected, Ctrl-Click undoes a single selection.
  - The [Select menu](#) also provides additional options.
- 3 From the Action menu, choose "Copy Selected."
- 4 Paste the list into your data file.

---

### See Also

[Working with groups](#)  
[Turning object visibility on /off](#)  
[Finding an object on the map](#)  
[Selecting an object](#)  
[Working with thematic views](#)  
[Using your own data](#)  
[Working with data](#)  
[Copy List \(Objects menu\)](#)  
[Object Manager... \(Objects menu\)](#)

## Setting up an existing data file

The following procedure shows you how to set up an existing data file so you can attach it to a Scan/US feature. The steps are geared to data in an Excel worksheet. The steps are similar for setting up dBASE or ASCII files.

- 1 Set up your data so that its order matches the order of the [object keys](#).  
Your data must be collapsed and sorted so that each record will get a key, and each key in the key column will be unique.
- 2 Create a column for the keys in the data file.  
Make it the first column, preceding all the other data columns.
- 3 Import the object keys you need into the new column.
- 4 **For Excel users only** Select the entire range of cells containing the column headings, object keys, captions, data.
- 5 **For Excel users only** Choose the "Set Database" command from the Data menu.
- 6 Save the file, using the appropriate extension and file type.
- 7 Close the file to avoid Windows messages about sharing violations.
- 8 In Scan/US activate the layer and load the file.

---

### See Also

[Importing user data into Scan/US](#)  
[Exporting object keys from Scan/US](#)  
[Creating a new data file using a starter file](#)  
[Tips for preparing your data](#)  
[Loading attribute data](#)  
[Automatically loading attribute data](#)  
[Using your own data](#)  
[Working with data](#)

## Modifying Excel data item names to summarize data

For an overview, please read [Using your own attribute data](#)

For detailed information, please read [Structure of Excel data item names](#)

### To modify data item names in Excel

- 1 Use the recommended name format that contains a short name and caption separated by a colon(:).

Example: 90AvgHhInc:90 Average Household Income

- 2 Identify a numeric variable as either count or statistic by adding a pipe symbol (|) followed by the word 'count' or 'statistic' to the data item name.

Example: 90AvgHhInc:90 Average Household Income|**statistic**

- 3 To calculate a weighted average for statistic variables, or percent views of count variables, add the base variable name in curly brackets {}.

Example: 90AvgHhInc:90 Average Household Income|statistic{**90 Households**}

- 4 For count variables only, modify the caption to identify count or percent views.

The caption must include two parts separated by a back slash (\). The first part of the caption references the base variable, and the second part, the sub-population being measured. For example, **90 Pop\Married** results in "90 Pop, Married" to identify the count variable, and in "% Married of 90 Pop" to identify the percent view of the variable. The full data item name would be:

Example: Married:90 Pop\Married|count{90 Pop}

---

### See Also

[Preparing Excel files](#)

[Using your own attribute data](#)

[Using your own data](#)

[Working with data](#)

## Creating a datalist description file

[Sample \[Datalist\] section](#)

[Sample \[Dataitems\] section](#)

For an overview, please read [About datalist description files](#)

For detailed information, please read [Datalist description file structure](#)

1 Use only a text editor such as NotePad to create or modify the file.

2 To the [Datalist] section, add a Key setting to identify the object key field.

Example: `Key=CITY_CODE`

3 To the [Datalist] section, add a Caption, enclosing it in double quotes. The caption will be displayed at the bottom of the Data menu and in the "Data Center" dialog.

Example: `Caption="1994 City Data"`

4 To the [Dataitems] section, add a setting for the object key field, the LATITUDE and LONGITUDE fields in point data files, and all data fields needed to calculate percent views for count variables, and weighted averages for statistic variables.

5 If a percent view is being calculated, modify the variable caption to distinguish between the count value and the percent view.

Example: `BLK_POP="94 Pop\Black";999999999;count{TOT_POP94}`

6 Include the format to display the data in Scan/US.

Example: `BLK_POP="94 Pop\Black";999999999;count{TOT_POP94}`

7 If a percent view is being calculated, include the 'count' identifier; 'statistic' for weighted averages.

Example: `BLK_POP="94 Pop\Black";999999999;count{TOT_POP94}`

8 Make sure the universe variable is included and enclosed in curly braces for each variable that you want a percent view or weighted average.

Example: `BLK_POP="94 Pop\Black";999999999;count{TOT_POP94}`

9 Name the file after your data file and save it with the correct extension--.DD1 for dBASE data, and .DD2 for delimited ASCII text data.

10 Store the file in C:\SCANUS, or the home directory you defined during a custom install.

---

### See Also

[Preparing dBASE files](#)

[Preparing delimited ASCII text files](#)

[Using your own attribute data](#)

[Using your own data](#)

[Working with data](#)

## Working with thematic views

For more detailed information, please read [About thematic views](#).

[Creating a thematic view](#)

[Analyzing the intersection of two variables](#)

[Analyzing groups in a thematic view](#)

[Choosing a different datalist for a selected layer](#)

[Choosing a different thematic presentation](#)

[Modifying a selected variable's presentation](#)

[Displaying statistics on a selected variable's values](#)

[Copy a selected variable to the clipboard`](#)

[Hiding null objects](#)

[Hiding a thematic analysis](#)

### Modifying a variable's stratification

[Selecting strata](#)

[Hiding strata](#)

[Changing strata limits](#)

[Saving strata limits](#)

[Loading strata limits](#)

### Saving views

Saving a thematic view (kwords are saving; views

Saving scenarios (kwords are saving; scenarios; views

## About thematic views

[Using thematic views to communicate](#)

[Using shades, hues, and patterns in thematic views](#)

[Using symbols in thematic views](#)

[Working with thematic views](#)

Thematic views are most useful for creating and saving a distribution of your data (theme) as represented in a map. A thematic view renders the data distribution using colors, patterns, shadings, line styles, and symbols across one or more map features. For example, the opening study area in Scan/US provides a map having two features, States and Places 500T+. The data attached to the States layer includes the variables Total Population and Median Household Income. From this feature and these two variables, you could create one thematic view in various shades of blue that displayed the total population in each state. Then in another thematic view, using various shades of green, you could display the median income for each state. The color shades would reflect the value ranges for each variable; the lighter shades indicate the lower population and income ranges; the darker shades the higher ranges.

You could also create a third thematic view that showed the relationship between these two variables (for example, if one were to ask "do the states with the most people have the highest average income?"). In this case, the total population of each state might be shown in various shades of blue, and the per capita income values shown as a box graph for each state.

Suppose your target customer earns an income between \$35,000 and \$50,000. You could repeat the analysis shown in the preceding examples on a local level such as zip code areas. Seeing on the map which zip code areas contain the most potential customers and seeing if they cluster together in areas of greater concentration could help you:

- Decide where to expand your business.
- Focus your advertising dollars.
- Send direct mail.
- Buy billboard space.

The map itself shows you the demographic patterns that match your customer profile. A database report or pie chart of the zip code areas and their population and income levels would not show you the proximity of the different areas nor the population density that met your customer profile. Seeing this information on a map can help you make the more effective decision.

## Using thematic views to communicate

[About thematic views](#)

[Using shades, hues, and patterns in thematic views](#)

[Using symbols in thematic views](#)

[Working with thematic views](#)

Not only do thematic views show you patterns in your data, but they can also communicate the goal of your analysis. For example, J&J Video (in the tutorial) created a thematic view to find high-concentration areas of children under 16 and households with an average income of 25,000+. Seeing the areas in relation to their competition, they could pinpoint the area and site for their new store, the goal of their analysis. Then taking the thematic view as a communication tool one step further, they created a presentation-quality map to show the bank the results of their analysis and to demonstrate the practicability of giving them a loan.

How well your map conveys information depends on the *visual interaction* of four factors:

- Features (layers) selected for the analysis.
- Data variables selected for analysis.
- Presentation fills and symbols selected to render the analysis.
- Colors selected for the map features, map background, and presentation.

The data variables can be represented as a stratification, or you can render a specific value relative to the maximum and minimum values. Some count variables can also be shown as a percentage.

Appropriately rendering a variable's stratification, data value, or percentage may require a different presentation for each one.

Choosing the right [thematic presentation](#) also depends on the feature and its size. For example, rendering a count variable on area objects which are irregular in size and shape (such as census tracts, zip code areas, or counties) leads one to think 'bigger is more.' This distortion--that the larger the object, the more people in the area--can be avoided in a number of ways. You can use symbols for the area objects. Another option is to render the *density* value (count value/square mile) for the area objects. Scan/US provides a density fill presentation to help you do this.

Or, you can use a dot density presentation which renders the data value for each area object. The data are represented by a varying number of dots, each representing the same amount. For example, if a dot represents 10 people, an area object having 800 people is filled with a random distribution of 80 dots.

### Colors communicate

The colors you select also determine how well the thematic map conveys its information. Colors should be chosen carefully to explain the analysis, not decorate it. For example, pure, bright, and strong colors have a harsh effect in large areas, or next to each other. But spots of bright colors on a light gray or muted background can highlight the data and create a more harmonious effect.

Because some colors also have preconceived meanings attached to them, such as blue for water, or red for danger, avoid using colors in ways that clash with these meanings. Instead, use them to highlight your analysis. In general, colors found in nature, especially those on the lighter side, such as blues, yellows, greens, and grays best illuminate information. Nature's colors are familiar, and generally appear harmonious to the human eye.

### Avoid noise

Avoid presentations which add "1+1=3 or more" *noise* to your analysis. Noise results from the interactive nature of visual elements--for example, two black lines lead you to see a third bright white path between the two. The white path, having size, shape and color, becomes a visual element but provides no helpful information. In thematic views, noise may result from the interaction of object shapes, presentation fills and symbols, and the colors you select. You can minimize noise by experimenting with different fills, line styles, colors and symbols to see which ones create a *harmonious effect* and *explain* your analysis.

In the illustration, the two black lines create more noise than the gray outlines.







## Using shades, hues, and patterns in thematic views

Scan/US provides different ways to present an analysis on area objects. Here are some guidelines to make an analysis more obvious:

Use a *monochromatic* color scheme, lighter and darker shades of a single hue, to present a stratification. A monochromatic scheme is helpful when some objects have numerically high values, and others have comparatively low values. On the map, readers easily understand that objects rendered in lighter shades have values in the lower strata; objects in darker shades have values in higher strata.

Different hues, such as red, green, purple, or brown are generally assumed to represent different categories, rather than numerical ranking. Use different hues to differentiate regions such as groups of objects or sales territories.

Fill patterns also indicate qualitative differences between regions. Patterns are often shown in land use and soil maps to represent different terrain. For example, sandy soil may be rendered in a dot pattern, and clay soil in a striped pattern. You can also use patterns to distinguish regions when printing on a black-and-white printer. Transparent patterns, through which you can see the background, can highlight an analysis using a monochromatic or color scheme.

---

### See Also

[Working with thematic views](#)

[Using symbols in thematic views](#)

[Using thematic views to communicate](#)

[Tips for creating thematic views](#)

## Using symbols in thematic views

Symbols are most often used to represent data for point objects, but are sometimes used for area objects because symbols are independent of object size and shape. Like colors, symbols can present quantitative, as well as qualitative differences in your data. For example, symbols can easily present a stratification when the set of symbols have the same shape but vary in size. Readers can assume that larger symbols represent higher strata.

Symbols of the same size but varying in color or shape can show qualitative differences in your data. For example, blue circles can present gas stations with self-service only, green circles self- and full-service, and yellow circles self- and full- service, and a mini-mart. Or you can use circles, triangles, and squares respectively.

Symbols are, generally, more easily distinguished and easier to compare over a small number of objects. Variation in size is also reduced by a low-resolution screen. A high resolution screen can help you see more of the differences between the data represented by the symbols.

---

### See Also

[Working with thematic views](#)

[Using shades, hues, and patterns in thematic views](#)

[Using thematic views to communicate](#)

[Tips for creating thematic views](#)

## Tips for creating thematic views

[About thematic views](#)

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[Using shades, hues, and patterns in thematic views](#)

[Using symbols in thematic views](#)

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### Data

- Experiment with strata ranges until the view indicates exactly what you want it to show. Tables and maps are usually scanned by the 'hurrying eye' moving quickly from one visual element to another. Your analysis should draw a response within 10 seconds or less to invite further study.

### Presentations

- Choose presentations which encourage ease of comparisons, such as choosing symbols which vary in size so that they are easily distinguished.
- Use box graphs or dot density markers for a small number of objects with irregular shapes and sizes.
- Box graphs on a single object can be compared to each other when each measures an index, such as the success of different products within an area.
- Avoid an excessive use of patterns or transparencies to minimize [noise](#).
- Use only the label name in a normal font and/or on a background color to display object labels. A stylized label with an underline or drop-shadow is best used to emphasize a single object or two.

### Colors

- The higher the contrast between the background and map features and symbols, the more noise results.
- Minimize the number of colors to establish a relationship between color and meaning. Limiting your use of color also maximizes its impact.

### Printing

- Experiment with color and symbol palettes until you have a set that looks great printed. Save the palettes so you can re-use them.
- An effective title for a printed map can help make an analysis obvious to your readers.
- Use a white background if printing on a black and white printer.

## Creating a thematic view

1 From the Views menu, choose "[View Variables....](#)"

**Tip** To create the view in its own window, choose "[New Thematic....](#)"

- Optional: Enter a different name from the preassigned one.
- 2 Select the layer you want thematically displayed.
- Optional: Click the "Data Center" button to choose a different datalist to analyze for the layer.



3 Select the variables you want analyzed for the layer.

A single click selects the first variable. Shift-Click to select more than one variable in sequence; CtrlClick to select more than one variable not in sequence.

- Optional: Repeat steps 2 and 3 for each layer and variable you want thematically analyzed.
- 4 Clear the "Show layer variables" option for all layers you do not select.
- Optional: Click the "Gallery" button to choose a different thematic presentation from the preselected one in the "[Scan/US Gallery.](#)"



. (The sample shown in your dialog may be different.)

- Optional: Click the "Strata Manager" button to change the preset stratification of the selected variables in the "[Strata Manager.](#)"
- 

5 Click "OK."

**Tip** If the the map legend is hidden, display it by choosing "Show Legend" from the Options menu.

---

### See Also

[About thematic views](#)

[Working with thematic views](#)

## Analyzing the intersection of two variables

This procedure shows you how to find a set of objects that meet two criteria.

1 From the Views menu, choose "View Variables...."

2 Choose the layer you want to analyze.

3 Choose two variables to analyze.

Click to select the first variable; CtrlClick to select the second variable not in sequence.

4 Open the "Scan/US Gallery" and choose the Density Fill w/ Overlay presentation.

- "Gallery" button. (The sample shown in your dialog may be different.)
- Optional: If necessary, switch the order of the variables by dragging-and-dropping to the right position.

5 Open the "Strata Manager" and change the variables' stratification.

- "Strata Manager" button

6 Click "OK" to close the dialogs.

---

### See Also

[Working with thematic views](#)

[Creating a thematic view](#)

[Choosing a different thematic presentation](#)

["Scan/US Gallery" dialog](#)

["Strata Manager" dialog](#)

## Analyzing groups in a thematic view

- 1 From the Views menu, choose "View Variables...."
- 2 Choose a layer with groups present that you want to analyze.
- 3 Choose the "Grouped objects in grouping" option.
- 4 Choose the desired grouping.
- 5 Complete your selections to create a thematic view.

See [Creating a thematic view](#)

---

### See Also

[Working with thematic views](#)

[Working with groups](#)

[View Variables... \(Views menu\)](#)

## Choosing a different datalist for a selected layer

- 1 From the Views menu, choose "View Variables...."
- 2 Choose a layer.
- 3 Click the "Data Center" button to open the dialog.
- 4 From the list, choose the desired datalist or load another datalist.
- 5 Close the "Data Center".
- 6 Complete your selections to create a thematic view.

See [Creating a thematic view](#)

---

### See Also

[Working with thematic views](#)

[Working with data](#)

[Activating a different datalist](#)

[Loading attribute data](#)

[View Variables... \(Views menu\)](#)

[Data Center... \(Data menu\)](#)

## Choosing a different thematic presentation

For an overview, please read [About thematic presentations](#).

- 1 From the Views menu, choose "View Variables...."
- 2 Click the "Gallery" button to open the "Scan/US Gallery."

- **Note** The sample you see on the button in the dialog may be different.
- 3 Scroll through the samples until you find the desired presentation.
  - 4 Click on the presentation sample and click "OK."

---

### See Also

[Working with thematic views](#)

[Modifying a selected variable's presentation](#)

["Scan/US Gallery" dialog](#)



## About thematic presentations

Scan/US provides [thematic presentations](#) which render a variable's strata or which indicate an object's value relative to the minimum and maximum values specified for the set of objects being analyzed.

Using these presentations, Scan/US provides preset combinations that allow you to analyze up to six variables in a map. Most likely you will not render this many variables; most thematic maps that communicate well include only a few variables to ensure readability and ease of interpretation. The combinations have been designed with this in mind and provide an optimum set to choose from.

When you have selected the variables you want analyzed, Scan/US preselects a presentation. A sample is shown on the face of the "Gallery" button. You can choose another presentation in the "Scan/US Gallery" dialog which also provides a description of each presentation.

Having selected a thematic presentation for the variables being analyzed, you can change a variable's presentation in the "Strata Manager" dialog. If more than one variable is selected, changing their listed order in the "Scan/US Gallery" also changes a variable's presentation.

---

### See Also

[Working with thematic views](#)

[Choosing a different thematic presentation](#)

[Modifying a selected variable's presentation](#)




["Scan/US Gallery" dialog](#)

["Strata Manager" dialog](#)

## Modifying a selected variable's presentation

For an overview, please read [About thematic presentations](#).

### To modify the presentation in the "Strata Manager"

- 1 From the Views menu, choose "View Variables...."
- 2 Click the "Strata Manager" button to open the dialog.
- 3 Select the desired variable from the drop-down list.
- 4 Click the "Presentation" button to change the presentation's rendition. The button may look like one of the following:
  -  opens the ["Palette Selector" dialog](#).
  -  opens the ["Dot Density" dialog](#).
  -  opens the ["Proportional Marker" dialog](#).
- 5 Change the rendition as desired.
- 6 Click "OK."

### To modify the presentation in the "Scan/US Gallery" when multiple variables are selected

- 1 From the Views menu, choose "View Variables...."
- 2 Click the "Gallery" button to open the "Scan/US Gallery."
- (The sample you see on the button in your dialog may be different.)  
In the variable's list box, notice the icons indicating each variable's presentation.
- 3 In the variable's list box, drag-and-drop the variable so that it is positioned next to the desired icon.
- 4 Click "OK."

---

### See Also

[Working with thematic views](#)  
[Choosing a different thematic presentation](#)  
[View Variables... \(Views menu\)](#)  
["Scan/US Gallery" dialog](#)  
["Strata Manager" dialog](#)

## Displaying statistics on a selected variable's values

- 1 From the Views menu, choose "View Variables..."
- 2 Click the "Strata Manager" button to open the dialog.
- 3 Select the desired variable from the drop-down list.
- 4 Click the "QuickStats" button.



- 5 Click anywhere inside the "Strata Manager" to close the statistics box.

---

### See Also

[Working with thematic views](#)  
["Strata Manager" dialog](#)  
[View Variables... \(Views menu\)](#)  
[Copy Variable... \(Views menu\)](#)

## Copying a selected variable to the clipboard

Copies a list of objects and their values for the selected variable. You can paste them into other Windows applications, including them in reports or other presentations of your data.

- 1 Create a [thematic view](#) with the desired variables and stratification.
- 2 From the Views menu, choose "Copy Variable..."
- 3 Choose the set object whose values you want to copy.

<u>This option</u>	<u>Does this</u>
Objects in All Strata	Copies the values for objects in all strata.
Objects in Selected Strata	Copies the values for objects in selected strata.

- To select a strata, click on its name; Shift-Click to select multiple strata in sequence; Ctrl-Click to select multiple strata not in sequence.
  - Optional: If you choose "Objects in All Strata," you may also include a table of strata ranges defined in the "Strata Manager" and statistics on the selected variable.
- 4 Click "OK."

**Tip** A variable's strata can also be used to group objects. See [Copying and pasting group assignments](#) and [Grouping by a variable's stratification](#)


---

### See Also

[Working with thematic views](#)  
["Strata Manager" dialog](#)  
[Copy Variable... \(Views menu\)](#)

## Hiding null objects

Changing the maximum and minimum limits or hiding strata excludes objects from the analysis; they're called *null objects*. The remaining objects are *filtered objects*. You can hide null objects or display them in their original rendering.

- 1 From the Views menu, choose "View Variables..."
- 2 Click the "Strata Manager" button to open the dialog.
- 3 Define null objects.  
If necessary, see [Hiding strata](#) or [Changing strata limits](#)
- 4 Click the loop-arrow button  to toggle from the rendering sample to a shade.

---

### See Also

[Working with thematic views](#)  
["Strata Manager" dialog](#)  
[View Variables... \(Views menu\)](#)

## Hiding a thematic analysis

Scan/US allows you to hide the variables selected for an analysis. You may hide the variables all at once or hide specific layers.

### To hide variables selected for a layer

Use this to fine-tune an analysis. When you have several layers, hiding one or more provides a less cluttered and more readable map.

- 1 From the Views menu, choose "View Variables..."
  - 2 Select the desired layer from the drop-down list.
  - 3 Unmark the "Show layer variables" option.
- Optional: Repeat steps 2 and 3 for each desired layer.
- 4 Click "OK"

### To hide all variables

Use this when you need to display a grouping and the thematic analysis uses a fill color or pattern which obscures the grouping.

- From the Views menu, choose "Hide Thematic."  
**Note** Choosing "View Variables..." automatically activates the "Show Thematic" command to display the analysis.

**Tip** If you wish to see a thematic analysis using a fill color or pattern and a grouping at the same time, you can do the following:

- Create them in separate windows, then tile them using "Tile..." or "Tile All" in the Window menu.
- Display the thematic analysis with a transparent pattern so that you can see the grouping through the transparent background.

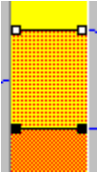
---

### See Also

- [Working with thematic views](#)
- [Choosing a different thematic presentation](#)
- [Modifying a selected variable's presentation](#)
- [Changing group rendering](#)
- [New Thematic... \(Views menu\)](#)
- [Hide Thematic & Show Thematic \(Views menu\)](#)

## Selecting strata

For an overview, please see [Modifying a variable's stratification](#).



Strata panel with a selected limit bar

- 1 From the Views menu, choose "View Variables..."
- 2 Click the "Strata Manager" button to open the dialog.
- 3 Do one of the following:
  - Click on a limit bar.
  - Click on a section in the strata panel.
  - Click on a limit value.

---

### See Also

[Working with thematic views](#)

["Strata Manager" dialog](#)

[View Variables... \(Views menu\)](#)

## Hiding strata

For an overview, please see [Modifying a variable's stratification](#).

Hiding strata is a useful way of focusing an analysis to a specific set of objects. Strata can be hidden only when a variable's strata, instead of data values, are being rendered by the [thematic presentation](#).

- 1 From the Views menu, choose "View Variables..."
- 2 Click the "Strata Manager" button to open the dialog.

•

- 3 Click on the presentation icon next to the desired stratum.

A window shade replaces the presentation icon next to the stratum.

**Tip** You can show a hidden stratum by clicking on the shade.

---

### See Also

[Working with thematic views](#)

["Strata Manager" dialog](#)

["Scan/US Gallery" dialog](#)

[View Variables... \(Views menu\)](#)



## Changing strata limits

Changing the maximum and minimum limits or hiding strata excludes objects from the analysis; they're called *null objects*. The remaining objects are *filtered objects*.

### To change a single stratum's limits

- 1 From the Views menu, choose "View Variables..."
- 2 Click the "Strata Manager" button to open the dialog.

•

- 3 Select a stratum.

If necessary, see [Selecting strata](#).

- 4 Change the limit by doing one of the following:

- Drag the limit bar upward to increase the value; drag downward to decrease the value.
- Click on a limit value and type in a new value.

**Note** The maximum and minimum values of a variable are set according to the data; you cannot increase the maximum, nor decrease the minimum.

### To change all limits

- 1 From the Views menu, choose "View Variables..."
- 2 Click the "Strata Manager" button to open the dialog.

•

- 3 Do one of the following

- Click the plus and minus buttons to increase and decrease the number of strata.



The limit values change according to the number of strata.

- Click the "Qtiles" button so that each stratum has the same number of objects. The limits are not evenly divided.
- Click the "Scale" button so that each stratum's limits are evenly divided. The number of objects in each stratum are not the same.
- Click the "Reset" button to display the default stratification of five [quintiles](#).
- Load a saved set of limits. If necessary, see [Loading strata limits](#).

---

### See Also

[Working with thematic views](#)  
[Using a scale stratification](#)  
["Stratum Limits Library" dialog](#)  
["Strata Manager" dialog](#)  
[View Variables... \(Views menu\)](#)

## Saving strata limits

Saving strata limits is a way of using the same stratification for the same variable in different study areas, or a stratification of percentages (e.g. 0, 20, 40, 60, 80, 100) for different variables.

- 1 From the Views menu, choose "View Variables..."
- 2 Click the "Strata Manager" button to open the dialog.
- 3 Define the stratification and change its limit values as desired.  
If necessary, see [Changing strata limits](#).
- 4 Click the "Library..." button.  
The stratification values are dimmed because they can be edited only in the "Strata Manager."
- 5 Type a name for the stratification set.
- 6 Click the "Save" button.

---

### See Also

[Working with thematic views](#)  
["Stratum Limits Library" dialog](#)  
["Strata Manager" dialog](#)  
[View Variables... \(Views menu\)](#)

## Loading strata limits

You can load a previously saved set of limits.

- 1 From the Views menu, choose "View Variables..."
- 2 Click the "Strata Manager" button to open the dialog.
- 3 Click the "Library..." button.
- 4 Click on the name of the desired set.
- 5 Click the "Load" button.

---

### See Also

[Working with thematic views](#)  
["Stratum Limits Library" dialog](#)  
["Strata Manager" dialog](#)  
[View Variables... \(Views menu\)](#)

## Changing the map display

For an overview, please read [About map display](#)

[Changing borders](#)

[Changing fill colors](#)

[Changing fill patterns and transparencies](#)

[Changing line styles](#)

[Changing symbols](#)

[Changing labels](#)

[Changing group rendering](#)

[Modifying a selected variable's presentation](#)

[Hiding map elements](#)

[Showing hidden map elements](#)

[Moving map elements](#)

[Changing the map background](#)

[Displaying a lat/long grid in a map window](#)

[Changing the map legend](#)

### Using palettes

[Creating a palette](#)

[Modifying a palette](#)

[Changing the preset palettes](#)

[Deleting a palette](#)

## About map display

All Scan/US maps are initially generated with a preset display attributes so that you can focus on data analysis, rather than 'map looks.' However, you can change the appearance of a map to suit your preferences by:

- Modifying the features' display attributes.
- Choosing a different background color.
- Changing coordinate display.
- Displaying a lat/long grid.
- Creating or modifying a palette.

You can also create different views of a study area to try out different map presentations.--Choose the "New Thematic..." command from the Views menu to create a new window for each alternate presentation. In each window, clear the "Show layer variables" option for each feature layer in the map. Then open the "Map Features" dialog, and modify the display attributes as desired. Next, choose the "Tile" or "Tile..." command from the Window menu to compare the different views.

If you are changing display attributes in a thematic view or to convey information, please see "Creating thematic views" in the *User's Guide* some guidelines.

### Changing a feature's display attributes

When you add features to a map, the fills, borders, lines, symbols, and labels which display the objects on the map are preset by Scan/US. You may use these preset values or override them during a session in the following dialogs:

- ["Features Directory"](#) lets you preset features' display attributes before they are added to study areas, or for future sessions.
- ["New Map Features"](#) lets you to change features' display attributes when creating a new study area.
- ["Map Features"](#) lets you change features' display attributes after creating a study area.
- ["New Layer"](#) lets you preset display attributes for the editable features you create.
- ["New Grouping"](#) lets you preset group display attributes before creating groups.
- ["New Group"](#) lets you change group display attributes when creating a new group.
- ["Group Manager"](#) lets you change group display attributes after creating the groups.
- ["Palette Selector"](#) lets you create and edit display elements to apply to groups and thematic views.

These dialogs include an object or label button which shows a sample of the display attributes.

Examples: •, •, •, •

Clicking a button opens a [selector dialog](#) in which you can modify the display attributes. For more information, please see [Using selector dialogs](#).

## Changing borders

- 1 From the Map menu, choose "Map Features...."
- 2 Click on the object button of the feature whose border you want to change.

Example: • or



- 3 Click the "Borders" button in the ["Area Fill Selector" dialog](#).



- 4 Click on the desired border.

**Note** The first and sixth border choices are displayed with the same width on your screen. When printed, the first border is printed as a hairline, and the sixth border is printed slightly wider--unless your print driver cannot interpret hairlines.

- 5 To choose a color for the border, click the arrow button to display a palette then select the desired color.
- 6 Click "Select," or drag-and-drop to the "Map Features" dialog.
- 7 To display the map with your selections, click "Update" in the "Map Features" dialog.

---

### See Also

[Changing the map display](#)

## Changing fill colors

- 1 From the Map menu, choose "Map Features...."
- 2 Click on the object button of the feature whose fill color you want to change.  
Example: • or •
- 3 Click the "Colors" button in the ["Area Fill Selector" dialog](#).



- 4 Click on the color you want.
- 5 Click "Select," or drag-and-drop to the "Map Features" dialog.
- 6 To display the map with your selections, click "Update" in the "Map Features" dialog.

---

### See Also

[Changing the map display](#)

## Changing fill patterns and transparencies

Scan/US provides two types of fill patterns: patterns for which you can select foreground and background colors, and transparencies for which you select a foreground color on a transparent background.

- 1 Choose "Map Features..." from the Map menu.
- 2 Click on the object button of the feature whose area fill you want to change.  
Example: • or •
- 3 Click on the "Patterns" or "Transparencies" button in the ["Area Fill Selector" dialog](#).



Patterns



Transparencies

- 4 Click on the desired pattern or transparency.
- 5 Choose foreground and background colors for the pattern.  
OR  
Choose a foreground color for the transparency.
- 6 Click "Select," or drag-and-drop to the "Map Features" dialog.
- 7 To display the map with your selections, click "Update" in the "Map Features" dialog.

---

### See Also

[Changing the map display](#)



## Changing borders and fills shortcut

You can combine procedures and change borders and fills in the same procedure.

1 From the Map menu, choose "Map Features...."

2 Click on the object button of the feature whose area fill you want to change.

Example: • or •

3 First choose the border and its color.

For this shortcut to work, the border must be defined first. When you define the fill before the border, only the border selections are updated, and you must repeat the procedure to change the fill.

4 Next choose a fill color, pattern, or transparency and define colors for them.

5 Click "Select" or drag-and-drop to the "Map Features" dialog.

6 To display the map with your selections, click "Update" in the "Map Features" dialog.

---

### See Also

[Changing the map display](#)

## Changing line styles

### To change a feature with a single road type

- 1 From the Map menu, choose "Map Features..." .
- 2 Click on the object button of the feature whose line style you want to change.  
Example: •
- 3 Choose a new style in the ["Line Style Selector" dialog](#).
  - Optional: Choose foreground and background colors for the line style.
  - Optional: Check the "Dashed" option to use a transparent background for dashed lines.
- 4 Click "Select," or drag-and-drop to the "Map Features" dialog.
- 5 To display the map with your selections, click "Update" in the "Map Features" dialog.


---

### See Also

- [Changing the map display](#)
- [Group Manager... \(Groups menu\)](#)
- [Working with groups](#)

## Changing symbols

- 1 From the Map menu, choose "Map Features..." .
- 2 Click on the object button of the feature whose symbol you want to change.

Example: 

- 3 Choose a new symbol in the ["Symbol Selector" dialog](#).
- 4 To choose colors for the symbol's parts, click on the arrow button to display a palette of colors, then click on the color you want.



Border



Outer shape



Center

- 5 Click "Select," or drag-and-drop to the "Map Features" dialog.
- 6 To display the map with your selections, click "Update" in the "Map Features" dialog.

---

### See Also

[Changing the map display](#)

## Changing labels

- 1 From the Map menu, choose "Map Features...."
- 2 Click on the label button of the feature you want to change.
- 3 In the "[Label Style Selector](#)" dialog, choose a new format, font, style, or colors for the label.  
Click on the arrow button to display the available options, then click on your selection.
  - Optional: Choose a different alignment for point objects.
  - Optional: Check the "Show Ties" option to display a thread between moved labels and their objects.
- 4 Click "Select" to display your selections in the "Map Features" dialog
- 5 To display the map with your selections, click "Update" in the "Map Features" dialog.

---

### See Also

[Changing the map display](#)Changing\_the\_map\_display  
[Select-Label](#) [submode](#)

## Hiding map elements

### To hide features

- 1 From the Map menu, choose "[Map Features...](#)"
- 2 Shift-Click on the object or label button preceding the feature name.  
Examples: ●, ●, ●, ●
- 3 Click "Update."

### To hide groups

- 1 From the Groups menu, choose "[Group Manager...](#)"
- 2 Shift-Click on the object button preceding the group name.

### To hide specific objects, labels, or thematic charts

- 1 From the Objects menu, choose "[Object Manager...](#)"
- 2 Select the desired object names from the list.  
Click to select a single name; Shift-Click to select multiple names in sequence; Ctrl-Click to select multiple names not in sequence.
- 3 Click the ● button next to the visibility icon to hide the selected objects

- , their labels
- , or [thematic charts](#)
- .

### OR

- 1 Activate Select mode ●.
- 2 Activate the desired submode:
  - to select objects.
  - to select labels.
  - to select thematic charts.
- 3 In Label or Graphic submode, activate the desired layer.
- 4 With the right mouse button select the desired map element (i.e. label in Select--Label submode).
- 5 From the popup choose the hide option.

**Note** If an object, its label and its thematic chart are all hidden, you can show them from the "Object Manager."

### To hide all objects, all groups, or all labels on a layer

- 1 From the Map menu, choose "[Map Features...](#)"
- 2 Select a feature with the right mouse button to display a popup
- 3 Do one of the following:

<u>Choose This</u>	<u>To Do This</u>
Hide Objects	Hide all objects on the layer. Same as hiding a feature.
Hide Labels	Hide all labels on the layer.
Hide Groups	Hide all groups on the layer.

**Note** Choosing "Hide Objects" or "Hide Labels" when all objects or labels are visible turns OFF their visibility settings in the "Object Manager." If only some objects or labels are visible when you choose the option, they are hidden but the visibility settings are unaffected.

### To hide the map legend

- Double-click on the legend.  
To show it, choose "Show Legend" from the Options menu.

---

**See Also**

[Showing hidden map elements](#)

[Changing the map display](#)

[Working with map features](#)

[Working with groups](#)

[Working with objects](#)

## Showing hidden map elements

### To show features

- 1 From the Map menu, choose "[Map Features...](#)"
- 2 Click on the window shade preceding the feature name. The object or label sample is shown on the button.

Examples: ●, ●, ●, ●

- 3 Click "Update."

### To show groups

- 1 From the Groups menu, choose "[Group Manager...](#)"
- 2 Click on the window shade preceding the group name.

### To show specific objects, labels, or thematic charts in the "Object Manager"

- 1 From the Objects menu, choose "[Object Manager...](#)"
- 2 Select the desired object names from the list.  
Click to select a single name; Shift-Click to select multiple names in sequence; Ctrl-Click to select multiple names not in sequence.
- 3 Click the ● button next to the visibility icon to show the selected objects

- , their labels
- , or [thematic charts](#)
- 

### To show objects using Select mode

Follow these steps if the hidden objects' labels are displayed. If the objects and labels are both hidden, you can show them from the "Object Manager" (preceding procedure).

- 1 Activate Select mode ●.
- 2 Activate Label submenu:  
●
- 3 Activate the desired layer.
- 4 With the right mouse button select the desired label.
- 5 From the popup choose the "Show Object" option.

### To show thematic charts using Select mode

- **If the object is hidden and label displayed**, follow the steps in the preceding procedure. A thematic chart can only be shown when its object is also visible. Then, choose the "Show Chart" option.

- **If the object is displayed**, follow these steps:

- 1 Activate Select--Graphic submenu.

- 
- 2 Activate the desired layer.
- 3 Click on an object to show its chart.

### To show labels using Select mode

- **If the object is hidden**, you must use the "Object Manager" to show the labels. See the above procedure.

- **If the object is displayed**, follow these steps:

- 1 Activate Select--Label submenu.

- 
- 2 Activate the desired layer.
- 3 Click on an object to show its label.

### To show all objects, all groups, or all labels on a layer

- 1 From the Map menu, choose ["Map Features..."](#)
- 2 Select a feature with the right mouse button to display a popup
- 3 Do one of the following:

<u>Choose This</u>	<u>To Do This</u>
Show Objects	Show all objects on the layer. Same as showing a feature
Show Labels	Show all labels on the layer.
Show Groups	Show all groups on the layer.

**Note** Choosing "Show Objects" or "Show Labels" when all objects or labels are hidden turns ON their visibility settings in the "Object Manager." If only some objects or labels are hidden when you choose the option, the visibility settings are unaffected.

### To show the map legend

- Choose "Show Legend" from the Options menu.

### See Also

[Hiding map elements](#)  
[Changing the map display](#)  
[Working with map features](#)  
[Working with groups](#)  
[Working with objects](#)



## Moving map elements

### To move **horizontal labels**

- 1 Activate Select--Label submode.
- 
- 
- 2 Activate the desired [layer](#)
- 3 Drag the label to its new position.
- 4 To display a thread between the label and its object center, select the label with the right mouse button.
- 5 Choose "Show Ties" from the popup.

### To move **rotated labels**

- 1 Activate Select--Label submode to move labels.
- 
- 
- 2 Activate the desired [layer](#)
- 3 Select the desired label.
- 4 Click in another position along the street segment.  
The label is displayed in that position.

**Note** You must change a rotated label to a horizontal one so you can drag it away from the street object. Select the rotated label with the right mouse button, then choose "Show Ties" from the popup. Then, drag the horizontal label to the desired position.

### To move **thematic graphics**

- 1 Activate Select--Graphic submode to move thematic graphics.
- 
- 
- 2 Activate the desired [layer](#)
- 3 Drag the graphic to its new position.
- 4 To display a thread between the graphic and its object center, select the graphic with the right mouse button.
- 5 Choose "Show Ties" from the popup.

### To move the **map legend**

Position the cursor on the legend, then drag it to the desired position.

---

### See Also

[Changing the map display](#)  
[Select--Label submode](#)  
[Select--Graphic submode](#)

## Changing the map background

- 1 From the Options menu, choose "Background..."
  - 2 Click on the desired color.
- Optional: Mark the "Set Default" option to make the color the preset background for all subsequent map windows and all future sessions.
- 3 Click "OK."

---

### See Also

[Changing the map display](#)

## Displaying a lat/long grid in a map window

- 1 From the Options menu, choose "Lat/Long..."
- 2 Check the box for "Show latitude/longitude grid."
- 3 Choose a display option.

You can show the grid in the foreground or background, or choose the replace the lines with tickmarks.

- Optional: Choose a color or line style for the grid. A yellow, solid line is preset.
  - Optional: Check "Set Default" to make your selections preset for the rest of the session and future sessions.
- 4 Click "OK."

---

### See Also

[Changing the map display](#)  
[Lat/Long... \(Options menu\)](#)

## Changing the map legend

1 From the Options menu, choose "Legend..."

OR

Click on the map legend with the right mouse button.

2 In the "Edit Legend" list box, you can do the following:

<u>To do this</u>	<u>Click this item</u>
Display an entry	• Toggles to a check mark.
Hide an entry	✓ Toggles to a shade.
Modify an entry	Click on the entry to open an edit box with 'okay' • and 'undo' • buttons. Type a new name then click the 'okay' button.

3 Click "OK" to save your entries and view the legend.

**Note** If the legend is hidden, choose "Show Legend" from the Options menu to display it.

---

### See Also

[Changing the map display Legend... \(Options menu\)](#)

## Creating a palette

You can create your own palettes to override the preset ones Scan/US provides for groups and thematic presentations. For more information, please see [About palettes](#)

### To open the "Palette Selector"

- 1 From the Options menu, choose the "Palettes..." command.  
OR  
Click the "Palette" button is in the "New Grouping" and "Strata Manager" dialogs.
- 

### To create the palette

- 2 Choose the desired palette class in the ["Palette Selector" dialog](#).
- 3 Click the "New>>" button to display an empty work area palette  
A [selector dialog](#) is also opened according to the current palette class. For example, if the class is AreaFill, the "Area Fill Selector" dialog is opened.
- 4 Define the new element in the selector dialog.  
For more information, see [Using selector dialogs](#) .
- 5 Drag-and-drop the defined element to a cell in the work area palette.
- 6 Repeat steps 4 and 5 for each desired element in the new palette.
- 7 Click inside the name text box and type a name for the palette.  
**Note** Avoid beginning palette names with an underscore ( \_ ) so you can easily distinguish the palettes you create from the Scan/US built-in palettes.
- 8 Click "OK" to save the palette.

### To activate the palette

- 9 Click on the palette to highlight it.
- 10 Click the "Select" button.

---

### See Also

[Changing the map display](#)  
[Modifying a palette](#)  
[Changing the preset palettes](#)  
[Palettes... \(Options menu\)](#)  
[New Grouping... \(Groups menu\)](#)  
["Strata Manager" dialog](#)

## Modifying a palette

Follow these steps to edit an existing palette. Note that you cannot modify a built-in Scan/US palettes, however, it can be used as a starter palette to create your own.

- 1 From the Options menu, choose the "Palettes..." command.

OR

Click the "Palette" button is in the "New Grouping" and "Strata Manager" dialogs.

•

- 2 Select the desired palette class in the "Palette Selector" dialog.
  - 3 Select the desired palette.
  - 4 Click the "Edit>>" button to display the elements in the work area palette.
  - 5 Select the element you want to modify in the work area palette.
  - 6 Make the desired changes in the [selector dialog](#).
- 7 Click the "Select" button, or drag-and-drop to the selected cell.

The element is updated in the work area palette.

- If you selected a Scan/US palette, name the palette.
- 8 Click "OK" to save your changes and close the work area palette.

### Tips

You can insert an element by dragging-and-dropping to a filled slot. Elements are moved to the right to make room for the new element.

To remove an element, drag it off the work area palette.

---

### See Also

[About palettes](#)

[Creating a palette](#)

[Changing the preset palettes](#)

[Palettes... \(Options menu\)](#)

[New Grouping... \(Groups menu\)](#)

["Strata Manager" dialog](#)

[Changing the map display](#)

## Changing the preset palettes

Scan/US has preselected palettes to render groups and thematic presentations. You can make the palettes you create the preset ones.

- 1 From the Options menu, choose the "Palettes..." command.  
OR  
Click the "Palette" button is in the "New Grouping" and "Strata Manager" dialogs.
  -
- 2 Select the desired palette class in the "Palette Selector" dialog.
- 3 Select the desired palette.
- 4 Check the "Thematic" option to preset the palette for a thematic presentation.  
OR  
Check the "Groups" option to preset the palette to display groups.
- 5 Click "OK" to save your selections.

---

### See Also

[About palettes](#)

[Creating a palette](#)

[Modifying a palette](#)

[Palettes... \(Options menu\)](#)

[New Grouping... \(Groups menu\)](#)

["Strata Manager" dialog](#)

[Changing the map display](#)

## Deleting a palette

Follow these steps to delete any palette you create.

- 1 From the Options menu, choose the "Palettes..." command.

OR

Click the "Palette" button is in the "New Grouping" and "Strata Manager" dialogs.

•

- 2 Select the desired palette class in the "Palette Selector" dialog.
- 3 Select the desired palette.
- 4 Click the "Delete" button to remove the palette.

---

### See Also

[About palettes](#)

[Creating a palette](#)

[Modifying a palette](#)

[Changing the preset palettes](#)

[Palettes... \(Options menu\)](#)

[New Grouping... \(Groups menu\)](#)

["Strata Manager" dialog](#)

[Changing the map display](#)



## Using selector dialogs

The selector dialogs allow you to modify a feature's display attributes. You can open the following selector dialogs:

- ["Area Fill Selector"](#) for area objects
- ["Symbol Selector"](#) for point objects
- ["Line Style Selector"](#) for line objects
- ["Label Style Selector"](#) for object labels

The selector dialogs can be opened from the following dialogs

- ["Map Features"](#)
  - ["New Map Features."](#) opened in "New Study Area" dialog
  - ["Features Directory"](#)
  - ["New Layer"](#)
  - ["New Group"](#)
  - ["Group Manager"](#)
  - ["Palette Selector"](#)

Each selector dialog provides a loop-arrow button  which toggles between a sample of the current selection and the underlying codes which Scan/US reads. Viewing the sample can help you make the right selections.

Each selector dialog provides a "Select" button to add your choices in the originating dialog--from which the selector dialog was opened. You can also drag-and-drop your choices to the feature or group name in the dialog. Confirming your selections in the originating dialog updates the map.

---


### See Also

[Changing the map display](#)

## "Area Fill Selector" dialog

Open this dialog to change the borders and fills of area objects. You have the following options:

- **Borders**

Click the button to display a selection of borders in different line widths and styles. An option is also provided to hide borders . Select a new border by clicking on the desired selection, then choose a color for it.

**Note** The first and sixth border choices are displayed with the same width on your screen. When printed, the first border is printed as a hairline, and the sixth border is printed slightly wider--unless your print driver cannot interpret hairlines.

- **Colors**

Click this button to display a selection of colors. Select a new color by clicking on the desired one.

- **Patterns**

Click this button to display a selection of patterns. You can also choose foreground and background colors to render the pattern. Select a new pattern by clicking on the desired one, then choose colors

- **Transparencies**

Click this button to display a selection of patterns with transparent backgrounds. You can choose a foreground color to render the pattern. Select a new transparent pattern by clicking on the desired one and choose a color.

After choosing a border or fill, click "Select" to change the attributes in the originating dialog. Or, drag-and-drop your selection to the feature or group name in the dialog.

### Tip

To quickly change both the border and fill, you must select the border *first*, then the fill. Click "Select" only after choosing the fill, or drag-and-drop to the originating dialog.

 **Border foreground color**

Lets you choose a foreground color for dashed line borders. Click the down arrow button to display a palette of 16 colors to choose from.

 **Border background color**

Lets you choose a background color for dashed line borders. Click the down arrow button to display a palette of 16 colors to choose from.

 **Pattern foreground color**

Lets you choose a foreground color for fill patterns and transparencies. Click the down arrow button to display a palette of 16 colors to choose from.

 **Pattern background color**

Lets you choose a background color for patterns. This option is not available for transparencies. Click the down arrow button to display a palette of 16 colors to choose from.

- 

Toggles between a sample of the current selection and the underlying codes which Scan/US reads. Viewing the sample can help you make the right selections.

---

### See Also

[Using selector dialogs](#)

[Changing the map display](#)

[Changing borders](#)

[Changing fill colors](#)

[Changing fill patterns and transparencies](#)

## "Line Style" Selector dialog

Open this dialog to change the line style and color that represent line objects. Select a new line style by clicking on the desired one and choose a color for it. Click "Select" to change the attributes in the originating dialog. Or, drag-and-drop your selection to the feature or group name in the dialog.

- Toggles between a sample of the current selection and the underlying codes which Scan/US reads. Viewing the sample can help you make the right selections.
- **Border foreground color**  
Lets you choose a foreground color for dashed and bordered line styles. Click the down arrow button to display a palette of 16 colors to choose from.
- **Border background color**  
Lets you choose a background color for dashed and bordered line styles. Click the down arrow button to display a palette of 16 colors to choose from.

### Dashed

Check this option to use a transparent background for a dashed line style.

---

### See Also

[Using selector dialogs](#)

[Changing the map display](#)

[Changing line styles](#)

## "Symbol Selector" dialog

Open this dialog to change the shape and colors for symbols that represent point objects. You can choose a color for each of the symbol's parts, its outer border, inner shape, and center. Sometimes a symbol's inner shape has two parts; in this case, the colors alternate between the inner shape and center.

Select a new symbol by clicking on the desired shape; if necessary, scroll through the available choices. Choose colors for the symbol. Click "Select" to change the attributes in the originating dialog. Or, drag-and-drop your selection to the feature or group name in the dialog.



### **Outer border**

Lets you choose a color for the symbol's outer border. Click the down arrow button to display a palette of 16 colors to choose from.



### **Inner shape**

Lets you choose a color for the symbol's inner shape. Click the down arrow button to display a palette of 16 colors to choose from.



### **Center**

Lets you choose a color for the symbol's center. Click the down arrow button to display a palette of 16 colors to choose from.



Toggles between a sample of the current selection and the underlying codes which Scan/US reads. Viewing the sample can help you make the right selections.

---

### **See Also**

[Using selector dialogs](#)

[Changing the map display](#)

[Changing symbols](#)

## "Label Style Selector" dialog

Open this dialog to change the appearance of object labels. You can change the label's format, font, style, and highlight.

To change a label, make your selections from the drop-down lists. Click the "Select" button to change the attributes in the originating dialog. You have the following options:

- Toggles between a sample of the current selection and the underlying codes which Scan/US reads. Viewing the sample can help you make the right selections.

### Label format

Click the down arrow button to display a list of formats to choose from.

Available formats vary according to the feature. All features have at least one format, the object key, which is a numeric identifier. Additional formats are text strings which name or describe an object. For example, the states feature has three formats--the FIPS code, providing the object key, the postal state code, and the state name.

### Label style

Scan/US provides different designs for showing labels. Click on the desired style.

The simplest styles, text only or text with a background color, are best for displaying labels on all objects. The remaining styles using drop shadows or filled-in boxes are best for emphasizing a single object or two on the map.

### Label font


Scan/US provides different font sizes and styles (bold, underline, or italic) to choose from. Click the down arrow button to display a list of fonts and choose another.

You can add your own fonts by entering them in the "Preferences" dialog. See the ["Preferences..." command](#) description for more information.


### Label colors

To emphasize the label style, you can choose a color for the characters, a background color, and colors to frame the style with a box, or with a box and shadow.

- Lets you choose colors for the label text. Click the down arrow button to display a palette of 16 colors to choose from.

 Lets you choose colors for the label background or text drop shadow. Click the down arrow button to display a palette of 16 colors to choose from.

 Lets you choose colors for the box frame. Click the down arrow button to display a palette of 16 colors to choose from.

 Lets you choose colors for the box drop shadow. Click the down arrow button to display a palette of 16 colors to choose from.

### Alignment

Available for point objects only. The white box represents a point object. Each rectangle represents a label position relative to the object. Click on the desired rectangle to choose a label position. The selected position is highlighted in red.

### Draw ties

Check the box to display a thread between an object's center and its label or thematic graphic when they are moved. Clear the box so that threads are not displayed. A dark gray box indicates that the current display of threads on the layer will be retained. This option is preset to be ON for point features, and OFF for polygon features.

The dark gray box is especially useful when you have moved, hidden, or shown individual threads in [Select--Label submenu](#) or [Select--Graphic submenu](#)

---

**See Also**

[Using selector dialogs](#)

[Changing the map display](#)

[Changing labels](#)

## Printing a map or report

For an overview, please see [About printing](#).

[Printing a map](#)

[Printing the map background](#)

[Modifying a text entry in a print layout](#)

[Creating a bitmap image of your map](#)

[Creating a PostScript image of your map](#)

[Printing a report](#)

## About printing

Printing a map or report in Scan/US is quick and easy.

To *quickly* print a map, choose the "QuickPrint" command to produce a map with a preset page [layout](#). The QuickPrint layout frames the map in a rectangle and includes a header and footer. Scan/US provides additional layouts which let you include descriptive text, additional maps, a legend, and map graphics. To use a different layout, or change the printer setup, choose the "Print..." command to print the map.

Scan/US also lets you modify the text that is printed with a map. In the "QuickPrint" dialog, you can change the header and footer right before printing the map. You can also edit text entries used in the layouts with the "Dictionary..." command.

To print a map in other applications, you can copy a bitmap image of the map with the "Copy Map..." command, or create a PostScript image. Then paste the image in other applications.

To print a report, Scan/US provides an Excel macro package and the "Copy Data..." command. If you have Excel, choosing "Reports..." from the Tasks menu starts up Excel, sends the active datalist on the current layer to Excel, formats the data into a report, and prints it. A report format is provided for each datalist in the Scan/US database. A macro is also provided to print a report for a selected object or group in "QuickLook."

If you do not have Excel or wish to print a report of other data--not part of the Scan/US database--you must send the data to the clipboard with the "Copy Data..." command. You can then paste the data into another application and use its tools to generate a report.

---

### See Also

[Printing a map or report](#)  
[QuickPrint... \(Map menu\)](#)  
[Dictionary... \(Options menu\)](#)  
[Copy Map... \(Map menu\)](#)  
[Copy Data... \(Data menu\)](#)  
[QuickLook... \(Views menu\)](#)  
[Reports... task](#)



## Printing a map

### To print a map with the standard built-in layout

- 1 From the Map menu, choose ["QuickPrint."](#)

Shortcut: Ctrl-P

- Optional: Enter another header or footer.
- 2 Click "OK."

**Note** To print the map background using this command, you must first turn on the "Map Background" option in the "Print" dialog.

### To print a map with a custom layout

- 1 From the Map menu, choose ["Print..."](#)

- 2 Choose the desired [layout](#).

A blueprint of the selected layout is displayed. Each rectangle, called a *field*, is a place-holder for a layout element such as a map, title, date, or descriptive text. The map field is selected and shown in red.

- 3 Choose the desired map.
- 4 Click the right-left arrow buttons to select each layout field.
- 5 Define the selected field's contents.

The contents you can modify vary according to the selected layout. For example, you change the map title or footer, but not the north arrow.

- Optional: Check the "Map Background" option to print the current background color. The option is preset to be unchecked so that the map background is the color of the paper you are printing on.
  - Optional: Indicate the number of copies. One copy is preselected for you.
- 6 Click "OK."

**Note** Some disparity occurs between the colors you see on the screen and how the colors appear printed out. How different they are depends on the monitor and printer you are using. Depending on your output device, you may need to modify a palette's colors and see how they appear printed out. Once you define a palette that meets your presentation needs, you can save it and then reuse it as often as needed. For more information see [Palettes... \(Options menu\)](#) or [Changing the map display](#).

---

### See Also

[Printing a map or report](#)

## Printing the map background

- 1 From the Map menu, choose "Print..."
- 2 Check the "Map Background" option to print the current background color.

The option is preset to be unchecked so that the map background is the color of the paper you are printing on.

---

### See Also

[Printing a map or report](#)

## Modifying a text entry in a print layout

The "Dictionary" dialog lists all the text entries used in the print [layouts](#). Each entry is composed of a keyword and its text string. Each keyword is referenced in a layout, then when a map is printed using the layout, the text string is printed in place of the keyword.

- 1 From the Options menu, choose "Dictionary..."
- 2 Select a keyword from the list box to display its text.
- 3 Click inside the "Text" box and make your changes, then press **Enter**.
- 4 Click the "Replace" button.

**Note** To add new entries, enter them into the "Dictionary" then modify or create a print layout. The layout (.TEM) file structure is described in TEMPLATS.TXT. This file and the layouts Scan/US provides are stored in the home directory C:\SCANUS, unless you defined a different one during installation.

---

### See Also

- [Printing a map or report](#)
- [Dictionary... \(Options menu\)](#)
- [Print... \(Map menu\)](#)

## Creating a bitmap image of your map

- 1 From the Map menu, choose "Copy Map...."
- 2 Enter the desired width and height in pixels.
- 3 Click "OK."

**Note** The final size of the bitmapped image depends on how the target application and output device handles bitmaps. You may need to try different sizes until you find one that produces the desired results.

**Tip** 800 x 600 is a recommended size for output on a slide device.

---

### See Also

[Printing a map or report](#)

[Copy map... \(Map menu\)](#)

[Show Clipboard \(Window menu\)](#)

[Creating a PostScript image of your map](#)

## Creating a PostScript image of your map

Creating a PostScript image of your map requires changing the print destination to output a PostScript file. You can then paste the PostScript file into other applications. Note that the file does not include a TIFF preview that allows you to see the actual map on the screen in the target application; instead, a box is displayed with some notes identifying the file. When the box is selected, sizing [handles](#) are displayed, and you can scale the box (i.e. map) to meet your presentation needs. When the file is printed, however, you will see the map as you created it in Scan/US.

- 1 From the Map menu, choose "Print..."
- 2 Click the "Printers..." button.
- 3 Click the "Setup" button in the "Printers" dialog.
- 4 Click the "Options" button.
- 5 Choose the "Encapsulated PostScript File" option and enter a name for the file, including its path.
- 6 Return to the Scan/US "Print" dialog and click "OK."
- 7 Import the file into a target application.

**Note** Transparent patterns cannot be printed on PostScript printers. If you print a map that uses transparent patterns, everything except the transparent pattern will be printed. If your PostScript printer has a LaserJet emulation mode, switch to it before printing maps with transparencies. Another work-around is to print to Adobe's Acrobat printer driver, open the resulting file in Acrobat Reader, then print the file.

---

### See Also

[Printing a map or report](#)

[Print... \(Map menu\)](#)

[Copy map... \(Map menu\)](#)

[Creating a bitmap image of your map](#)

## Printing a report

The following procedures show you how to print a report using Excel macros provided in your BasePak. You must have Excel to run the macros.--If you don't have Excel, use the "[Copy Data...](#)" command to send the data to the clipboard, then paste the data into another application to generate a report.

### To print a single report for a selected object or group

- 1 Activate the desired layer in the [window layer box](#).
- 2 From the Views menu, choose "QuickLook..."
- 3 Do one of the following:

<u>Click this button</u>	<u>To Do This</u>
--------------------------	-------------------

- |   |  |
|---|--|
| • | To select objects.   |
| • | To select groups. This button is inactive if no groups are present on the layer. |

- 4 Select the desired object or group from the drop-down list or on the map.

See also [Selecting an object](#) or [Activating a group](#)

- **Optional:** Activate another datalist from the Data menu.
- **Optional:** To report only selected variables, choose the variables and contract the list. Shift-Click to select multiple variables in sequence or Ctrl-Click to select multiple variables not in sequence. Then click the "Contract" • button.

- 5 Click the "Print" button.



- 6 Click "OK" from the "[QuickLook reports dialog](#)"

### To print one or more reports for objects in any study area

- 1 Choose "Reports..." from the Tasks menu.  
The "Default Titles" and "Print Preview" options are preselected for you.
- 2 Select a study area.
- 3 Select a layer in the study area.
- 4 Choose the desired report.
- 5 Choose the object set.

The active options vary according to the layer selected. For example, if groups are not present, the options to select grouped objects are inactive.

- 6 Choose a report option.

<u>This option</u>	<u>Does this</u>
--------------------	------------------

- |            |  |
|------------|--|
| Summary    | Generates a report, summarizing all objects in the object set. |
| Individual | Generates a report for each object in the object set.          |

- 7 Click "OK" to open the "Print Preview" dialog.
- 8 Click the "Print..." button in the dialog.

**Tip** To enter different titles, clear the "Default Titles" option. A dialog is displayed before printing which prompts you for the titles.

---

### See Also

[Printing a map or report](#)

[Copy data... \(Data menu\)](#)  
[QuickLook... \(Views menu\)](#)  
[Reports... task](#)  
[Working with data](#)  
[Working with objects](#)  
[Working with groups](#)

## Initialization files

SCANUS.GDS, the preset *session file*, and SCANUS.INI are two initialization files that define the Scan/US environment. A session file defines the amount of geography and attribute data available for a session at start-up. SCANUS.INI defines the operating environment such as the background color, printing templates, fonts, palettes, etc.

### Updating the session file

A session (.GDS) file is structured like other Windows initialization files with sections and settings which are described in SCANUS.TXT (installed in C:\SCANUS unless you did a custom install.). Its four sections can be updated in Scan/US with the following commands:

- [Database] contains user data files that Scan/US automatically loads. Each time you check the "Autoload" option in the ["Data Center."](#) this section is updated.
- [Features] contains the features available at start-up. The contents in this section are shown in the "Features Directory." You can update this section by modifying and saving the ["Features Directory."](#)
- [Study Areas] contains the opening map, automatically loaded study areas, and saved study areas. You update this section with the ["Save Study Area..."](#) and ["Study Area Manager..."](#) commands.
- [QuickPaths] lists your favorite directories for storing geography and data. The directories are immediately available in the ["Add Feature to Directory"](#) and ["Load Data"](#) dialogs. Scan/US lets you access the files in these directories without searching for them. You can define QuickPaths in the ["Preferences"](#) dialog.

Scan/US also lets you have more than one session file so you can configure Scan/US for different projects. When you have multiple session files, Scan/US displays the ["Scan/US Sessions" dialog](#) at start-up. You choose the desired session for a project, and all the geography and data you need is there.

You can copy SCANUS.GDS or another session file with the ["Copy Session" task](#) in the Tasks menu--this will also update SCANUS.INI so that the "Scan/US Sessions" dialog is displayed at start-up. The next time you start Scan/US, choose the new session file, then update it, as described above, so that only the geography and data needed for a project are available.

### Updating SCANUS.INI

SCANUS.INI has several sections and settings which are described in SCANUS.TXT (installed in C:\SCANUS unless you did a custom install.) Some sections are for internal use only; others you can modify with the following commands.

- All the commands in the Options menu, mainly the "Preferences..." command.
- The ["Task Center..."](#) command.

For more information on the commands which update these files, see their command descriptions.

---

### See Also

[Copying and modifying a session file](#)

[About session files](#)

[Adding QuickPaths to a session file](#)

[QuickPaths vs. Directories](#)



## Copying and modifying a session file

- 1 From the Task menu, choose "Copy Session..."

The window title bar shows the name of the session file currently in use.

- 2 Type a caption for the new session file.

This name will be displayed in the "Scan/US Sessions" dialog at start-up.

- 3 Type a new file name with a .GDS extension.

If you do not include a path, the file is stored in the home directory, C:\SCANUS, unless you defined a different one at install.

- 4 Click "OK."

- 5 Exit and restart Scan/US.

- 6 From the "Scan/US Sessions" dialog, select the new session file and click "OK."

- 7 Update the contents of the session file.

See [Initialization files](#)

---

### See Also

["Copy Session" dialog](#)

["Scan/US Sessions" dialog](#)

[About session files](#)



## Background... (Options menu)

Use the "Background..." command to change the background color for the map in the current window. All other map windows are not affected by the change.

When you choose the command, the "Map Background" dialog is opened, showing a color palette. A selection rectangle highlights the current background color. The number box in the lower right shows you the color number. Select another color and click "OK" to change the color background.

If you check the "Set Default" option, the color selection becomes the preset background color for all subsequent windows and future sessions.

---

### See Also

[Changing the map display](#)

[Printing the map background](#)

## Backup (Window menu)

Use the "Back Up" command to activate the study area window from which the current study area was created. The "Back Up" command is useful when several windows are open for quickly returning to a parent study area.

Choosing the command from a view window also activates the parent study area, and not the study area the view analyzes.

---

### See Also

[The display window](#)

## Clear Groups (Groups menu)

The "Clear Groups" command clears the active grouping from the map display. Note that the groups themselves are not deleted when you choose the command.

To redisplay the grouping, choose its name from the bottom of the Groups menu or from the "Group Manager" dialog. To delete an entire grouping, see the "Groupings..." command description.

To hide or delete groups in the active grouping, see the "Group Manager..." command description.

If the "Map Features" dialog is open, choosing "Clear Groups" removes the group icon from the feature's object button. The object sample rendering is shown instead.

---

### See Also

[Group mode](#)

[Working with groups](#)

## **Close All Dialogs (Window menu)**

**Shortcut**      Ctrl-K

Use "Close All Dialogs" to clear the screen of all the open dialogs. The command is not available when a dialog requiring you to confirm or cancel an operation is open.

## Copy CrossReference... (Objects menu)

The "Copy CrossReference..." command allows you to copy to the clipboard an object-key list of objects on the active layer and their corresponding objects on another layer. The correspondence is set up in the "Add Datalist from Layer" dialog when you choose a layer to summarize its data for the active layer.

### "Copy CrossReference" dialog options

#### Reference layer

Names the referenced layer. If multiple cross-references have been set up, the arrow button is active. Click the arrow button to display other referenced layers.

#### Selected object only

Preset if you selected an object before opening the dialog, this option copies the selected object and its corresponding objects.

#### Filtered objects

This option is active only in a thematic view. Copies all objects whose values are in non-hidden strata or whose values fall within the defined maximum and minimum limits, and their corresponding objects.

#### All objects

Copies all objects and their corresponding objects.

#### Objects in groups

Copies grouped objects and their corresponding objects. When you select this option the following options become active:

**Group drop-down list** Select one or more groups from the drop-down list. Click the arrow button to display the list. ShiftClick to select one or more groups in sequence; CtrlClick to select multiple groups not in sequence.

"[no groups selected]" is displayed until you choose a group, then the group name is shown. If you select more than one group, the number of groups is shown.

**Grouping drop-down list** Displays the name of the current grouping. If more than one grouping is present on the layer, the arrow button is active, and you may choose another grouping to select groups from.

#### OK

Sends a [crossreference] [parcel](#) to the clipboard.

---

#### See Also

["Add Datalist from Layer" dialog](#)  
[Data Center... \(Data menu\)](#)  
[\[crossreference\] parcel](#)  
[Aggregating data on other layers](#)  
[Working with data](#)

## Copy Data... (Data menu)

Use "Copy Data..." to send to the clipboard the data for selected objects on the layer. You can select one or more variables, including text variables, from a single datalist, or select *all* variables from multiple datalists. Percent variables are only calculated for viewing in thematic views and "QuickLook;" they do not belong to any datalist.

The copied data can be pasted into other Windows applications, and placed in reports and other data presentations.

### "Copy Data to Clipboard" dialog options

#### Datalist name drop-down list

Displays the name of the datalist currently selected for the layer. You can choose one or more datalists from the drop-down list. Shift-Click to select multiple datalists in sequence; Ctrl-Click to select multiple datalists not in sequence.

#### Variable name drop-down list

You can choose specific variables only when one datalist has been selected. If you select more than one datalist, Scan/US copies all their variables to the clipboard.

To select specific variables click the arrow button to display a list of variables to choose from. ShiftClick to select multiple variables in sequence; CtrlClick to select multiple variables not in sequence.

If you select an array variable, preceded by the plus (+) button, all its cell variables are selected. To copy specific cell variables, expand the array by clicking the plus button, then choose the desired ones. When the array is expanded, the plus button changes to a minus (-) button, and clicking it collapses the list.

#### Selected object only

This option is active only if you selected an object before opening the dialog. Selecting this option copies data only for the selected object.

#### Filtered objects

This option is active only in a thematic view. Filtered objects are objects whose values fall within the defined maximum and minimum limits and are in non-hidden strata.

#### All objects

Sends to the clipboard the data for all the objects on the layer.

#### Objects in groups

This option is active only when groups are present on the layer. Only data for the grouped objects is sent to the clipboard. When you select this option the following options become active:

**Group drop-down list** Displays the name of the active group. If an object is selected when you open the dialog, "[no groups selected]" is displayed. When you select a group, then the group name is shown. If you select more than one group, the number of groups is shown.

To select a group, click the arrow button to open the drop-down list. A click selects a single group; ShiftClick to select multiple groups in sequence; CtrlClick to select multiple groups not in sequence.

**Grouping drop-down list** Displays the name of the active grouping. If more than one grouping is present on the layer, the arrow button is active, and you may choose another grouping to select groups from.

#### OK

Sends a [data] [parcel](#) to the clipboard.

---

#### See Also



[\[data\] parcel](#)

[Copy Variable... \(Views menu\)](#)

[Copying data to the clipboard](#)

[Working with data](#)

## Copy Distance... (Objects menu)

"Copy Distance..." is active only in Select, Group, or Edit mode when an object or group is currently selected. Use this command to calculate the distance from one or more objects to objects on the same layer or on another layer.

You may target all the objects on a layer or only grouped objects. Scan/US sends to the clipboard a list of the target objects and the distance and orientation of each one from the selected object(s). You may view this list in the clipboard or paste it into another application.

The precision of the calculated distances depends on the height (vertical extent) of the study area map:

- Greater than 1000 miles, zero decimal places.
- 100 to 1000 miles, one decimal place.
- Less than 100 miles, two decimal places.

### "Copy Distance to Clipboard" dialog

#### "Distance from" options

##### Selected object only

This option is active only if an object is currently selected.

##### Filtered objects

This option is active only in a thematic view. Filtered objects are all objects whose values fall within the defined limits and are in non-hidden strata.

##### Objects in group(s):

This option is active only when groups are present on the active layer. Scan/US calculates the distance only from objects assigned to the selected groups. The following options are active when this option is selected:

**Group drop-down list** Displays the name of the active group. If an object is selected when you open the dialog, "[no groups selected]" is displayed. When you select a group, then its group name is shown. If you select more than one group, the number of groups is shown.

To select a group, click the arrow button to open the drop-down list. A click selects a single group; ShiftClick to select multiple groups in sequence; CtrlClick to select multiple groups not in sequence.

**Grouping drop-down list** Displays the name of the active grouping. If more than one grouping is present on the layer, the arrow button is active, and you may choose another grouping to select groups from.

#### "To objects on layer" options

##### Layer drop-down list

Displays the name of the target layer. The active layer is preselected for you. To calculate the distance to objects on another layer, click the arrow button to display a list of layer names and choose another layer.

##### All objects

This option is preselected. Scan/US will calculate the distance from the selected object to all other objects on the target layer.

##### Objects in group(s)

This option is active only when groups are present on the target layer. Scan/US calculates the distance only to objects assigned to the selected groups. The following options are active when this option is selected:

**Group drop-down list** Displays the name of the active group. If an object is selected when you open the dialog, or you choose a different target layer, "[no groups selected]" is displayed. When you select a group, then its group name is shown. If you select more than one group, the number of groups is shown.

To select a group, click the arrow button to open the drop-down list. A click selects a single group; ShiftClick to select multiple groups in sequence; CtrlClick to select multiple groups not in sequence.

**Grouping drop-down list** Displays the name of the active grouping. If more than one grouping is present on the layer, the arrow button is active, and you may choose another grouping to select groups from.

## OK

Sends a [distance] [parcel](#) to the clipboard. Target objects are shown in a [to] [packet](#) within the parcel.

---

## See Also

[\[distance\] parcel](#)

[Working with objects](#)

## Copy Groups... (Groups menu)

Use the "Copy Groups..." command to send to the clipboard a list of objects and their group assignments in the current grouping. You can then paste the list into another grouping with the "Paste Groups" command or into other Windows applications, including them in reports or other data presentations.

### "Copy Group Assignments" dialog options

#### Objects in All Groups

This option is preselected to send a list of all objects and their group membership, including the 'Unassigned' group, to the clipboard.

**Include Group Table** Also preselected, Scan/US includes a list showing the total number of groups, group names and the number of objects in each group.

#### Objects in Selected Groups

Selecting this option allows you to decide which groups of objects are to be copied. When you select this option, the group name drop-down list becomes active. Click the arrow button to display the group names in the current grouping. Click on the desired group name; ShiftClick to select group names in sequence, or CtrlClick to select group names not in sequence.

The group name you select is shown in the text box. If you select more than one group, the number of selected groups is shown.

#### OK

Sends a [grouplist] or [group set] [parcel](#) to the clipboard. The [grouplist] parcel is sent when all objects are selected. The parcel contains a [grouping] [packet](#) if you checked the "Include groups table" option. A [group set] parcel, containing a [group] packet for each group, is sent for objects in selected groups.

---

#### See Also

[\[grouplist\] parcel](#)

[\[group set\] parcel](#)

[Working with groups](#)

## Copy List (Objects menu)

Use the "Copy List" command to send to the clipboard a list of objects on the active layer. The list contains the keys for the selected objects. One way to use the list is to create new data files that you can attach to the layer.

**Tip** If necessary, you can activate another layer by choosing a different one from the [window's layer](#) box.

### All

Sends a list of all objects on the layer to the clipboard.

### Filtered

Sends a list of objects that are in non-hidden strata and whose values fall within the maximum and minimum limits defined in a thematic view. This option is active only in a thematic view that has hidden strata or whose maximum and minimum limits are not equivalent to the maximum and minimum values of the objects on the layer.

### Grouped

Sends a list of all the objects assigned to a group in the current grouping. This option is active only when a grouping is on the layer.

### Visible

Sends a list of objects whose individual visibility settings for object rendering are on. If all settings are on, which is the preset value, the list of objects is the same one sent with the "All" option.

When you select an option, Scan/US sends an [objectlist] [parcel](#) to the clipboard.

---

### See Also

[\[objectlist\] parcel](#)

[Working with objects](#)

[Using your own attribute data](#)

## Copy Map... (Map menu)

**Shortcut**      Ctrl-Y

Use the "Copy Map..." command to send a bitmapped image of the active map to the clipboard. You can then paste the map into other Windows applications, including them in reports or other presentations of your data.

### "Copy Map to Clipboard" dialog

When the dialog is opened, the width and height of the map's current screen size is shown in pixels. Enter the width and height that best reflects the desired output.

The final size of the bitmapped image depends on how the target application and output device driver handles bitmaps. You may need to enter different sizes until you find the size that produces the desired results. The minimum size you can enter is 210 pixels wide by 170 pixels high; the maximum size is approximately 2750 pixels wide by 2250 pixels high. These maximum values may vary according to the amount of virtual memory available on your computer.

**Tip** 800 x 600 pixels is a recommended size for output on a slides device.

---

### See Also

[Printing a map or report](#)

[Creating a PostScript image of your map](#)

## Copy Objects... (Objects menu)

**Shortcut**      Ctrl-C

The "Copy Objects..." command to copy the spatial definition of selected objects on the active layer to the clipboard. "Copy Objects..." is only active in Select mode when an object is currently selected, in Edit mode when one or more objects are present on the editable layer, and in all modes when a grouping is active on the layer.

Objects copied to the clipboard can be used to group objects on another layer. They can also be pasted onto an editable layer for modification. The objects' text description can be pasted into other applications.

### "Copy Objects to Clipboard" dialog options

#### Selected object only

This option is active only if you selected an object (in Select--Object submode) before choosing the command.

#### Filtered

This option is active only in a thematic view that has hidden strata or whose maximum and minimum limits exclude objects on the layer. Filtered objects are those in non-hidden strata and whose values fall within the maximum and minimum limits defined in a thematic view.

#### All objects

This option is only active for objects on editable layers.

#### Objects in group(s)

This option is active if one or more groups are present on the layer. The following become active when this option is selected:

**Group name drop-down list** Displays the name of the selected group. To select a group and copy its objects' definitions, click on the arrow button to display a list of groups to choose from. Shift-click to select multiple groups in sequence; Ctrl-click to select multiple groups not in sequence. The box displays "[No group selected]" until you select a group name. The box is blank and the arrow button dimmed when no groups are present on the layer.

**Grouping name drop-down list** Displays the name of the active grouping. If more than one grouping has been created for the layer, you may select another grouping. Click on the arrow button to display a list to choose from. If no groups are present, the box displays "[No groupings on layer]" and the arrow button is dimmed.

#### OK

Sends a [parcel](#) to the clipboard. A [polygons] parcel is sent for polygon area objects; [lines] for line objects; [locations] for point objects; [areas] for ring objects; [grids] for grid objects.

---

#### See Also

[\[areas\] parcel](#)

[\[grids\] parcel](#)

[\[lines\] parcel](#)

[\[locations\] parcel](#)

[\[polygons\] parcel](#)

[Working with objects](#)

## Copy Tour (Objects menu)

The "Copy Tour" command is only active in Tour mode when a [tour](#) has been drawn on the map. Choosing the command sends a description of the tour to the clipboard.

A tour is the distance 'as the crow flies' between a starting point and an ending point. If you have points in between, the distance between one point and the next point is called a leg. To draw a tour, see the Tour mode description.

When you choose the command, Scan/US sends a [tour] [parcel](#) to the clipboard.

---

### See Also

#### Help

[\[tour\] parcel](#)

[Tour mode](#)

#### Reference Manual

"Copy Tour" command



## Copy Variable... (Views menu)

"Copy Variable..." is active only when data on the active layer has been analyzed in a thematic view. Use the command to send to the clipboard a selected variable's strata ranges and the objects and their values within each range.

After copying the strata, you can paste them into other Windows applications, including them in reports or other presentations of your data.

### "Copy Variable Strata" dialog options

#### Variable name drop-down list

Shows the first variable that was selected for the active layer in the thematic view. If more than one variable was selected, clicking the arrow lists the other variables. Click on the variable whose strata you wish to copy.

#### Objects in All strata

The preselected option, it sends to the clipboard all objects on the layer, including objects excluded from the thematic analysis. For each object, Scan/US sends its key, its value for the selected variable, and the stratum the value belongs to. The stratum number is zero for objects excluded from the analysis or in hidden strata.

**Include strata table** Choosing this option sends to the clipboard a list of the strata ranges that you defined in the thematic view for the variable's values.

**Include statistics** Choosing this option includes the statistics that tell you the total number of objects, the maximum and minimum values, the mean, standard deviation, and median values.

**Tip** You can view the statistics by clicking the "QuickStats" button in the "Strata Manager" dialog.

#### Objects in Selected Strata

Selecting this option allows you to send to the clipboard only those objects whose values belong to specific strata. Clicking the arrow lists the variable's strata ranges. Initially, all non-hidden strata are selected. Click on a range to select it; Shift-Click to select one or more ranges in sequence; or Ctrl-Click to select more than one range not in sequence. Ctrl-Click also undoes a selection.

#### OK

Sends a [stratlist] or [strata] parcel to the clipboard. The [stratlist] parcel is sent when all objects are selected. The parcel contains [stratatable] and [varstatistics] packets when you check the "Include Strata Table" and "Include Statistics" options. A [strata] parcel, containing a [stratum] packet for each stratum, is sent for objects in selected strata.

**Tip** You can also use the data sent to the clipboard to create groups by choosing the "Paste Groups..." command. This is the same as clicking the "Save As Groups..." button in the "Strata Manager" dialog. The groups are assigned to a grouping given the same name as the variable.

---

#### See Also

[\[strata\] parcel](#)

[\[stratlist\] parcel](#)

["Strata Manager" dialog](#)

[Working with groups](#)

[Working with thematic views](#)

## Data Center... (Data menu)

The "Data Center..." command is your key data management tool in Scan/US. You can do the following:

- Activate a loaded datalist.
- View the variables in a selected datalist
- Load data onto the current layer.
- Remove data from the current layer.
- Summarize the data on another layer for one or more objects on the current layer.
- Create a new file definition from variables in other datalists.

### "Data Center" dialog options

The dialog is opened, listing the Scan/US datalists and user data files loaded on the active layer. The active datalist or user file is shown in red text. Each datalist or file is preceded by an icon which describes it.



The datalist is from the Scan/US product database.



A user data file that was manually loaded.



A user data file that was automatically loaded.



An external spreadsheet that is DDE linked with the "Paste Link" command on the Data menu.



A user point data file that has been loaded as a feature.



The data summarizes data loaded on another layer.



A new data file constructed by selecting its variables from other datalists or user files.

### Select

Click this button to close the dialog and activate the highlighted datalist or user file.

When the dialog is opened, the active datalist is shown in red text and highlighted. When you click on another datalist or user file, it becomes highlighted, and the "Select" button becomes active.

**Shortcut** Double-clicking on the datalist name selects it and closes the dialog.

**Note** Because only one datalist is active at a time, selecting another datalist will remove a thematic analysis of the current datalist.

### Show

This capability has been removed from this release. It will become available in a future version of Scan/US.

Click this button to open the "Datalist" dialog, listing all the variables in the highlighted datalist or user file.

### Unload

Click this button to unload the highlighted datalist or user file from the layer (the data is not actually deleted). The data is also unloaded from all views of the study area and may change the presentation of a thematic analysis. Note the following exceptions:

- Product database files cannot be unloaded.
- While a point data file is loaded as a feature, its data cannot be unloaded.
- Unloading a data file that is cross-referenced by another layer automatically unloads the cross-references for that layer.

### Close

Click this button to close the dialog; any changes you made are not saved.

### Autoload

When checked, this option tells you that the selected datalist is automatically loaded with the feature into a study area. For all datalists in the Scan/US product database, the option is checked and inactive. The Scan/US datalists are always automatically loaded.

Each time you check or uncheck this option, the session file is instantly updated with your selection. Unchecking the option means that you will manually load the selected file in the future.

## Default

When checked, this option tells Scan/US to activate the selected datalist when the feature is added to a study area. Although several datalists can be loaded with a feature, only one can be active at a time. This option tells Scan/US to activate the selected datalist first.

## "Add datalist from" buttons:

### Layer...

This button is active only two or more layers in the window have data loaded onto them. Clicking the button opens the ["Add Datalist from Layer" dialog](#) which allows you to set up a cross-reference between layers.

### File...

Duplicates choosing the ["Load Data..."](#) command to load more data onto the current layer.

### New...

This capability has been removed from this release. It will become available in a future release of Scan/US.

Like the "Show" button, opens the ["Datalist" dialog](#) in which you can build a new datalist definition from variables in other data files. Because only one datalist can be active at a time, building a new datalist allows you to see data from several files at once.

---

## See Also

### Help

[Load Data... \(Data menu\)](#)

["Add Datalist from Layer" dialog](#)

[Working with data](#)

[Using your own data](#)

### User's Guide

"Using your own data"

## "Add Datalist from Layer" dialog

You open this dialog by clicking the "Layer..." button in the ["Data Center."](#)

The dialog allows you to cross-reference data on another layer for the active layer. The active layer is considered the *target* layer; the *source* layer contains the data that is summarized for the current layer. The source layer must be a finer level of geography than the current layer. For example, if Counties is the current layer, you can summarize data in zip code areas, census tracts, or grids. These objects are all smaller than counties. If the available source layers are not finer, you can only cancel the dialog.

### Name

The name of the datalist or user file you select.

### Caption

A brief description of the data. Scan/US uses the caption to help you identify the datalist or user file when it is listed at the bottom of the Data menu. If you do not enter a caption, Scan/US uses the datalist name.

The first four datalist or files loaded onto the layer, whether loaded automatically from the session file or loaded manually, are shown at the bottom of the menu. Selecting a datalist or user file from the list makes it the active one for the layer.

If there are more than four, the "More datalists..." command is shown, and choosing it opens the "Data Center" dialog.

### Layer

Displays the name of the source layer. If multiple source layers are available, the arrow button is active. Click the arrow button to display a list and select the desired layer.

The scroll box beneath the layer name lists all the data files loaded onto the source layer.

### Show

Duplicates the "Show" button in the "Data Center" dialog. Clicking the button opens a window listing all the variable names in the selected datalist.

### Cancel

Cancels your selections and closes the dialog.

---

### See Also

#### Help

[Data Center... \(Data menu\)](#)

[Load Data... \(Data menu\)](#)

[Working with data](#)

[Using your own data](#)

#### User's Guide

"Using your own data"

## "Datalist" dialog

This capability has been removed from this release. It will become available in a future version of Scan/US.

You open this dialog by clicking the "Show" or "New..." button in the ["Data Center."](#)

The dialog displays the [datalist](#) for other data files. You can build a new datalist definition from variables in other data files. Because only one datalist can be active at a time, building a new datalist allows you to see data from several files at once.

---

### See Also

[Using your own attribute data](#)

[Working with data](#)

## Dictionary... (Options menu)

**Shortcut**      Ctrl-E

Use "Dictionary..." to create, edit, or delete text that is substituted for keywords defined in printing templates.

Each dictionary entry is composed of a keyword and its text which are saved in the [Dictionary] section of SCANUS.INI. When you customize templates with the "Print..." command, you can position the keyword to suit your presentation needs, then when a map is printed using the template, the text is printed in place of the keyword.

### "Dictionary" dialog options

#### Keyword

Displays the keyword that you include in a printing template. You may define a new keyword or select an existing one listed below the text box. Some of the keywords, such as 'company' and 'user,' were defined and added to SCANUS.INI when you installed Scan/US.

#### Text

Displays the text that is substituted for the keyword when the printing template is used to print a map.

If you type in a new keyword, press the Tab key and type in the text. If you selected an existing keyword, its text is automatically displayed in the text box. Click inside the text box and modify the text as desired.

#### Add

This button is active only after entering a new keyword and its text. Clicking this button adds the new keyword and its text to the [Dictionary] section in SCANUS.INI. Scan/US will ask you to confirm the addition to the file.

#### Replace

This button is active only after editing the text of an existing keyword. Clicking the button updates the text in SCANUS.INI with your changes.

#### Delete

This button is active only after selecting an existing keyword. Clicking the button removes the keyword and text from SCANUS.INI.

#### Cancel

Cancels any selections or changes you make before clicking the "Add," "Replace," or "Delete" buttons. After an addition, replacement, or deletion, the button changes to "Close."

#### Close

Closes the dialog.

---

#### See Also

[Print... \(Map menu\)](#)

[Printing a map or report](#)

## **Distance (Options menu)**

The "Distance" command lets you choose from two units of measurement for distance to be calculated and displayed. Scan/US is shipped with miles as the preset unit of measure; kilometers is the other. The option you choose is selected for the current session, automatically updates SCANUS.INI and is in effect for future sessions until you change it.

## **Exit (Map menu)**

Use the "Exit" command to leave Scan/US and return to Windows. If you exit without having saved your most recent changes, Scan/US prompts you to save them.



## Features Directory... (Map menu)

**Shortcut**      Ctrl-D

Use the "Features Directory..." command to open the "Features Directory" which lists all the features that are available in the current session. You can do the following in the "Features Directory:"

- Add features to the active study area.
- Change the drawing order of the features.
- Modify the preset rendering of a feature.
- From the [Features menu](#), add and remove features, and save changes to the directory.
- From the [Attributes menu](#), control feature attributes.

### "Features Directory" dialog options

When you choose the command the "Features Directory" is opened and lists the available features. You can also open the directory by clicking the "Add Features" button in the "New Map features" or "Map Features" dialogs.

If the directory shows only a portion of the feature set, you can lengthen the dialog by dragging the top or bottom edge.

### Features List

The order of features determines their drawing order when loaded into a study area. If features are ordered so that the rendering of one does not obscure another, they will also be loaded that way.

To change the order, press Shift while you drag-and-drop the feature to its new position. The feature is placed above the one you drag to.

### Visibility indicators

- indicates object visibility.
- indicates label visibility.

These indicators are displayed according to ranges specified for a feature's objects and labels in the "Feature Visibility" dialog. Scan/US compares the ranges to the vertical extent of the current study area, and if the vertical extent is within range, an indicator is present.

The presence of an indicator means the feature would be 'usably' visible if loaded into the study area.

See [About feature visibility](#) for more information.

### Object and label buttons

These buttons shows a sample of the feature's current display attributes. Click a button to open a [selector dialog](#) and change the attributes.

- Shows the color and/or border chosen for area objects. Click to open the ["Area Fill Selector"](#) dialog.
- Shows the symbol specified for point objects. Click to open the ["Symbol Selector"](#) dialog.
- Shows the line style and color for line objects. Click to open the ["Line Style Selector"](#) dialog.
- Shows the size, color, and style of the object labels. Click to open the ["Label Style Selector"](#) dialog.
- Indicates that the objects or labels are hidden when the feature is added to a study area. ShiftClick on the object or label sample to display the shade; clicking on the shade toggles back to the object or label sample.

When you modify a feature's display attributes, your changes remain in effect for any subsequent study area to which you add the feature. If a study area containing the feature was created *before* your changes, the feature will *not be updated* to show the changes.

**Tip** When a you modify a feature's display attributes in a study area using the [Map Features... \(Map menu\)](#), you can quickly make them the preselected ones in the "Features Directory." In the "Map Features" dialog, select the feature with the right mouse button to display a popup with a "Set Default" option. Choosing this option automatically updates the display attributes in the "Features Directory."

### Adding features to a study area

You can drag-and-drop features from the directory into the map.

If you open the "Features Directory" from either the "Map Features" or "New Map Features" dialogs,

you can also drag-and-drop features into these dialogs.

The "Add" and "Insert" buttons are activated when the directory is opened from these dialogs.

**Add** Clicking the button adds the selected feature in the directory to the top of the features listed in the dialog.

**Insert** Clicking the button places the selected feature in the directory above the highlighted feature in the dialog.

### Features popup



Clicking the right mouse button to select a feature displays a popup of commands.

**Hide Objects** Hides objects when the selected feature is loaded into a study area.

**Show Labels** Displays labels for all objects when the selected feature is loaded into a study area.

When objects are hidden or labels are shown, the popup displays a "Show Objects" or a "Hide Labels" command. Hiding objects or labels is the same as toggling to the window shade on an object or label button. Showing objects or labels is the same as removing the window shade to redisplay the object or sample.

**Rename** Allows you to modify the feature's name in the "Feature's Directory." When you choose this option, a text box is opened with 'okay' and 'undo' buttons. Type a new name and click the 'okay' button.

**Delete Feature** Marks a feature for deletion so that when you choose "Save Directory," the feature is removed from the session file. When you choose the command, a red line is drawn through the feature name. Click on the feature to unmark it.

---

### See Also

#### Help

[About features](#)

[About feature visibility](#)

[Attributes menu in "Features Directory"](#)

[Features menu in "Features Directory"](#)

[Using selector dialogs](#)

[Working with map features](#)

[Changing the map display](#)

#### Reference Manual

Features Directory...

## Features menu in "Features Directory"

The Features menu in the "Features Directory" provides the following options:

### Save Directory

Saves any changes you make to the directory and updates the current session (.GDS) file. All your changes will be available at start-up the next time you choose the session file to start a session.

### Delete Feature

Marks a feature for deletion so that when you choose "Save Directory," the feature is removed from the session file. When you choose the command, a red line is drawn through the feature name. Click on the feature to unmark it.

### Add Feature...

Opens the ["Add Feature to Directory" dialog](#) from which you can load more features.

---

### See Also

[Features Directory... \(Map menu\)](#)


[Working with map features](#)

## "Add Feature to Directory" dialog

Choose "Add feature..." from the Features menu in the ["Features Directory"](#) to open this dialog.

Opening this dialog allows you to load more Scan/US features (.GFX) and user features which are not part of the Scan/US product database. Once a feature is added to the directory, the feature is available for any study area until you end the session or delete the feature. To load data with the feature, please see the ["Load Data..."](#) command description.

### QuickPaths

Displays a list of directories containing user data files to which you have immediate access. The directories may be located anywhere. Because they have been declared as QuickPaths in the "Preferences" dialog, Scan/US gives you immediate access to files in them. You do not have to switch directories and search for the files. Each QuickPath directory is listed by its assigned name and is preceded by a directory icon .

### Directories

Allows you to traverse directories and search for files in the standard Windows way.

### List files of type

Filters the list of file names to display a specific type. Each option refers to a single feature type. Click the down arrow button to view a list of the different types. Select the desired type to display those file names in the list box.

- .BUF for user-defined ring areas
- .LOC for user-defined locations.
- .PGN for user-defined polygons
- .PLN for user-defined lines
- .GFX for Scan/US features
- .XLS for point data files
- .DBF for point data files

For file formats, see Appendix A in your Reference Manual.

The following options are activated when you select a feature:

### Feature caption

Displays the feature name that will be shown in the directory. The preassigned name indicates the feature type and file name. If the entry is highlighted, type a new name. If the entry is not highlighted, click in the edit box and start typing.

### Filename

Displays the file name.

### Key

Active only when a point data file is selected, this option tells Scan/US which column or field contains the object keys. They are needed to display the feature and load data.

Click the down arrow button to view a list of column headings or field names in the file. Select the heading or name which contains the object keys. If you do not identify the key column or field, Scan/US looks for one named 'Key,' and if not found, assumes the keys are in the first column or field.

### Title

Active only when a point data file is selected, this option tells Scan/US which column or field contains the object captions. Because they are sometimes more descriptive than object keys, captions are useful as object labels.

Click the down arrow button to view a list of column headings or field names in the file. Select the heading or name which contains the object captions. If you do not identify the caption column or field, Scan/US looks for one named 'Title,' and if not found, uses the object keys as labels.

**File in**

Displays the path to the directory containing the file.

**OK**

Closes the dialog and adds the feature to the directory.

**Cancel**

Discards all your selections and closes the dialog.

---

**See Also**

[Features Directory... \(Map menu\)](#)

[Load Data... \(Data menu\)](#)

[Working with map features](#)

## Attributes menu in "Features Directory"

The following options are activated only after selecting a feature in the directory. Note that the first three options duplicate the popup commands which you access by selecting a feature with the right mouse button.

### Hide objects

Hides objects when the selected feature is loaded into a study area. Choosing this option displays a window shade on the feature's object button.

### Hide labels

Hides labels when the selected feature is loaded into a study area. Choosing this option displays a window shade on the feature's label button.

### Rename

Allows you to rename a feature. When you choose this option, a text box is opened with 'okay' and 'undo'

• buttons. Type a new name and click the 'okay' button.

### Autoload

Tells Scan/US to automatically load the feature into any study whose vertical extent falls within the visibility ranges defined for the feature's objects or labels. A check mark precedes the option when it is activated for the selected feature.

### Autoaggregate

Toggles the aggregation of MicroGrid or block group data for the selected feature.

### Visibility...

Opens the "[Feature Visibility](#)" dialog which lets you define visibility ranges for the selected feature's objects and labels.

### Radius...

Opens the "[Feature Radius](#)" dialog which lets you define the width of the area enclosing an object when it is selected to create a study area. The preset radius is three miles.

---

### See Also

[Features Directory... \(Map menu\)](#)

[Working with map features](#)

## "Feature Visibility" dialog

Use this dialog to determine the size of the study area into which a feature's objects or labels are loaded. Scan/US compares the specified ranges to the vertical extent of the current study area and displays visibility indicators for the feature in the ["Features Directory."](#) An indicator is present when the vertical extent of the current study area is within range and absent when out of range.

You open this dialog by choosing "Visibility..." from the [Attributes menu](#) in the "Features Directory."

The visibility scale, 0-1800, reflects the largest possible study area in the continental United States. The scale is different for Hawaii.

To set a range, drag the 'slider buttons' to the left or right until the desired values are displayed. The maximum value cannot be less than the radius specified in the ["Feature Radius" dialog.](#)

### **Autoload when in visibility range**

Tells Scan/US to autoload the feature into any study area whose vertical extent is within the specified ranges.

---

### **See Also**

[About feature visibility](#)

[Attributes menu in "Features Directory"](#)

[Features Directory... \(Map menu\)](#)

["Feature Radius" dialog](#)

[Working with map features](#)

## "Feature Radius" dialog

You open this dialog by choosing "Radius..." from the Attributes menu in the "Features Directory."

Type in a new value to define the width of the area enclosing an object when it is selected to create a study area. The preset radius is three miles. The distance unit of measure is defined by the "Distance" command in the Options menu.

---

### See Also

[Attributes menu in "Features Directory"](#)

[Features Directory... \(Map menu\)](#)

[Distance \(Options menu\)](#)

[Working with study areas](#)



## About feature visibility

Each feature in the "Features Directory" has preset visibility ranges for its objects and labels. Scan/US compares each one to the vertical extent of the current study and displays visibility indicators accordingly.

- indicates object visibility.
- indicates label visibility.

An indicator is present when the vertical extent is within range and absent when out of range. These indicators help you decide which features to add to a study area. Generally, the larger the study area, the less detailed features are visible.

The absence of an indicator does not prevent you from adding the feature to the study area but lets you know that displaying it may provide too much detail. For example, loading grids into a county or into a large and densely populated study area results in a cluttered view in which boundaries of individual grid objects cannot be distinguished.

Adding features is also limited to 16,000 objects on a layer. A visibility indicator is absent if adding a feature would exceed this limit.

Although Scan/US has preset the visibility ranges, you can change them for any feature in the ["Feature Visibility"](#) dialog.

### Visibility and usable maps

The visibility range is essential to creating *usable* maps--In theory, a feature can be added to a study area of any size, but in practice, finer levels of geography can be analyzed and viewed with more clarity in smaller study areas. Scan/US uses the visibility range in the following ways to help you create usable maps:

- If the feature is in the current study area, any new, smaller study area created from the current one will also contain the feature if its vertical extent is still within the specified range for either the objects or the labels.
- If the feature is available from the "Features Directory," visibility indicators precede the feature's name when the vertical extent of the current study area is within the specified ranges.

Setting different visibility ranges for the objects and labels is also a way to create more readable maps. In small study areas, displaying both the objects and labels can obscure other features or make an analysis difficult to understand.

---

### See Also

- [Features Directory... \(Map menu\)](#)
- [Feature Visibility dialog](#)

## Group by Object (Groups menu)

This command groups objects on a target layer by overlaying them with a spatial definition from the clipboard. If Scan/US does not detect such data in the clipboard, the command is inactive. The overlay may be a single object or a group of objects whose spatial definition has been sent to the clipboard with the "Copy Objects..." command. Or, the overlay may be a ring or polygon drawn in Group mode.

When polygons, grid objects, or buffer area definitions are in the clipboard, all objects covered by the overlay are grouped.

Point and line objects also have spatial definitions to group by when they are copied to the clipboard. Point objects are assigned a three-mile ring area surrounding the object. Line objects are assigned a one-mile corridor surrounding the object. The radius values are preset and may be changed using the Attributes menu in the "Features Directory."

The "Group by Object" command provides two ways to create groups. Choosing the command automatically activates Group mode so you can complete other grouping operations.

### Choosing the object overlay

First activate the layer with the object you want to group by, next select the object and choose the "Copy Objects..." command. Next, activate the layer with objects you want to group and choose the "Group By Object" command.

To continue grouping objects on other layers with the same object overlay, activate the desired layer, then choose "Group by Object." Repeat for each layer.

### Grouping by automatic overlay

The ring or polygon you draw to group objects is automatically sent to the clipboard when you create the group. This is so you can group objects on different layers with the same ring or polygon using the "Group By Object" command. Immediately after creating the group with a ring or polygon, activate the layer with objects you want to group, and choose the "Group By Object" command.

To continue grouping objects on other layers with the same ring or polygon, activate the desired layer, then choose "Group by Object." Repeat for each layer.

**Note** Do not choose the "Copy Objects..." command after creating the group; the ring or polygon definition in the clipboard will be replaced by the definitions of the grouped objects.

---

### See Also

[Copy Objects... \(Objects menu\)](#)

[Group mode](#)

[Working with groups](#)

## Group Manager... (Groups menu)

The "Group Manager..." command is active only when a grouping is present on the layer. You can do the following in the "Group Manager:"

- Activate another grouping.
- Rename a grouping.
- Activate another group
- Change a group's display attributes.
- Hide or show one or more groups.
- Rename a group.
- Delete a group.

### "Group Manager" dialog options

When you choose the command Scan/US lists alphabetically all the groups in the active grouping on the layer. Or, if the groups are saved from a thematic view, the groups are listed according to their ranges.

#### Grouping caption box

Shows the name of the current grouping. If more than one grouping is on the layer, activate another grouping by clicking the arrow button then choosing its name from the list. If only one grouping is on the layer, the arrow button is dimmed.

To rename a grouping, click inside the box and type a new name. Press **Enter** so that the name is immediately recognized. If the grouping has been previously saved, Scan/US copies the grouping and assigns it the new name. Saved groupings can be renamed from the ["Groupings" dialog](#). See also [Grouping naming conventions](#)

#### Group list box

Lists all the groups in the current grouping. Objects you have not assigned to a group are automatically in a group of their own called 'Unassigned.'

The active group is highlighted. To activate a different group, click on its name.



Clicking the right mouse button to select a group displays a popup of commands.

**Hide group** When you choose this command, the group is hidden, and objects in the group are shown with their original rendering on the map. If this command was previously selected for the group, the popup provides a "Show Group" command. This option is inactive for the unassigned group.

**Rename** Allows you to rename a group. When you choose this option, a text box is opened with 'okay' and 'undo'

- buttons. Type a new name and click the 'okay' button.

**Delete group** Removes the group assignment from the grouping and from the "Group Manager." The objects are shown with their original rendering on the map. This option is inactive for the unassigned group.

#### Object buttons

Examples: •

- or
- 

On the face of each button is a sample of the group's display attributes. To change them, click the button to open a selector dialog and make your changes.

The unassigned group does not have group display attributes and is always shown in its original rendering.

- Indicates a hidden group. Clicking the window shade shows the sample rendering and displays the group on the map. Shift-Click to display the shade and hide the group. Note that the unassigned group cannot be hidden.
- **"Palette" button**  
Click this button to choose, create, or edit another palette and assign new display attributes to groups. The palette elements are automatically assigned to the active group and each subsequent group. If you assigned display attributes when creating groups, in either the "New Grouping" or "New Group" dialogs, your selections may be overridden.

---

**See Also**

[Working with groups](#)  
[Using selector dialogs](#)  
[Changing the map display](#)  
[Groupings...\(Groups menu\)](#)  
[Grouping naming conventions](#)

## Groupings... (Group menu)

Use the "Groupings..." command to load, save, rename, unlink or delete groupings on the **active layer**. Because the objects in groupings are not limited to the study area in which the groups are originally created, you can load groupings across study areas for the same layer. For example, if you created a grouping of counties in a study area of California, you can load this grouping onto the counties layer in a study area of New York.

In some cases, you can load groupings across different layers. For example, a grouping of '93 ZIP centroids can be loaded onto '93 ZIP code boundaries, or '94 ZIP code centroids or boundaries. Suppose you had your customer locations in more than one [point data file](#). Each file would be loaded as a locations feature on its own layer. A grouping you created on a customer locations layer could be loaded onto a different customer locations layer.

### "Groupings" dialog options

When the dialog is opened, it shows the active layer in the window title bar and lists the groupings available for that layer. Each grouping name is preceded by an icon which describes it.

 indicates the grouping is loaded on the layer.

- indicates the grouping information is saved in a file.
- indicates the grouping is saved and loaded on the layer.
- indicates the grouping information is DDE-linked to an Excel file

#### Show All

Lists all the groupings you have saved and created in the current session, including groupings for other layers. Use this option when you want to load a grouping from a different layer (as described above)

#### Show layer only

Lists only the groupings you have saved and created for the active layer. Preselected when you open the dialog.

#### Select

Activates the selected grouping and displays it on the map. The grouping is initially empty if you:

- Loaded a grouping from a different layer.
- Loaded the grouping from the same layer but the originating study area does not overlap the current one. For example, you loaded a grouping of saved counties in a study area of California onto a counties layer in a study area of New York.

#### Load

Loads the selected grouping onto the layer. The grouping name is added to the bottom of the Groups menu.

#### Save

Saves the grouping information in two ASCII text files. The list of groups is saved in a .GPG file. The list of objects in each group is saved in a .GRP files. These files are assigned the same name. See [Grouping naming conventions](#) for more information. You may load these files for analysis in other applications.

#### Delete

Removes a loaded grouping from the layer, and if previously saved, deletes the .GPG and .GRP files. Scan/US asks you to confirm each deletion.

**Note** Removing a loaded grouping is unlike "Clear Groups" which only hides the grouping display.

#### Unlink

Disconnects DDE-linked grouping information in an Excel file. Subsequent changes to group assignments are not updated in the Excel file.

#### Rename

Lets you change the grouping name on the layer, and if previously saved, renames the .GPG and .GRP files. Scan/US asks you to confirm renaming the files. If you don't rename them, Scan/US creates a new grouping with the new name.

Use a naming convention that helps you distinguish the different groupings you create. See [Grouping naming conventions](#) for more information.

---

**See Also**

[Working with groups](#)

[Clear groups \(Groups menu\)](#)

[Group Manager... \(Groups menu\)](#)

[Grouping naming conventions](#)

## Grouping naming conventions

When you create a grouping, Scan/US names the new grouping unless you enter a different name. The preset name includes the word 'Grouping' followed by a sequence number (based on the total number of groupings created), and the layer name in parentheses. For example, Grouping0027(states).

The preset name for user-defined features such as customer locations is similar except that the file name is shown in parentheses. For example, Grouping0029(storeloc).

You may use any naming convention you like, however one that helps you keep track of the different groupings and their originating layers is recommended. Names may be up to 31 characters long, using any character except the equal sign (=) and semicolon (:).

You can rename a grouping after it has been created from either the "Group Manager" or the "Groupings" dialog.

### Saved groupings

When you save groupings, they are saved in two ASCII text files. The list of groups is saved in a .GPG file. The list of objects in each group is saved in a .GRP file. These files are assigned the same name. The groupings you name are assigned the first 8 characters, excluding blanks. For example, a grouping named Sales Territories would be saved as SALESTER.GPG and SALESTER.GRP.

The first grouping saved with a preset name is assigned the first 8 characters. For example, Grouping0027(states) would be saved as GROUPING.GPG and GROUPING.GRP. To avoid duplication, subsequent groupings with preset names are assigned the first six characters, followed by a number sign (#) and a sequence number. For example, GROUPI#7.GPG and GROUPI#7.GRP.

Because file names are limited to 8 characters, the number of characters assigned is reduced as the number of groups increases. For example, GROUP#10.GPG or GROU#100.GPG.

---

### See Also

[Working with groups](#)

[New Grouping... \(Groups menu\)](#)

[Groupings... \(Groups menu\)](#)

[Group Manager... \(Groups menu\)](#)

[Group naming conventions](#)

## Group naming conventions

The preset name for a group is "Group [#]" where the number sign (#) indicates a sequence number assigned to the group in the grouping. Scan/US starts the numbering scheme from one; zero is reserved for a group called 'Unassigned' which Scan/US automatically creates for all objects not assigned to a group.

The square brackets [] are used to identify the group key. If there are no square brackets, the entire name is used as the group key. For example, "District 25" is the group name and key. In "District [25]" only '25' is the group key. The keys are used to identify groups in data [parcels](#) output by the "Copy Groups..." command.

You can name a group any way you like, using up to 25 characters. A method that includes a key and relates to the purpose of the group is a helpful one. For example, you could create a grouping named 'Territories by ZIP' and within it create groups named for each one of your salespeople.

You can rename groups from the "Group Manager."

---

### See Also

[Working with groups](#)

[New Group... \(Groups menu\)](#)

[Group Manager... \(Groups menu\)](#)

[Grouping naming conventions](#)



## **Contents (Help menu)**

Displays the help system's table of contents. Note that pressing **F1** during a Scan/US session displays context-sensitive help for the currently active menu command or dialog.

## **Search for Help on... (Help menu)**

Displays the "Search" dialog in which you can enter a command or phrase that describes the topic for which you want information. Or, you can scroll through the keyword entries listed and select the topic closest to what you are looking for.

If you type an entry in the "Search For" box, you need not type in the entire word, the help system scrolls the list box to find the keywords in topics that most closely match the entry you type. Choose the "Show Topics" button to display a list of the matching topics at the bottom of the dialog. Select the topic you want to view and choose the "Go To" button.

## **Commands (Help menu)**

Starts the help system and displays a list of menus and commands to choose from.

## **Procedures (Help menu)**

Starts the help system and displays a list of [procedures](#) to choose from.

## **Product Support (Help menu)**

Tells you how to get help from Scan/US, Inc.

## **Database (Help menu)**

Describes different databases available to you from Scan/US, Inc.

## **HelpLine (Help menu)**

Toggles on or off the display of help messages describing each menu command or tool button. "HelpLine" is preset to be on, and messages are shown in the title bar of the window.

## **About Scan/US... (Help menu)**

Displays the copyright and current version of Scan/US along with the amount of free memory and storage on your computer.



## Hide... & Unhide... (Window menu)

Use the "Hide..." command to hide selected windows. The command is useful when you have several windows open to limit the number of windows to what you are working on. When you want to work in one or more hidden windows, choose "Unhide..." to make them available.

When you choose the "Hide..." command, the "Hide Windows" dialog is displayed and lists all the open windows, whether or not they are visible on the desktop. Choosing the "Unhide..." command displays the "Unhide Windows..." dialog which lists all the currently hidden windows. Both dialogs have the following options for filtering the list of windows to choose from:

### All windows

The preset option which lists all the windows.

### Study areas only

Lists the windows containing study area maps, including the opening map.

### Views of study area

Lists the windows containing views of the *active* study area.

To select one or more windows, click on its name.

### OK

Is active only when you've selected windows.

### Cancel

Closes the dialog, and the number of open or hidden windows remains the same.

**Tip** You can also unhide a view by selecting its name from the bottom of the Views menu.

---

### See Also

[The display window](#)

[Hiding and un hiding windows](#)

## Hide/Show Annotations (Options menu)

This capability is inactive and will become available in a future version of Scan/US. However, you can use .LOC files as a work-around. Call us for more information.

"Hide Annotations" and "Show Annotations" toggle between hiding or showing annotations that you created in Annotation mode. Choosing a command toggles to the other.

Annotations are preset to be shown on the map. "Show Annotations" is automatically activated in Annotations mode.

---

### See Also

[Annotation mode](#)

## Hide/Show Legend (Options menu)

**Shortcut** Double-clicking on the legend hides it.

"Hide Legend" and "Show Legend" toggle between hiding and showing a map legend. Choosing a command toggles to the other. The legend is preset to be shown.

---

### See Also

[Legend... \(Options menu\)](#)

## Hide Thematic & Show Thematic (Views menu)

"Hide Thematic" and "Show Thematic" toggle the display of a thematic analysis in the map. Choosing a command toggles to the other.

Choosing "Hide Thematic" is a shortcut for unmarking the "Show layer variables" option in the "View Variables" dialog for each layer selected for a thematic view. The command is helpful when the thematic analysis uses a fill color or pattern and you wish to display a grouping. The fill color or pattern would obscure the grouping from your view, unless you hid the analysis or used a transparent pattern to render the analysis.

Choose "Show Thematic" to display a hidden thematic analysis. Note that choosing "View Variables..." when a thematic analysis is hidden automatically activates the "Show Thematic" command. If you cancel out of the "View Variables" dialog, the thematic analysis remains displayed.

---

### See Also

[View Variables... \(Views menu\)](#)

[Working with thematic views](#)

[Hiding a thematic analysis](#)

## Lat/Long... (Options menu)

Use the "Lat/Long..." command to display a lat/long grid in the active window and to choose a format for displaying lat/long coordinates in the status bar.

### Show latitude/longitude grid

Check this option to display a lat/long grid in the map. If the study area is tiny, smaller than a one minute increment, the grid is not visible. Checking the box activates the following choices:

**Show tickmarks** Selecting this option replaces the grid lines with tick marks.

**Lines on top** Displays the grid on top of any features in the map.

**Lines on bottom** Displays the grid below any features in the map. Note that the grid is obscured completely if the map fills the whole window and a polygon feature is rendered with a color or pattern.

### Grid attributes

Lets you choose a color and line style for the grid. Click the arrow button to display a palette of 16 colors to choose from; the preset color is yellow. You can choose either a dotted line or a solid line; the preset style is a dotted line.

### Format

You have the following options to display coordinates in the status bar.

**deg/min+disp** Displays coordinates in degrees and a displacement in one hundredths of a mile north and east of the nearest minute.

**deg/min/sec** The preselected option; displays coordinates in the traditional format of degrees, minutes, and seconds.

**deg.tenths** Displays degree coordinates in a decimal format with precision up to four decimal places (ten thousandths).

### Set Default

Checking this option makes your grid and format choices preset for the rest of the Scan/US session. Map windows you created before setting the default are not affected. Checking this option also updates the SCANUS.INI file with your selections. The next time you start Scan/US, your grid and format choices will be in effect for all windows.

### Tip

To convert coordinates in degrees, minutes, and seconds to a decimal format: Note that there are 60 seconds/minute and 60 minutes/degree. First, convert the seconds to minutes (divide by 60). Then add up the minutes and convert them to degrees (divide by 60 again). Add up the degrees and you'll have the coordinates in decimal format.

---

### See Also

[Displaying a lat/long grid in a map window](#)

[Changing the map display](#)

## Legend... (Options menu)

**Shortcut** Click on the map legend with the right mouse button.


Use the "Legend..." command to control the display and amount of information in a presentation legend automatically generated for a map.

A presentation legend consists of a title, the window name in parentheses, and one entry for each layer on the map. If a grouping is active and its members are visible, the legend includes an entry describing the grouping and an entry for each visible group. For layers rendered thematically, the legend includes an entry for each stratum whose objects are visible on the map.

### "Presentation Legend" dialog options

#### Edit Legend

Lists all the entries in the legend for the current map. Modify an entry by clicking on it. A text box is opened with 'okay' • and 'undo'

- buttons. Type a new name and click the 'okay' button.
- Displays the entry in the legend.
-  Hides the entry in the legend.

When the cursor changes to a loop arrow, click to toggle between the check mark and the shade.

#### Options

**Hide nonthematic layer** Hides entries for all layers not selected for a thematic view.

**Hide groups** Hides all group entries.

**Include scale** Displays a map scale. When printing a map, checking this option includes a scale in all [layouts](#) that do not have a legend [field](#). A scale is always included in layouts with a legend field.

#### Show counts

For each group or stratum entry in a thematic legend, Scan/US displays the number of objects in parentheses.

**None** The number of objects are not shown.

**As counts** Displays the number of objects as a count value.

**As percents** Displays the number of objects as a percentage of the *total* number of objects.

#### Set Default

Saves the Options settings in SCANUS.INI. These options are preset until you change them.

---

#### See Also

[Show Legend \(Options menu\)](#)

[Changing the map legend](#)

[Changing the map display](#)

## Load Data... (Data menu)

**Shortcut**      Ctrl-L

Choose "Load Data..." to attach a user data file to the active layer in the study area. The selected file becomes the active one for the layer.

**Note** The dialog is also opened by choosing the "File..." button in the "Data Center". However, the selected file is added to a file list shown in the "Data Center," instead of becoming the active one.


**Note** While a point data file is loaded as a feature, its data cannot be loaded onto other layers.

**Note** Do not modify or save user data from another application while it is loaded in Scan/US. Modifying or saving the data automatically unloads the data and may cause erratic results in [thematic views](#).

### "Load Data" dialog options

To select files, Scan/US provides two ways to search directories and filter the file names:

#### QuickPaths

Displays a list of directories containing user data files to which you have immediate access. The directories may be located anywhere. Because they have been declared as QuickPaths in the "Preferences" dialog, Scan/US gives you immediate access to the files in them. You do not have to switch directories and search for files. Each QuickPath directory is listed by its assigned name and is preceded by a directory icon .

#### Directories

Allows you to traverse drives and search files in the standard Windows way.

#### List files of type

Filters the list of file names to display a specific type. You can filter the list to show only Excel (.XLS), dBASE (.DBF), or ASCII (.TXT or .CSV) files. Click the down arrow button to view a list of the different types. Select the desired type to display only those file names.

The following options are activated when you select a file:

#### Datalist name

A name you assign to a data file to reference the column headings or field names within the file. Scan/US uses the datalist name to track the data when loaded.

If you do not enter a datalist name, Scan/US uses the file name.

#### Caption

A brief description of the data. Scan/US displays the caption at the bottom of the Data menu or in the "Data Center" dialog when the file is loaded for the active layer. If you do not enter a caption, Scan/US uses the datalist name.

The first four data files loaded onto the layer, whether loaded automatically from the session file or loaded manually, are shown at the bottom of the menu. Selecting a caption from the list activates the data for the layer.

If there are more than four, the "More datalists..." command is shown, and choosing it opens the "Data Center" dialog.

You can change the number of entries shown at the bottom of the menu by updating SCANUS.INI. See the "Preferences..." command description for more information.

#### Key

Tells Scan/US which column or field contains the object keys. They are needed to match each record in the data file to the corresponding object on the layer.

Click the down arrow button to view a list of column headings or field names, and select the desired one. If you do not identify the column or field containing the keys, Scan/US assumes they are in the first column or field.

**File in**

Displays the path to the directory containing the file.

**OK**

Activates the selected file and closes the dialog. If you opened the dialog from the "Data Center," clicking "OK" adds the selected file to the list in the "Data Center."

**Cancel**

Discards your selections and closes the dialog.

---

**See Also****Help**

[Data Center... \(Data menu\)](#)

[Loading attribute data](#)

[Automatically loading attribute data](#)

[Using your own data](#)

[Working with data](#)

**User's Guide**

"Using your own data"



## Map Features... (Map menu)

**Shortcut**      Ctrl-F

Use the "Map Features..." command to:

- Add or delete features from a study area.
- Hide or show objects, labels, or groups of any feature in the study area.
- Change the display attributes of objects and labels.

### "Map Features" dialog options

#### Map name text box

Displays the name assigned to the map. If you did not name the study area or view when it was created, then the preset name Scan/US assigns is shown. To rename the map, click inside the text box and type a new name. You must press Enter so that the change is recognized.

If you rename a study area, its name becomes part of any subsequent views you create of the study area. If you rename a view, the change applies only to the view.

Names may be up to 31 characters long, using any character except the equal sign (=) and semicolon (;).



#### "MapStats" button

Clicking this button displays the latitude and longitude of the map's center points, the vertical and horizontal extents of the map, and the map scale.

#### List of features

The dialog lists the features that are currently selected for the map. The order of the features reflects the way they will be rendered on the map--**the feature at the bottom of the list is drawn first, then each feature above that in successive order.** The top feature on the list is the top layer on the map. Keep this rule in mind when changing the display attributes of a feature or changing the feature order so that you can avoid the display of one feature obscuring another.

To change the order in the list, click on a feature's name and drag-and-drop it to its new position. The feature is placed above the one the cursor is on.

An editable feature is identified by the edit icon , and the presence of groups by the group icon



{bml POPMPFEA.BMP}Pressing the right mouse button to select a feature displays a popup with the following options:

**Hide Objects** hides objects on the feature layer.

**Hide Labels** hides labels on the feature layer

If the commands were previously selected, the popup lists options to redisplay them, "Show Objects" and "Show Labels."

**Note** When all objects or labels are visible on the layer, these hide commands also toggle off visibility settings in the "Object Manager" If only some are visible, choosing the commands hides them on the map but does not change their visibility settings.

**Rename** Allows you to rename a feature. When you choose this option, a text box is opened with 'okay' and 'undo' buttons. Type a new name and click the 'okay' button.

**Clear Labels** hides visible labels on the feature layer and turns off their visibility settings in the "Object Manager." Unlike "Hide Labels," visibility settings are toggled off regardless of the number of visible labels on the layer.

"Show Labels" redisplay labels and toggles on visibility settings

**Delete Feature** is dimmed when the popup is displayed for a thematic map.--Features can be deleted only from a study area map. Deleting a feature also removes it from all views created of the study

area. When you delete a feature, check the associated views and make sure that your data are still represented correctly.

**Set Default** Allows you to update the selected feature's display attributes in the "Features Directory." These display attributes become the preselected ones for the feature and are applied to all subsequent study areas.

### **Object and label buttons**

Clicking an object button opens a [selector dialog](#) from which you can modify the objects' display attributes.

- Opens the "[Area Fill Selector](#)" dialog from which you can define borders, colors, and patterns for area objects.
- Opens the "[Symbol Selector](#)" dialog from which you can choose a symbol shape and its colors to display location objects.
- Opens the "[Line Style Selector](#)" dialog from which you can choose a line style, width, and color for line objects.

If you modify a feature's display attributes, remember to check the feature order, and if necessary change it, to ensure that the rendering of one feature does not obscure another.

- Displays the "[Label Style Selector](#)" dialog from which you can define a format, font, and style for object labels.
- The window shade on either the object or label button tells Scan/US to hide all the objects or all the labels on the feature layer. Shift-Click displays the shade; clicking on the shade redisplay the object or label sample.

Hiding objects or labels using the window shade is the same as choosing "Hide Labels" from the popup; hiding objects is the same as choosing "Hide Objects" from the popup.

### **Update**

Clicking this button redraws the map with your selections. The button is active only when you have changed the features list or any feature's display attributes.

### **Reset**

Discards any changes you made. Scan/US reverts to the settings that were displayed when the "Map Features" dialog was opened, or to the settings of the last update.

### **Add Features**

Clicking this button displays the "[Features Directory](#)" from which you can drag-and-drop selected features into the "Map Features" dialog.

---

### **See Also**

[Features Directory... \(Map menu\)](#)

[Using selector dialogs](#)

[Working with map features](#)

[Changing the map display](#)

## New Group... (Groups menu)

**Shortcut**      Ctrl-G

Use the "New Group..." command to create a new group in the active grouping.

Choosing the command activates Group mode so you can complete other group operations. If a grouping is not active, the "New Grouping" dialog is automatically opened so you can create a grouping. You can create up to 2000 groups in a grouping.

### "New Group..." dialog options

You can do the following:

- Change the preset name assigned to the group.
- Change the preset display attributes assigned to the group.
- Predefine groups and add objects to them at a later time.

### Group name text box

The preset name for a group is "Group [#]" where the number sign (#) indicates a sequence number assigned to the group in the grouping. Scan/US starts the numbering scheme from one; zero is reserved for a group called 'Unassigned' which Scan/US automatically creates for all objects not assigned to a group.

You can name a group any way you like, using up to 25 characters. See [Group naming conventions](#).

**Object button** Example: • or

- 

The object button indicates the preset rendering for objects in the group.

The preset rendering is determined by the palette chosen when the parent grouping was created. If you did not choose a palette, then the preset palette assigned by Scan/US is in effect. The number of choices in the palette determines the number of groups which will be assigned unique renderings before they are repeated. For example, if a palette has five different colors, they will be assigned to the first five groups in the grouping. The fifth and following groups will be rendered the same way unless you choose another rendering in the "New Group" dialog, or at a later time in the "Group Manager."

Click the object button opens a [selector dialog](#) in which you can choose different display attributes.

### Add Next

Allows you to predefine empty groups and add objects to them at a later time. To add objects, activate the group in the "Group Manager" then assign objects to the group.

---

### See Also

[Working with groups](#)  
[Changing the map display](#)  
[Using selector dialogs](#)  
[Group mode](#)  
[New Grouping... \(Groups menu\)](#)  
[Group Manager... \(Groups menu\)](#)  
[Copy Groups... \(Groups menu\)](#)

## New Grouping... (Groups menu)

Use the "New Grouping..." command to create and name a new set of groups. The new grouping becomes the active grouping.

Choosing the command activates Group mode so you can complete other group operations. You can create as many groupings as desired, limited only by the amount of memory on your computer.

### "New Grouping" dialog options

You can do the following:

- Change the preset name assigned to the grouping.
- Change the preset palette which determines how the groups are rendered.
- If a grouping is active when you choose the command, you can use its groups as a starter set for the new grouping.

To use an existing grouping as a starter set, activate the grouping before choosing the command. Select the grouping name from the bottom of the Groups menu or from the "Group Manager," or choose the "Groupings..." command and activate the desired grouping.

### Grouping name text box

Enter a name for the grouping. The preset name for a grouping is "Grouping#(layer)" where the number sign (#) indicates the total number of groupings, including the new one, created across all sessions.

If the grouping is being created from the "Strata Manager," or by pasting "Copy Variable" output, the preset name is the variable name.

You may enter any name you like, up to 31 characters. A method that relates to the purpose of the grouping and reminds you of its originating layer is a helpful one. For example, a grouping named 'Territories by ZIP' could contain groups each named after the salesperson handling the territory. The name would also remind you that you created it for ZIP codes.

You can rename a grouping from the "Group Manager" and "Groupings" dialogs.

- **"Palette" button**

Clicking this button displays the ["Palette Selector" dialog](#) from which you can choose, create or edit another palette to render the groups that will be stored in the grouping.

The palette determines the number of groups that will be assigned unique renderings. For example, if a palette contains five elements, they will be assigned to the first five groups in the grouping. The fifth and following groups will all be assigned the same color--unless you change it in the "New Group" dialog when creating a group, or at a later time in the "Group Manager."

Scan/US has preselected palettes to render groups of each object type. (You can easily identify the Scan/US palettes by the underscore (\_) which precedes each name.) You may choose a different palette, edit an existing palette, or create a new one. To select a different palette, scroll through the choices and click on the desired palette, then click the "Select" button.

To design your own palette or modify an existing one, see the ["Palettes..."](#) command description.

### Clear current grouping

This option is preselected to create a new grouping. If another grouping is active, its groups are cleared from the map display; they are not actually deleted.

### Use current grouping

Copies the groups you created in the active grouping to the new one. This way you have a starter set of groups which you may modify for the new grouping.

---

### See Also

[Working with groups](#)

Changing the map display

Group mode

Group Manager... (Groups menu)

Groupings... (Groups menu)

Palettes... (Options menu)

## New Layer... (Objects menu)

Use the "New Layer..." command to create a layer on which object definitions, the set of points needed to render an object, can be edited and on which you can create new objects. Choosing the command activates Edit mode; in all other modes object definitions cannot be modified nor new ones created.

When you choose the command, a submenu of options is displayed. Each option corresponds to one of the Edit submodes. The "New Layer..." dialog can be opened by either selecting one of the command options or by activating one of the Edit submodes

When the new layer is created, the map itself does not look any different. (Remember layers are like transparencies which contain the features on a map.) However, the new layer's name is automatically added to the window's layer list box and is preceded by the edit icon. You will also find the layer included in the features list in the "Map Features" dialog and in the "Features Directory." The new layer can be treated like any other feature layer: you can add it to other study areas, which automatically adds the layer to views of the study areas; change object display attributes and labels; copy objects and data; copy and paste objects or groups; cross-reference objects on other layers and attach data; create thematic views, etc., and save it.

### "New Layer" dialog options

#### Name

Displays the preselected name Scan/US assigns to the layer. The name is composed of the object type and sequence number. The object type corresponds to the submenu option you selected, or to the Edit submode you activated. The sequence number indicates how many editable layers of a specific type are in the study area including the one you are creating.

Creating a new layer for line objects will assign a name of "Lines#;" for buffer areas a name of "Areas#;" and for polygons or area objects a name of "Polygons#;"

You may name the layer using any convention that suits you.

#### First object key

Displays the unique identifier that will be assigned to the first object created or copied to the layer. The object key is composed of a code that reflects the object type and a sequence number.

The codes are "Loc" for locations or point objects, "Line" for line objects, "Pgn" for polygons or area objects, and "Area" for ring areas. The sequence number is important for creating and tracking object IDs. Each object placed on the layer will be automatically assigned a key with the sequence number increasing by one. Each key being a different sequence number makes each one unique and ensures that the correct data can be attached to it. For example, if you click in different places to create point objects on a locations layer, the first object is labeled Loc001, the second Loc002, the third Loc003, and so on.

You may choose a different code up to 11 characters long. Including a sequence number is optional, in which case, Scan/US will begin the sequence with 001.

#### Object and label button



On the face of each button is a sample of the preset rendering assigned to the new layer. Clicking a button opens a [selector dialog](#) in which you can modify the rendering.

#### Radius

Determines the size of a study area created for a selected object. The size is equivalent to the selection rectangle surrounding the object plus the radius distance measured around the rectangle.

You may enter a different radius by selecting the text then typing in the desired value.

For point and line objects, the radius also defines the buffer area surrounding the object. A point object has a preselected radius of 3 miles to define its ring area; a line object has a preselected radius of one mile to define its corridor. Scan/US uses these buffer areas when you have a selected

a point or line object to group objects on another layer with the ["Group By Object"](#) command.

The radius is calculated according to the active unit of measure for distance. The preselected unit of measure for a session is miles (mi). You may change it to kilometers (km) using the ["Distance"](#) command.

To change the radius after creating the layer, choose the "Radius..." option in the [Attributes menu](#) of the "Features Directory."

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**See Also**

[Working with objects](#)

[Changing the map display](#)

[Using selector dialogs](#)

[Edit mode](#)

[Features Directory... \(Map menu\)](#)

## New Study Area... (Map menu)

**Shortcut**      Ctrl-N

Use the "New Study Area..." command to create a new study area whose boundaries were defined by:

- Drawing a [framing rectangle](#) in Frame mode.
- Zooming into the study area. If you are not zoomed in, then activating this button creates an exact copy of the entire study area.
- Selecting an object on the map in Select--Object mode
- An object definition sent to the clipboard by the [Copy Objects... \(Objects menu\)](#) command or by [Scan/US Geocoder](#).

The new study area is loaded into its own window. Map features and data are also loaded into the study area and limited to the bounded region. You may create [views](#) of the data in the study area.

### "New Study Area" dialog options

When you choose the command, or double-click inside the framing rectangle, the "New Study Area" dialog is opened. It displays the center point coordinates and vertical and horizontal extents of the new study area. You can do the following:

- Change the preset name assigned to the study area.
- Change the extents of the study area.
- View the list of features automatically loaded into the study area.
- Add or remove features.
- Change a feature's rendering in the map.

#### **Name text box**

Displays the preset name Scan/US assigns to the study area. To rename it, click inside the text box and type the desired name.

You may use any naming convention you like; however, one that helps you keep track of the different study areas is recommended. See ["Study area naming conventions"](#)

Names may be up to 31 characters long, using any character except the equal sign (=) and semicolon (:).

#### **Extents**

Displays the vertical and horizontal extents of the new study area. To change the extents, click inside the text box and type the desired value.

#### **Maximize**

This option is preset to maximize the window for the new study area. Clear the check box if you do not want a maximized window.

#### **Features...**

Displays the ["New Map Features" dialog](#) which shows you the features Scan/US automatically loaded into the new study area. You may remove these features or add to them as needed for your analysis.

#### **Scenarios**

Displays the [Scenarios dialog](#) which lets you choose a set of features and thematic analysis for the new study area.

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#### **See Also**

[Working with study areas](#)  
[Study area naming conventions](#)  
["New Map Features" dialog](#)  
[Scenarios dialog](#)



## Study area naming conventions

A study area of a selected object is pre-assigned the object name. If the name includes a colon (:), only the part preceding the colon is shown in the study area name. For example, if you create a study area around a major metro intersection such as 'Main St. & Hwy 203:Monroe, WA:,' only 'Main St. & Hwy 203' is in the preset name.

All other study area are named "StudyArea#" in which the pound sign (#) denotes its sequence number during the session. The United States opening map is equivalent to StudyArea0000.

When you create study areas, use any naming convention you like; however, one that helps you distinguish them is recommended. Names may be up to 31 characters long, using any character except the equal sign (=) and semicolon (;).

You can rename a study area at a later time using the "Map Features..." command or the "Save Study Area..." command.

### Saved study areas

When you save study areas, their contents are stored in .SSA files in your Scan/US home directory. The study areas you name are assigned the first 8 characters, excluding blanks. For example, a study area named K-Mart Study would be saved as KMARTSTU.SSA.

The first grouping saved with a preset name is assigned the first 8 characters. For example, StudyArea0022 would be saved as STUDYARE.SSA. To avoid duplication, subsequent study areas with preset names are assigned the first six characters, followed by a number sign (#) and a sequence number. For example, STUDYA#7.SSA.

Because file names are limited to 8 characters, the number of characters assigned is reduced as the number of save study areas increases. For example, STUDY#10.SSA or STUD#100.SSA.

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### See Also

[New Study Area... \(Map menu\)](#)

[Map Features... \(Map menu\)](#)

[Save Study Area... \(Map menu\)](#)

## "New Map Features" dialog

Open this dialog by clicking the "Features..." button in the ["New Study Area" dialog](#).

The "New Map Features" dialog lists all the features that will be automatically loaded into the study area when you click "OK." Each feature is selected according to [visibility](#) ranges defined for its objects and labels. The visibility ranges determine an acceptable size of a study area into which a feature can be added. If the feature is preset with an optional 'autoload' capability, Scan/US automatically loads the feature into any study area whose vertical extent is within the visibility ranges.

Each time you create a study area, Scan/US compares its vertical extent to each feature's visibility ranges and checks for an autoload specification. As a result, when you create different-sized study areas, some features are visible in them and others are not. Or, the objects are visible but the labels are not. Generally, the larger the study area, the less detailed features are visible.

Each feature also has preset display attributes which ensures that the rendering of one feature does not obscure another when loaded into the new study area. Unless you err in modifying the display attributes, Scan/US provides a map in which all the loaded features are correctly displayed.

To modify the preset visibility ranges and rendering, please see the ["Features Directory..."](#) command description.

### Dialog options

The capabilities provided in this dialog--to add and remove features and change a feature's display--apply only to the new study area. These capabilities are also provided in the "Map Features" dialog, except that you are using them **after** creating the study area.

Please see the ["Map Features..."](#) command for a more detailed description. A brief description is provided below.

### Object and label buttons

Examples: ,



On the face of the object and label buttons preceding each feature name is a sample of the preset rendering assigned to the feature. Clicking a button opens a [selector dialog](#) in which you can modify the rendering.

- A window shade on a button indicates that the objects or labels will be hidden when the feature is loaded into a study area. Click the shade to display the sample; Shift-Click to redisplay the window shade.

### Add Features

Displays the "Features Directory" from which you can drag-and-drop new features into the "New Map Features" dialog.

### OK

Accepts any changes made to the features listed and redisplay the "New Study Area" dialog.

### Cancel

Discards any changes you made to the features listed and redisplay the "New Study Area" dialog.

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### See Also

[Changing the map display](#)  
[Features Directory... \(Map menu\)](#)  
[New Study Area... \(Map menu\)](#)  
[Map Features... \(Map menu\)](#)  
[Using selector dialogs](#)



## New Thematic... (Views menu)

The "New Thematic..." command lets you create a thematic analysis of the current study area in a new window. When you choose the command, the "New Thematic" dialog is opened--providing all the same buttons and options as the ["View Variables..."](#) command.

You can also:

- Name the new view. See [Thematic view naming conventions](#) for more information
- Choose to maximize the window or not.

The views you create are listed, along with the study area, at the bottom of the "Views" menu and can be activated from there.

Another use of the command is to create different views of a study area to try out different map presentations. In each view window you create, clear the "Show layer variables" option for each feature layer in the map. Then open the "Map Features" dialog, and modify the features' display attributes as desired. Next, tile the windows to compare the different views.

If you add features or create groups in a view map, they are also added, but hidden, to the original study area and to associated views. Closing a study area window automatically closes all its view windows.

## Thematic view naming conventions

When you create a [thematic view](#) with the "New Thematic..." command, Scan/US names the new view unless you enter a different one. The preset name includes the study area name and the view's sequence number in parentheses. For example, United States(V1) or StudyArea0002(V1).

You may use any naming convention you like, however one that helps you keep track of the different study areas and their views is recommended. Names may be up to 31 characters long, using any character except the equal sign (=) and semicolon (;).

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### See Also

[New Thematic... \(Views menu\)](#)

[View Variables... \(Views menu\)](#)

[Working with thematic views](#)

## Object Manager... (Objects menu)

**Shortcut**      Ctrl-O

Use the "Object Manager..." command to select objects from a list of objects on the layer and to do the following:

- Control the visibility settings of one or more objects, their labels, or [thematic charts](#) (box graphs, pie charts, or bar charts).
- From the [Action menu](#):
  - Show the selected object on the map.
  - Assign the selected objects to a group.
  - Copy a list of selected objects to the clipboard.

### "Object Manager" dialog options

The "Object Manager" lists all the objects on the active layer. If you activate another layer by choosing it from the window's layer list box, the objects on that layer are listed. To see more objects listed at one time, lengthen the dialog by dragging its top or bottom edge.

Objects are listed in sorted order by [object key](#), except for streets, highways, DMAs, and user-defined objects which are listed alphabetically by name.

### Selecting objects

You can select objects in different ways. The objects you select are not indicated on the map; they are independent of the object or group currently active on the map.

### Point-and-click

A click selects an object. Shift-Click to select multiple objects in sequence; Ctrl-Click to select multiple objects not in sequence.

### Find

Selects objects whose names match the criteria you enter. Scan/US matches your entry with each word in an object name. For example, you can enter 'Ar' to select Arizona and Arkansas. 'York' or 'New York' will select New York. Find entries are not case-sensitive.

Pressing Enter, Tab, or the "Find Next" button selects the first object in the list that matches your entry. The object name is outlined in red.

- Pressing the "Find Next" button selects each subsequent matching object name. The button is dimmed when there are no more matching entries.

**Tip** Pressing the spacebar also selects subsequent matching entries.

**Note** The "Object Manager" only lists up to 6528 objects--a limit imposed by Windows. Therefore, if a layer has more objects (such as a streets layer), you may not find any matching entries in the list.

### Select objects in group(s):

Choosing one or more groups from the drop-down list box selects their members in the list. When grouped objects are selected, an indicator of the group rendering precedes each object's name.

The arrow button to display a list of groups to choose from is dimmed until a grouping name is selected.

### in [no groupings on layer]

Indicates that groupings are not present on the layer, and you cannot use groups to select objects in the list. If groupings are present on the layer, the option changes to "[no grouping selected]."

You must select a grouping before you can choose groups to select objects in the list.

### Select menu

Provides options to select different object sets available on the layer. See ["Select menu in Object Manager."](#)

## Controlling visibility

Preceding each object name are three icons, one for each attribute:

- Indicates object visibility.
- Indicates label visibility.
- Indicates [thematic chart](#) visibility.

The presence of an icon means the attribute for the object is displayed (on); the absence of an icon means the attribute is hidden (off). Icons for thematic charts are only present in thematic views that present data using box graphs, bar charts, or pie charts. You can turn off the object's rendering or its label, or both at the same time; however, a thematic chart can only be shown when its object is also visible.

To toggle visibility, select objects, then click the button for the attribute you want to turn off, or the button to turn it on.

**Note** Layer visibility settings can override an individual object's (or label's) visibility settings. For example, if all objects are visible, choosing "Hide Objects" from the layer popup in the ["Map Features"](#) dialog turns OFF the visibility settings. If only some objects are visible, choosing "Hide Objects" hides them on the map but does not change their visibility settings.

---

### See Also

[Select mode](#)

[Select menu in "Object Manager"](#)

[Action menu in "Object Manager"](#)

[Working with objects](#)

[Working with groups](#)

[Map Features... \(Map menu\)](#)

[Changing the map display](#)

## Select menu in "Object Manager"

Allows you to select a set of objects from the list in "Object Manager."

- "All objects" selects all objects.
- "All found" selects all objects meeting criteria entered in the "Find" box.
- "Current object" selects only the object currently selected on the layer.
- "Filtered objects" is only active in a thematic view in which you modified the stratification. This option selects all objects in non-hidden strata or whose values are within the maximum and minimum values of the stratification.
- "Invert selection" tells Scan/US to select the objects that are not currently selected on the layer. The objects originally selected become unselected.
- "Visible objects" selects only objects currently visible on the layer.
- "Visible labels" selects only objects whose labels are currently visible.
- "Visible charts" selects only objects whose thematic charts are visible.
- "Invisible objects" selects only objects whose visibility settings are off.
- "Invisible labels" selects only objects whose labels are not visible.

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### See Also

[Object Manager... \(Objects menu\)](#)

[Working with objects](#)



## Action menu in "Object Manager"

After selecting one or more objects in the "Object Manager," you can act on it with the following:

### Show Object

Highlights on the map the object selected in the list. Choosing this option automatically activates Select mode. It is also active in Group or Edit mode. If multiple objects are selected, only the first object is highlighted.

**Shortcut** Double-clicking on the object name select the object and shows it on the map.

### Assign to Group

Assigns the selected objects to the active group on the map. Choosing this option automatically activates Group mode.

To assign the objects to a new group, choose the "New Group..." command before choosing the option.

If no groups are present on the layer, Scan/US prompts you to name a grouping and group for the selected objects.

### Copy Selected

Sends to the clipboard a list of the selected objects, their keys, and captions.

This option is useful for creating a list of object keys you can import into your own data files so they can be loaded into Scan/US.

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### See Also

[Object Manager... \(Objects menu\)](#)

[Working with objects](#)

[Working with groups](#)

## Palettes... (Options menu)

Use the "Palettes..." command to create, edit, or delete a palette--a collection of preselected display attributes which are used to render groups or represent a thematic analysis. Palettes are classified by object type or thematic presentation. For example, AreaFill is a class of palettes used to render grouped area objects; ChartColors to render box graphs in a thematic view.

Scan/US provides a set of built-in palettes which are preselected to render groups or a thematic analysis, and cannot be modified or deleted. However, you can use the built-in palettes as a starter set to create your own and make your palettes the preselected ones. All Scan/US palette names begin with an underscore (\_) to help you distinguish them.

### "Palette Selector" dialog

#### Palette name drop-down list

Shows the name of the selected palette. Select another palette by choosing its name from the drop-down list, or by scrolling the displayed palettes and clicking on the desired one.

#### Number box

Shows the number of elements in the selected palette. Sixteen is the maximum.

#### Palette class drop-down list

Shows the class of palettes that are currently displayed in the dialog. To work with a different set of palettes, click the arrow button to display a list and select another class. Scan/US provides the following classes:

**Area Fill** Displays palettes with different borders, fills, patterns, or transparencies.

**Symbols** Displays palettes of different symbol shapes and colors.

**Lines** Displays palettes containing different line styles and colors.

**ChartColors** Displays palettes of different colors for box graphs, bar charts, and pie charts used to represent a thematic analysis.

#### Set Default

Lets you preset the palette Scan/US uses to render groups or a stratification in a thematic view. Select a palette, then choose the desired option.

**Thematic** Preselects a palette to render a thematic stratification.

**Groups** Preselects a palette to render groups

#### Select

This button becomes active when the "Palette Selector" is opened from the "New Grouping," "Group Manager," or "Strata Manager" dialogs. These dialogs use preselected palettes which you may override by choosing another palette, then clicking "Select."

#### Delete

Deletes the selected palette from the "Palette Selector" dialog. The button is dimmed when you select built-in Scan/US palettes; they cannot be deleted.

#### New>>

Allows you to create a new palette. Clicking the button opens the [selector dialog](#) for the current class and an empty work area palette.

#### Edit>>

Allows you to modify an existing palette. Clicking the button opens the work area palette with elements from the currently selected palette.

#### Work area palette

Create or edit a palette by defining attributes in the selector dialog then adding them to the work area.

You can drag-and-drop to any cell in the work area, or click "Select" in the selector dialog, and the selected cell in the work area is automatically updated.

To rearrange elements in the work area, you can drag elements to the desired cell; elements automatically move to the right to make room for the new one. To delete an element, drag it off the palette.

When the work area palette is open, the following options are available:

**Name text box**

Shows the preselected name. If you are creating a new palette or modifying a built-in palette, the preselected name is 'new palette.' If you are modifying a user palette, the preselected name is its current name. Type in the desired name.

**Save**

Saves the palette and updates the [Palettes] section in SCANUS.INI which lists a declaration for each palette you create.

**OK**

Saves the palette and updates the [Palettes] section in SCANUS.INI. Also closes the expanded dialog.

**Cancel**

Closes the expanded dialog and discards any changes you have not saved.

**Tip** To create a new palette, you can start by editing a built-in palette and saving it with a new name. Because the built-in palettes cannot be modified, the name text box says '[new palette]' instead of the Scan/US palette name.

---

**See Also**

**Help**

[About palettes](#)

[Changing the map display](#)

**Reference Manual**

"Palettes..."

## About palettes

[Palettes... \(Options menu\)](#)  
[New Grouping... \(Groups menu\)](#)  
[New Group... \(Groups menu\)](#)  
["Strata Manager" dialog](#)

Scan/US provides several built-in palettes which are preselected to render groups or represent a thematic analysis. You can view these palettes in the "Palette Selector" dialog; all Scan/US palettes begin with an underscore (\_). The "Palette Selector" also allows you to create and modify your own palettes, and make them the preselected ones.

### Group palettes

The preselected palettes to render groups--\_GroupFill, \_GroupSymbols--are applied in the "New Grouping" dialog. The display attributes of each palette element are assigned to a group in the grouping. The number of elements in the palette determines the number of groups that will be assigned unique display attributes before they are repeated. If you want all the groups in a grouping to have unique renderings, you can choose a different palette or create a new one when the grouping is created. You can also change the display attributes assigned to a group when it is created in the "New Group" dialog, or at a later time in the "Group Manager" dialog.

### Thematic palettes

\_StratSymbols, \_StratFill, and \_ChartColors are preselected to represent a variable's stratification, or to render [thematic charts](#). These palettes are applied in the "Strata Manager" dialog.

The number of elements in the preselected palette determines the initial number of strata displayed for a variable in the "Strata Manager." You can define up to twelve strata for a selected variable. If you have fewer strata than the number of palette elements, Scan/US assigns the elements to maximize contrast in the thematic map. If you have more strata than palette elements, then one or more strata will have the same rendering and result in a misleading map. Choose another palette, add more elements to the current palette or design your own palette.

In \_ChartColors, each palette element is assigned to render a variable selected for the analysis. You can select up to six variables. If you have more variables than palette elements, then one or more variables will have the same rendering.

- **"Palette" button**

The "Palette" button is displayed in the "New Grouping" and "Strata Manager" dialogs. Clicking the button opens the "Palette Selector" dialog so you can select, create, or edit another palette.

**Note** There is some disparity between the colors you see on the screen and how the colors appear printed out. How different they are depends on the monitor and printer you are using. Depending on the output device you are using, you may need to modify a palette's colors and see how they appear printed out. Once you define a palette that meets your presentation needs, you can save it and then reuse it as often as needed.

---

### See Also

[Changing the map display](#)  
[Changing group rendering](#)  
[Modifying a variable's stratification](#)  
[View Variables... \(Map menu\)](#)  
[Working with thematic views](#)

## Paste Groups (Groups menu)

Use the "Paste Groups..." command to create a new grouping from group assignments sent to the clipboard with the "Copy Groups..." or "Copy Variable..." command, or from an external data file.

The external data file must be set up like the parcels output by the "Copy Groups..." or "Copy Variable..." command.

If necessary, you can view the assignments in the clipboard with the "Show Clipboard..." command in the Window menu, or paste and view them in another application.

---

### See Also

[Copy Groups... \(Groups menu\)](#)

[Copy Variable... \(Views menu\)](#)

[Show Clipboard... \(Window menu\)](#)

[Data parcels](#)

[Copying and pasting groups](#)

## Paste Link (Data menu)

This capability has been removed from this release. It will become available in a future version of Scan/US.

Use this command to load data in an Excel spreadsheet as a datalist for the active layer. Choosing the command sets up a [Dynamic Data Exchange](#) (DDE) link between Excel and Scan/US.

"Paste Link" provides another way of loading data onto a layer. But unlike other loaded datalists that are analyzed in a thematic view, you can return to the Excel window and modify the data, then see the changes automatically updated in the thematic view. In this way, Excel acts as a data server (and Scan/US as a mapping server) that allows you to analyze data you may have in a number of applications.


You can thematically render any data that can be imported into Excel. To find out which data you can import, see the *Microsoft Excel User's Guide*. Once the data is in Excel, you must prepare it for use with Scan/US as you would any Excel external data file.

### Preparing the data

The data must be formatted as a [\[data\] parcel](#).

- The keyword, [data], must be in the first cell of the first row and column. The keyword must be in the row preceding the column headings.
- Make sure the first column contains the object keys to link them to the corresponding objects on the layer.
- Sort the data by the object keys.
- Data columns which are numeric variables can be analyzed in a thematic view. Text variables are linked; however, they can only be viewed in "QuickLook" or used to create groups.

### Setting up the link

To set up the DDE link, start Excel and Scan/US. Next, select the data in Excel, making sure there are no blank rows or columns, and choose the "Copy" command from the Excel Edit menu. In Scan/US, note the parcel icon  in the upper right of the window, indicating that usable data has been detected in the clipboard. Activate the layer you want to link to and choose "Paste Link" from the Data menu.

### Analyzing the data

To analyze the data in a thematic map, choose the ["View Variables..."](#) or ["New Thematic..."](#) commands.

---

### See Also

[Paste Link \(Groups menu\)](#)

[Working with data](#)

[Using your own data](#)

### User's Guide

"Using your own data"

## Paste Link (Groups menu)

Use this command to assign objects to groups on the active layer using group assignments formatted as a [grouplist] parcel in an Excel file. After copying the formatted data, choosing the command sets up a [Dynamic Data Exchange](#) (DDE) link between Excel and Scan/US. While the link is active, changing the group membership in one program is automatically reflected in the other. If the Excel data also contains formulas which aggregate the data for each group, then paste linking becomes a helpful tool in playing 'what if' games with your data.

### Setting up the data in Excel

Your data must be formatted as a [\[grouplist\] parcel](#) that includes a keyword, object keys, and group names.

- The keyword, [grouplist], must be in the first cell of the first row and first column. If necessary, insert a row and add the keyword.
- All the object keys must be unique and entered as text data in the first column. If the object keys are numeric, you must add a pound sign (#) to precede each one so they are recognized as text data. The object keys should match the object keys on the layer. They must also be sorted in ascending order. The object keys that don't match will not be linked. They will be rendered as unassigned objects. Grouping objects with unmatched keys does not update the spreadsheet.
- The second column contains the group assignments and must have an entry for every object. If some objects will not be assigned, make sure that they have object keys and a group name of 0 (zero entered as a number, not text data). Scan/US will recognize them as unassigned objects and will not change their original rendering.

After formatting the data, select the keyword and columns of data, and choose the "Copy" command from the Excel Edit menu. The data is in the clipboard for Scan/US to link.

### Linking the data in Scan/US

When Scan/US detects usable data in the clipboard, the parcel icon • is displayed in the upper right of the window. To set up the DDE link, activate the layer which will contain the groups and choose "Paste Link" from the Groups menu. If you have not yet created a grouping for the groups, Scan/US prompts you to name one, and the groups are shown on the map.

The linked grouping can be handled like any other grouping. For example, choosing the "Clear Groups" command only clears the grouping from the map; it does not cut off the DDE link. Like other groupings of the study area, the linked grouping can also be displayed in any views of the study area.

If you have more than one grouping set up in the same spreadsheet, each one must be formatted as described and can be linked to Scan/US. A grouping can be linked to the same layer in two or more study areas. Or, a grouping can be linked to multiple layers (e.g. States and States 1:3) in the same study area.

Changing group membership in either Excel or Scan/US will automatically update the group assignments in the other study areas and layers.

---

### See Also

#### Help

[\[grouplist\] parcel](#)

[Paste Link \(Data menu\)](#)

[Working with groups](#)

[Hot-linking group assignments](#)

[Using your own data](#)

#### User's Guide

"Using your own data"

## Paste Objects (Objects menu)

Use the "Paste Objects" command to paste locations sent to the clipboard with "Copy Objects...", Scan/US Geocoder, or another application. The locations are pasted onto an editable layer.

Objects pasted onto a layer retain their object keys unless they duplicate the keys of other objects on the layer. In this case, Scan/US opens a dialog that lets you decide if objects with duplicate keys replace their counterparts on the layer, are assigned a new key, or are to be ignored.

---

### See Also

[Edit mode](#)

[New Layer... \(Objects menu\)](#)

["Paste Objects" dialog](#)

[Working with objects](#)



## "Paste Objects" dialog

This dialog is opened when the objects you are pasting from the clipboard duplicate the keys of objects on the layer. Choose one of the following options:

### **Do not paste duplicates**

Objects with duplicate keys are not pasted onto the layer.

### **Paste objects with new keys**

Assigns new keys to the duplicate objects when they are pasted. Preselected option.

### **Replace objects on the layer**

Duplicate objects on the layer are removed when the objects are pasted.

### **Continue**

Pastes the objects from the clipboard according to your selection.

---

### **See Also**

[Paste Objects \(Objects menu\)](#)

## Preferences... (Options menu)

This capability has been removed from this release. It will become available in a future version of Scan/US.

Use the "Preferences..." command to specify the following:

- Additional fonts. See [Adding fonts](#) for more information
- User data QuickPaths. See [Adding QuickPaths](#) for more information.
- Hide or show the map extents in the window title bar. See [Map extents](#) for more information.

## Print... (Map menu)

Use the "Print..." command to print the map in the current window using a customized page layout. Scan/US provides a selection of layouts for which you can choose the desired maps and include descriptive text and a header or footer.

### Printer

The default printer is shown in the list box. Click the down-arrow button to display a list of available printers and choose another one.

### Printers...

Lets you change the printer setup.

### Print layout

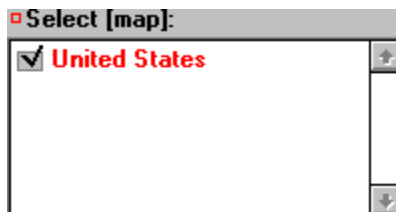
The name of the last [layout](#) you used is shown in the list box. Click the down-arrow button to display a list of layouts and choose another one.



A blueprint of the selected layout is displayed. Each rectangle, called a field, is a place-holder for a layout element such as a map, title, date, or descriptive text. An empty field is white. A filled-in field is solid gray. A selected field is outlined in red. Click on a field to select it.



Click the right-left-arrow buttons to select each field in successive order.



The work area displays the contents for a selected field. For example, a selection of map windows is shown when the map field is selected. The contents you can modify vary according to the selected layout. For example, you change the map title or footer, but not the north arrow.

Your map selections remain in effect for the session until you choose another layout. Your text entries remain in effect until you change them, choose another layout, or choose "Reset."

When a layout uses the window name as descriptive text for a map, you may change the text. Your changes remain in effect as described above, or until you choose another map.

### Copies

Enter the desired number of copies.

### Map Background

Check this option to print the current background color. The option is preset to be unchecked so that the map background is the color of the paper you are printing on.

The status of this option also determines printing the background when you use the "QuickPrint..." command.

## Reset

Returns all text entries to their defaults. Choosing "Reset" does not change your map selections.

**Note** Some disparity occurs between the colors you see on the screen and how the colors appear printed out. How different they are depends on the monitor and printer you are using. Depending on your output device, you may need to modify a palette's colors and see how they appear printed out.

---

## See Also

[Dictionary... \(Options menu\)](#)

[Background... \(Options menu\)](#)

[QuickPrint... \(Map menu\)](#)

[Printing a map or report](#)

[Changing the map display](#)

## QuickLook... (Views menu)

For a description of data variables, please see [Product Database](#)

**Shortcut**      Ctrl-Q

Use "QuickLook..." to view the data for a selected object or group, and compare the data to a benchmark. Choosing the command opens a window and displays the data.

If you are not in Edit, Group, or Select modes, choosing the command activates Select--Object submenu. If an object is not selected, "QuickLook" displays data for the most recently selected object, or the first object in the object list..

### Tip

In Select--Object submenu, double-clicking on an object opens the window.

### "QuickLook" dialog options

When you open "QuickLook," variables from the active datalist are shown. You can scroll to view the variables, or lengthen the dialog to see more of them at one time. While the "QuickLook" window is open, you can:

- Select variables to view.
- Select another group or object to view its data.
- Contract the variable list to show only selected ones.
- Copy the data to the clipboard.
- Print the data.
- Save the data as a record in the benchmark file.
- Expand the dialog and compare the current selection to a benchmark.
- Switch datalists to view more data for the selected object or group.

### Selection list box

Shows the name of the currently selected object or group. Selecting an object or group on the map displays its data.

Click the down-arrow button to display a list of objects or groups to choose from. If the "Show Object" • button is active, objects are listed; "Show Group"

- groups.
- Click these buttons to select each object or group in the list in successive order.



**Note** The selection list reflects the visibility settings of objects. If you turned off visibility settings in the "Object Manager" or have hidden strata in a thematic view, these objects are not included in the object list. For more information see the "Object Manager..." and "View Variables..." command descriptions.

**Note** You can also activate another grouping from the Groups menu or from the "Groupings" dialog.

### Variables list

Click on a variable to select it. Shift-Click to select multiple variables in sequence; Ctrl-Click to select multiple variables not in sequence.

You can toggle the following buttons:

-  Expands an array variable so you can select its cell variables.
-  Closes the array.

- Data for the count variable is displayed as a count value.
- Data for the count variable is displayed as a percentage of a [base variable](#).

You can select variables from another datalist while the "QuickLook" window is open. Choose the datalist from the bottom of the Data menu or choose the "[Data Center...](#)" and "[Load Data...](#)" commands.

**Tip** Because only one datalist is active at a time, selecting another datalist will remove a thematic analysis of the current datalist.

-

- **"Contract" and "Expand"**

Active when one or more variables are selected, click "Contract" • to shorten the list and display only the selected ones. Clicking the button toggles to "Expand"

- 

- **"Clipboard"**

Sends data for the selected object or group to the clipboard. All variables are sent unless the list is contracted to selected variables.

- **"Print"**

Prints an Excel report of the data for the selected object or group. All variables are sent unless the list is contracted to selected variables. See also [QuickLook report dialog](#)



- **"Save Benchmark"**

Saves the data as a record in the Scan/US benchmark file. All variables are sent.

- **"Show Object"**

If a group's data is displayed, click this button to view the data for a selected object.

- **"Show Group"**

If an object's data is displayed, click this button to view the data for the active group.

- 

- **"Sum" and "Average"**

For count variables, the "Sum" and "Average" buttons toggle to display the sum and average of the selected group's data. Clicking the "Sum" button • toggles to the "Average" button

- 

- 



- **"Show Benchmark" and "Hide Benchmark"**

Toggle to expand and contract the dialog to show and hide benchmark data. Clicking • expands the dialog; the button toggles to

- 

---

## See Also

### Help

[Viewing summarized variables in 'QuickLook'](#)

[Benchmarking in "QuickLook"](#)

[Working with data](#)

[Printing a map or report](#)

### Reference Manual

QuickLook...

## Viewing summarized variables in "QuickLook"

If you are viewing data for groups or data cross-referenced on another layer, Scan/US automatically summarizes variables to give you an aggregate view. Data for each object in a group is combined to give you a summary for the group. Cross-referenced data is combined to give you an aggregate view for a selected object or group. See the "[Data Center...](#)" command for more information on cross-referencing data.

If the current datalist is from the Scan/US product database, count variables are totaled, and statistic variables weight-averaged in the aggregate view. Percent views are calculated by dividing the values of each count variable by its base variable. Weighted averages are calculated by first multiplying the values of each statistic variable by its base variable, totaling the results, then dividing this total by the total of the base variable's values.

In a user data file, all variables, including statistic variables, are totaled, unless you tell Scan/US how to summarize them. Text data items in user data files are shown with gray blanks in an aggregate view. To differentiate user data variables by their type--count, average, statistic, etc.--you must identify each variable as 'count' or 'statistic.' To generate percent views or weighted averages, you must identify the base variable which must be in the same user data file. Procedures on updating user data items to distinguish the different variable types are in the User's Guide.

---

### See Also

#### Help

[QuickLook... \(Views menu\)](#)

[About variables](#)

[Viewing a groups data](#)

[Viewing selected variables in a datalist](#)

[Working with data](#)

[Using your own data](#)

#### User's Guide

"Using you own data"

#### Reference Manual

QuickLook...

## Benchmarking in "QuickLook"

Clicking the "Show Benchmark" • button expands the "[QuickLook](#)" dialog to display benchmark data to which you can compare the data of the currently selected object or group. Note that all options and buttons relating to benchmarking are colored or outlined in red. This will help you distinguish them from the others in the window.

While the benchmark data is displayed, you can continue selecting objects and groups and compare their data to the benchmark. You can also change the benchmark to make additional comparisons. You can do the following:

- Compare a selected object or group to a U.S. benchmark Scan/US provides.
- Compare a selected object or group to a previously saved benchmark.
- Compare a selected object to an object benchmark.
- Compare a selected object to a group benchmark.
- Compare a selected group to a group benchmark.

### Viewing benchmark data

When you expand the dialog, the currently selected object or group is the benchmark. Its data is duplicated in the benchmark column. If a group is active, and an object selected, the group data is the benchmark, unless there is a U.S. benchmark.

The benchmark data is provided for the current selection of variables. Choosing different variables displays their benchmark data. The loop-arrow button toggles between the actual data values and index values created by dividing the selected object's or group's data by the benchmark data.

### Selecting another benchmark

You select a benchmark from the benchmark drop-down list box. Whether the active benchmark is an object, group, or from the file, the list provides others you can choose. If the current benchmark is an object, then the list shows objects on the active layer; if a group, then group names in the active grouping; if from the file then other U.S. benchmarks or saved benchmarks.

Click the down arrow button to the right of the benchmark name to display a list of names. Then, click on the desired name. Or, click the up-down buttons to the left of the benchmark name to successively select each name in the list.

You can also select objects and groups on other layers. The benchmark list box includes a list of layer names and groupings. Choosing a different layer displays its objects in the drop-down list; another grouping its member groups.

The drop-down list also provides a button to delete a previously saved benchmark.

The following buttons will help you choose another benchmark:

- **"Object Benchmark"**  
Click this button to choose object benchmarks, then select the desired object from the drop-down list.
- **"Group Benchmark"**  
Click this button to choose group benchmarks, then select the desired group from the drop-down list.
- **"Filed Benchmark"**  
Click this button to select a U.S. benchmark or a previously saved benchmark from the file, then select the desired one from the drop-down list.

---

### See Also

#### Help

[QuickLook... \(Views menu\)](#)

[Viewing benchmark data](#)

[Working with data](#)

#### Reference Manual

QuickLook...





## "QuickLook" object selection

When the "Show Object" • button is active, the selection drop-down list displays a list of objects on the active layer. Select the desired object from the list to view its data

- Click these buttons to select each object in the list in successive order and view their data.

---

### See Also

[Viewing an objects data](#)

[Working with data](#)

[QuickLook... \(Views menu\)](#)

## "QuickLook" group selection

When the "Show Group" • button is active, the selection drop-down list displays a list of groups on the active layer. Select the desired group from the list to view its data

- Click these buttons to select each group in the list in successive order and view their data.

---

### See Also

[Viewing a groups data](#)

[Working with data](#)

[QuickLook... \(Views menu\)](#)

## "QuickLook" file benchmark

When the "Filed Benchmark" • button is active, the benchmark drop-down list displays a list of U.S. benchmarks and previously saved benchmarks. Select the desired benchmark to view its data and compare it to the current selection. The benchmark data is outlined in red.

- Click these buttons to select each group in the list in successive order and view their data. The "Delete Benchmark" button is activated when you select a previously saved benchmark. Click the button to remove the benchmark from the file.

---

### See Also

[Viewing benchmark data](#)

[Working with data](#)

[Benchmarking in "QuickLook"](#)

[QuickLook... \(Views menu\)](#)

## "QuickLook" group benchmark

When the "Group Benchmark" • button is active, the benchmark drop-down list displays a list of groups on the active layer. Select the desired group from the list to view its data and compare it to the current selection. The benchmark data is outlined in red.

- Click these buttons to select each group in the list in successive order and view their data. To make a group on another layer the benchmark, choose the desired layer and grouping from the list boxes at the bottom of the benchmark drop-down.

---

### See Also

[Viewing summarized variables in "QuickLook"](#)

[Viewing benchmark data](#)

[Working with data](#)

[Benchmarking in "QuickLook"](#)

[QuickLook... \(Views menu\)](#)

## "QuickLook" object benchmark

When the "Object Benchmark" • button is active, the benchmark drop-down list displays a list of objects on the active layer. Select the desired object from the list to view its data and compare it to the current selection. The benchmark data is outlined in red.

- Click these buttons to select each group in the list in successive order and view their data.

---

### See Also

[Viewing benchmark data](#)

[Working with data](#)

[Benchmarking in "QuickLook"](#)

[QuickLook... \(Views menu\)](#)

## QuickLook reports dialog

Clicking the "Print" button • prints a report of the selected object or group using the active datalist. When you click the button, Scan/US runs Excel macros that open a dialog with the following options.

You must have Excel to run the macros. If you don't have Excel, use the "[Copy Data...](#)" command to send the data to the clipboard, then paste the data into another application to generate a report.

**Note** The first time you print a report you will be asked to enter a company name and to restart by clicking the "Print" button again.

### Custom Report

Prints a report of all variables in the active Scan/US datalist--using a customized template. Only available for data in the [Scan/US product database](#) unless you've created your own report templates.

### Standard report

Creates a report in which variables are printed in groups of five. Choose this option when:

- The active datalist is user data file.
- You have contracted the variables list to show only the ones you selected.

### Title 1

The preset title is the object or grouping name

### Title 2

No preset title.

Titles are shown in the upper left corner of the report, below the datalist name.

### Preview

Click this option to view the report before printing. The preview is shown after you click "Print" in the dialog.

### Save

Click this option to save a copy of the report. The Excel "Save As" dialog is opened before printing the report.

### Reports...

Adds the custom report templates you create to the macro. They become available with the "Custom report" option

### Printers...

Lets you change the printer setup.

### Close

Discards your selections, closes the dialog, and quits Excel.

---

### See Also

[Printing a report](#)  
[Reports... task](#)

## QuickPrint... (Map menu)

**Shortcut**      Ctrl-P

The "QuickPrint" command prints the current map using a built-in [layout](#) that centers the map on an 8½ x 11 page in landscape mode and adds a preset header and footer. The map background is printed according to the "Map background" option in the "Print" command.

Use this command to quickly print several maps using the same template, changing only the header and footer. Your header and footer entries remain in effect for the session until you change them, choose "QuickPrint" from another window, or choose the "Reset" button.

### "QuickPrint" dialog options

#### Header

The preset header is the window name. Enter the desired header.

#### Footer

No preset footer. Enter the desired footer.

#### Reset

Redisplays the window name and clears the footer, if any.

#### OK

Prints the map.

#### Cancel

Discards your entries and closes the dialog.

**Tip** Your entries in the dialog are available the next time you choose the command during the session. This allows you to print variations of a view map with the same header and footer.

---

#### See Also

##### Help

[Print... \(Map menu\)](#)

[Printing a map or report](#)

[Changing the map display](#)



## Save (Objects menu)

Choose the "Save" command to update an existing ASCII feature file with changes to its object definitions on an editable layer. If a layer has not been previously saved, choosing "Save" opens the ["Save Objects As" dialog](#).

## Save As... (Objects menu)

Choose "Save As..." to save the object definitions on an editable layer to an ASCII text file. Each object type is saved in its own file with a different extension--.LOC for location files, .PLN for line object files, .PGN for polygon object files, and .BUF for buffer area files.

### "Save Objects As" dialog options

You can do the following:

- Create an ASCII feature file using object definitions on an editable layer.
- Change the name of an existing ASCII file.
- Save an ASCII file on a different disk or directory.

#### Filename

Indicates the file extension for the object type. Type a new name.

#### File in

Indicates the path of the directory where the file will be stored.

#### QuickPaths

The preselected directory option, "QuickPaths" displays a list of user data directories to which you have immediate access. The directories may be located anywhere. Because they have been declared as QuickPaths in the "Preferences" dialog, Scan/US gives you immediate access to them.

#### Directories

Allows you to traverse drives in the standard Windows way.

---

#### See Also

[Save \(Objects menu\)](#)

[QuickPaths vs Directories](#)

[Working with objects](#)

## **Save Scenarios... (Views menu)**

This capability is inactive and will become available in a future version of Scan/US.

This command is not active and will be available in a future release.

## Save Study Area... (Map menu)

**Shortcut**      Ctrl-S

Choose "Save Study Area..." to save a study area and its views. If you have zoomed into a study area, the entire map (not the zoomed-in portion) is saved. You can reload saved study areas using the ["Study Area Manager..."](#) command.

You can choose "Save Study Area..." from a study area or view window.

### "Save Study Area" dialog options

#### Caption

Displays the name currently assigned to the study area. Type a new name for the study area. If you do not enter a name, the current name assigned to the study area is saved. Entering a new name also renames the study area window when you click "OK."

#### Study area definition only

Choosing this option saves only the definition--center point coordinate, and vertical and horizontal extents--of the study area. Scan/US uses this information to reload the study area and to automatically load features according to [visibility](#) settings in the ["Features Directory"](#)

The next two options save the definition and study area contents in .SSA files stored in your C:\SCANUS home directory. See also [Study area naming conventions](#)

#### Study area definition and map features

Choosing this option saves the study area definition, automatically loaded features, and any features you added or deleted.

#### All views of study area

This option is preselected and saves the most information as listed below:

Window size	Zoom window
Background color	Object display attributes
Lat/Long grid settings	Object position
Legend hide/show state	Object visibility settings
Legend contents	Label display attributes
List of features	Label position
	Label visibility settings

Choosing this option also saves any groupings you have created or modified that were not previously saved. For more information on saving groups, see the ["Groupings..."](#) command.

#### Autoload

Checking this option tells Scan/US to automatically load the study area at start-up. To activate the window, choose its name from the bottom of the Window menu.

#### OK

Saves the study area definition and closes the dialog.

#### Cancel

Discards your changes and closes the dialog.

---

#### See Also

[Study Area Manager... \(Map menu\)](#)  
[Working with study areas](#)

## **Scenarios... (Views menu)**

This capability is inactive and will become available in a future version of Scan/US.

This command is not active and will be available in a future release.

## Show Clipboard (Window menu)

**Shortcut**      F2

Use "Show Clipboard" to view the clipboard contents, output by one of the Scan/US copy commands, or sent by another application for use in Scan/US.

Each of the Scan/US copy commands outputs a data [parcel](#) which you can view before applying it in Scan/US or in another application. Any time the parcel icon ● is displayed in a Scan/US window, the clipboard contents can be read in Scan/US.

Often Scan/US data sent to the clipboard is meant to be viewed in a columnar format. Maximizing the clipboard or pasting such data into Excel will make it easier to read the data. Pasting the data into Excel or another application will also allow you to use the data in ways not available in the Clipboard Viewer. Choosing "Show Clipboard" will immediately display the output of each Scan/US copy command, except "Copy Objects...." Scan/US first displays a description of the object type and number of objects. Choosing the "Text" option from the Clipboard Viewer's File menu displays the coordinates of each object definition.

**Note** You can view up to 40K of information in the clipboard. If you have copied more than 40K, all of the information will be available when you paste it into the target application.

---

### See Also

[Using the Clipboard Viewer](#)

[Data parcels](#)

## Using the Clipboard Viewer

When you choose the ["Show Clipboard"](#) command, the Clipboard Viewer is displayed with the following menus; a brief description is given for each one. For more information, refer to the *Microsoft Windows User's Guide*.

### File

Contains commands to open a clipboard (.CLP) file, save the current contents to a file, and exit the Clipboard Viewer.

### Edit

Contains the "Delete" command to remove the contents from the clipboard.

### Display

Lists the text and graphic formats (if any) in which you can view the clipboard contents. The listed formats will vary according to the application from which the current clipboard contents were sent. Scan/US provides a "Bitmap" command, the format in which maps are sent to the clipboard, and a "Text" command, the format for textual data.

The "Auto," "Display Text," and "OEM Text" format commands are supplied by Windows. The "Auto" format displays the contents in their original format when the contents were first placed in the clipboard. The "Display Text" allows you to view privately-formatted data as text. The "OEM Text" format allows you to view data created with the OEM character set. Of the three format commands you will most likely only use "Auto" in Scan/US.

### Help

Provides on-line information about Clipboard Viewer.

## Study Area Manager... (Map menu)



Choose the command to do the following:

- Load study areas previously saved with the "Save Study Area..." command.
- Change the autoload status of a saved study area.
- Delete a saved study area.

### "Study Area Manager" dialog options

The dialog lists all the saved study areas. The dialog is also opened when you choose "More study areas..." from the bottom of the Map menu. "More study areas..." becomes available when more than four study areas are open.

Preceding some of the names are icons which indicate the following:

- The study area has been loaded into a window.
- The red dot means study area is automatically loaded at start-up into a window.
-  The study area has been selected for autoloading in future sessions, but has not been loaded into a window.
- The study area is automatically loaded at start-up and is the opening map.
-  The study area has been selected as the opening map for future sessions, but has not been loaded into a window.

The absence of an icon means the study area has not been loaded.

After selecting a name, the following become active:

#### Load

Loads the study area into a new window. The study area becomes the active window.

**Shortcut** Double-clicking on the study area name selects it and loads it.

#### Autoload

Tells Scan/US to automatically load the study area at start-up in subsequent sessions.

#### First Map

Tells Scan/US to activate the study area at start-up in subsequent sessions. The study area is the opening map for the session.

#### Delete

Marks the study area for deletion by drawing a red line through its name. Click on the name to unmark it.

If you delete a study area that is already loaded, the study area window remains open until you close it. It is no longer available, unless you re-save it.

To delete the opening map, you must first choose another study area as the first map.

Study areas of zone maps--the entire United States and Hawaii--which are always available to define new study areas cannot be deleted while loaded into a window.

#### Cancel

Closes the dialog. If any one of the preceding options has been selected, the button changes to "Close."

#### Close

Saves your selections and closes the dialog.

---

#### See Also

[Save Study Area... \(Map menu\)](#)

[Working with study areas](#)





## Task Center... (Tasks menu)

Use this command to execute a task--an activity or procedure you do, such as running Excel or DOS, or changing printer settings--that you would like to do without leaving the Scan/US window each time. The dialog shows the available tasks. To execute a task, click on the desired one then click "OK."

Scan/US provides four tasks in the BasePak:

- "[Copy Session...](#)" opens a dialog to copy the current session file.
- "[Reports](#)" generates reports from the Scan/US product database using an Excel macro.
- "[Build Gravity Model](#)" builds a Huff gravity model for locations you specify using an Excel macro.
- "Run Excel" opens another window and starts Excel.
- "Quick Tour Parts 1 and 2" show you movies demonstrating procedures in Scan/US.
- "Run Geocoder" opens another window and starts Scan/US Geocoder. This task is only available when you buy the [Scan/US Geocoder](#).
- "QuickFind Street Address" opens the "QuickFind dialog" in Scan/US Geocoder. This task is only available when you buy the Scan/US Geocoder.

### Creating tasks

To create or modify your own tasks, see TASKS.TXT for instructions. The file is stored in the home directory, C:\SCANUS, unless you defined a different location when you installed the product.

### Executing tasks

The most recently used tasks are listed at the bottom of the Task menu. Selecting a task executes it. If more than nine tasks are available, Scan/US displays "More Tasks..." which opens the "Task Center."

## Reports... task

Execute this task by choosing "Reports..." from the bottom of the Tasks menu or from the ["Task Center."](#) This task runs an Excel macro to generate Scan/US reports for a selected object set. Report formats are provided for all data sets in the [Scan/US product database](#). You can add your own report formats to the macro.

When you choose the task, the "Scan/US Reports" dialog is opened, giving you the following choices:

### Study area

The current study area is preselected for you. To choose another study area, click the down-arrow button to display a list of study areas and select the desired one

### Layer

The active layer in the selected study area is preselected for you. To choose another layer, click the down-arrow button to display a list of layers in the study area and select the desired one.

### Available Report(s)

Lists the available reports. The first report is preselected for you. Shift-Click to select multiple reports in sequence; Ctrl-Click to select multiple reports not in sequence.

### List Type

**Custom** Prints a report of all variables in the active Scan/US datalist--using a customized format. Only available for data in the [Scan/US product database](#) unless you've created your own report formats.

**Standard** Creates a report in which all variables are printed in groups of five. Choose this option to print reports with user data files.

### Object set

The available object set options vary according to the selected layer. "All visible objects" is the preselected option for any layer.

### Report options

The "Summary" option generates a single report which aggregates the data for the selected object set. The "Individual" option generates a report for each object in the object set.

### Default titles

This option is preselected to print default titles that name the study area and object set. Unmark this option to enter your own titles. After clicking "OK," you are prompted to enter them.

### Print preview

This option is preselected to open the Excel "Print Preview" dialog and display the report before printing.

### Save

Allows you to save multiple reports, each identified by a four-character code you specify and a sequence number that is automatically assigned. After clicking "OK," you will be prompted to enter the code.

### Exit on completion

Close the dialog and quits Excel.

### Report setup

Allows you to add to or remove the available report formats for the selected layer.

### Printer setup

Allows you to change your printer settings.

### OK

Accepts your selections and displays the necessary prompts before printing the report(s).

**Cancel**

Discards your selections, closes the dialog, and quits Excel.

---

**See Also**

["Task Center."](#)

[Printing a map or report](#)

## Build Gravity Model task

Execute this task by choosing "Build gravity Model" from the bottom of the Tasks menu or from the ["Task Center."](#) This task runs an Excel macro that builds a Huff gravity model for up to 80 locations you specify. The Huff gravity model calculates the likelihood of customer patronage based on a store's distance from and attractiveness to customers. Attractiveness is based on the store size. Distance is calculated from the store locations to the areas from which consumers come to a store, for example, the MicroGrids within a two-mile trade area.

Before choosing the task, you must use the "Copy Distance..." to calculate the required distances. When you choose the task, Excel is initialized and the "Scan/US Gravity Model Builder" dialog is opened. To build the model, first click "Paste Distances and Build Model" to paste the data into an Excel spreadsheet and to build the model. Next, click "Exit" to save the file. You can load this file and analyze the data in a thematic view. The results show you the likely areas of strong to weak customer patronage for each store.

You can do the following in the "Scan/US Gravity Model Builder:"

### Launch Scan/US

Allows you to start-up Scan/US when you have run the macro from Excel.

### Paste Distances and Build Model

Click this button to paste the copied distances into the Excel spreadsheet and to build the gravity model for the distance data. The "Enter Gravity Variables" dialog is opened. You must enter the store size for each location as a measure of its attractiveness.

**Factor** Enter a weight factor which indicates how much ease of access to a store figures in a consumer's decision to patronize a store. 1.5 is a commonly used factor and is the preset value.

If you are analyzing less than 20 locations, they are all shown in a single dialog; more than 20 locations, a dialog is opened for each location. "Next" and "Previous" buttons are provided so you easily move between dialogs.

**OK** Builds the model. You are prompted to save the file and the Excel "Save As" dialog is opened for you. Save the data in C:\SCANUS\USERDATA unless you defined a different user data directory when you installed the product.

### Exit

Quits the macro and Excel.

---

### See Also

#### Help

["Task Center."](#)

#### User's Guide

"Analyzing retail competition using gravity modeling"

## Tile... & Tile All (Window menu)

**Shortcut**      Ctrl-T (for Tile...)

The "Tile..." and "Tile All" commands arrange the open windows to fit the screen. "Tile All" arranges all the windows; "Tile..." opens a dialog in which you select the windows you want tiled.

When the windows are tiled on the screen, you can work in each one as you would normally. To activate a window simply click on it. You can also move the windows and rearrange them, or resize them. If you maximize a window, it becomes the active one. The other windows remain open and available; you can activate them by selecting their names from the bottom of the Windows menu.

Tiling windows is a helpful way to see the maps and adjust their colors to meet your presentation needs. Or, you can tile windows of a study area and its thematic views and compare the different analyses.

### "Tile Windows" dialog options

When you select the "Tile..." command, the "Tile Windows" dialog is displayed and lists all the windows. You must select two or more windows from the list. To select a window, click on its name. To undo a selection, click again on the name.

You have the following options for filtering the list:

#### **All windows**

The preset option which lists all the windows.

#### **Study areas only**

Lists only windows containing study area maps, including the opening map.

#### **Views of study area**

Lists only the current study area window and all its view windows.

#### **OK**

Is active only when you've selected at least two windows. Click the button to tile the windows.

#### **Cancel**

Closes the dialog and does not tile any windows.

**Tip** When windows are tiled and Select mode is active, you can add features to a map window by dragging-and-dropping from the active layer in one window to another window. The feature is added to a map in the order that most closely matches the order of features in the "Features Directory." Be sure to check the feature order and rendering of any map to which you add features--check that the objects of one feature are not obscuring another.

---

#### **See Also**

[The display window](#)

[About windows](#)

[Working with map features](#)

## View Variables... (Views menu)

**Shortcut**      Ctrl-V

Choose this command to analyze the data in the active study area in a thematic view. To create the view in its own window, use the "[New Thematic...](#)" command. It provides all the same options.

### Show layer variables

Tells Scan/US to display the analysis on a layer. The option is preset to be checked for **all** layers in the view. Clear the check box for all layers whose data are not required for the analysis. The variables remain selected but are not analyzed in the map.

### Layer name

Displays the currently selected layer. Clicking on the arrow button displays a list of layers to choose from. Icons next to the layer name indicate the following:



Data is attached.



Groups are present on the layer.



The layer has been selected for a thematic view.



Only groups on the layer are being analyzed in the thematic view.

### Variable name drop-down list

Displays the variable currently selected for a layer. The first variable in the active datalist is preselected.

To select other variables, click on the scroll arrow to display a list to choose from. Click to select a variable; Shift-Click to select more than one variable in sequence; Ctrl-Click to select multiple variables not in sequence. When multiple variables are selected the text box displays the number of variables.

**Shortcut** Double-clicking on a variable name selects it, closes the dialog, and renders the variable with the preset [thematic presentation](#).

You can toggle the following buttons:

- Expands an array variable so you can select its cell variables.
- Closes the array.
- Data for the count variable is analyzed as a count value.
- Data for the count variable is analyzed as a percentage of a [base variable](#).

### All objects

The preselected option which tells Scan/US to analyze all objects on the layer.

**Note** The visibility of objects as defined in the "[Object Manager](#)" remain the same in thematic views. If an object is not visible, it will be analyzed but remain invisible until its visibility is toggled on.

### Grouped objects in grouping

This option is active when groups are present on the layer. Check this option to analyze only the data for grouped objects. When the map is displayed, only the grouped objects are thematically rendered; unassigned objects retain their original rendering.

When this option is active, you can select the desired grouping. The arrow button is inactive if only one grouping is present on the layer.

**Note** This option is not applied to objects with a pie chart or bar chart presentation. You can selectively display these chart presentations in [Select-Graphic submode](#), the "[Object Manager](#)" [dialog](#) or with the chart visibility options in the "[Scan/US Gallery](#)" [dialog](#).

- **"Data Center" button**  
Opens the "[Data Center](#)" [dialog](#). You can choose another datalist for the selected layer and analyze a different set of variables in the thematic map.
- **"Strata Manager" button**  
Opens the "[Strata Manager](#)" [dialog](#), the key analytical tool in Scan/US for examining your data.

**Note** The button is dimmed when data is not attached to the currently selected layer.

You can do the following:

- Change the preset strata ranges.
- Use the strata ranges to group objects.
- Show or hide null objects, objects excluded from the analysis.
- Change a variable's thematic presentation.
- Display statistics on the variables.

- **"Gallery" button**

On the face of this button is a sample of the [thematic presentation](#) Scan/US preselects for your data selections. (The sample you see in the dialog may be different from the one shown here.) Clicking the button opens the ["Scan/US Gallery" dialog](#) from which you can choose another presentation.

---

## See Also

### Help

[New Thematic... \(Views menu\)](#)

["Data Center..." \(Data menu\)](#)

["Scan/US Gallery" dialog](#)

["Strata Manager" dialog](#)

[Working with thematic views](#)

### User's Guide

"Creating thematic views"

### Reference Manual

"View Variables..."



## "Scan/US Gallery" dialog

Clicking the "Gallery" button in the "[View Variables](#)" or "[New Thematic](#)" dialogs opens the "Scan/US Gallery." The button shows a sample of the preset [thematic presentation](#) Scan/US chooses for your data selections. (The sample you see in your dialog may be different from the one shown here.)

The "Scan/US Gallery" displays a selection of thematic presentations to choose from. A sample of each presentation is framed in the dialog. Scan/US provides the presentation choices according to the type of features (area/polygon, point, line, or buffer area) and the type and number of variables selected for analysis.

### Presentation samples

Choose another presentation by clicking it. Use the scroll arrows to see the other choices. Scan/US displays a brief description of each presentation when it is selected.

### Chart visibility

When the selected presentation includes [thematic charts](#) you can choose to display them for "All" objects, "None" or no objects, or for the "Current" set of objects whose chart visibility settings are turned on in the "Object Manager."

If you choose "None," all charts are hidden. You can show them for individual objects in [Select-Graphic submode](#).

### Variables list

Preceding each variable is an indicator of its rendition using the currently selected presentation. Change a variable's rendition by changing its order in the list--drag-and-drop the variable to a new position.



Not rendered using the current presentation.

The following indicate the variable's [stratification](#) will be rendered in the view:



Density fill



Stratum fill



Transparency fill



Stratum symbol



Stratum fill for grid objects

The following indicate the variable's data value for an object will be rendered in the view:



Bar chart (not yet active for MicroGrids)



Box graph



Pie chart (not yet active for MicroGrids)



Dot density fill



Grid dot density



Proportion marker



Data value

**Tip** You can also change a variable's rendition in the "[Strata Manager](#)" dialog. As you modify a variable's stratification, you may need to change its rendition so that each stratum is displayed correctly. You can also change the symbol sizes used for dot density and proportion markers.

---

### See Also

#### Help

[New Thematic... \(Views menu\)](#)

[View Variables... \(Views menu\)](#)

["Strata Manager" dialog](#)

[Working with thematic views](#)

**User's Guide**

"Creating thematic views"

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"View Variables..."

## "Strata Manager" dialog

- Clicking this button in the "[View Variables](#)" or "[New Thematic](#)" dialogs opens the "Strata Manager" dialog, the key analytical tool in Scan/US for examining your data.

### Variable name box

Shows the name of the currently selected variable. The icon preceding its name indicates its rendition in the view. To change the rendition, you must close the dialog and return to the "[Scan/US Gallery](#)."

### Strata panel

- Displays the selected variable's [stratification](#). The preset ranges divide the variable's values into [quintiles](#). The strata panel is also divided by limit bars reflecting each stratum's limits. A selected limit bar is highlighted with white-filled squares instead of black.

For each stratum, Scan/US displays an optional presentation icon, the number of objects in each stratum, and the stratum limit values.



Toggles displaying the number of objects as a count value or a percentage of the total number of objects. The count value is preselected.

- Displays the number of strata. Clicking the plus (+) or minus (-) button increases or decreases the number. You can define up to twelve strata. Changing the number of strata automatically changes each stratum's limits.



Increases or decreases a selected stratum's limit values.

Select a stratum limit by clicking inside the strata panel, selecting its limit bar in the panel, or by selecting the value. Then, click the buttons to change the values. See "[Modifying a variable's stratification](#)" for more information.

### Presentation icons

If the variable's stratification is being rendered, a presentation icon is shown next to each [stratum](#):



Sample of a stratum fill rendition. All objects in this stratum are rendered yellow.



Sample of a stratum symbol rendition. All objects in this stratum will show this symbol.

- Indicates a hidden stratum. Objects will not be rendered in the view. Click to toggle between the shade and the presentation icon.

### Presentation buttons

As you modify a variable's stratification, you may need to change its rendition so that each stratum is displayed correctly. You can also change the symbol sizes used for dot density and proportion markers.

#### • "Palette" button

Displayed for renditions using fill colors, patterns, transparencies, or symbols. Opens the "[Palette Selector](#)" dialog from which you create or edit palettes used to render a stratification or thematic charts.

#### • "PropMarker" button

Opens the "[Proportional Marker](#)" dialog in which you define two sizes and a color to represent the lowest and highest values. Based on them, Scan/US determines the symbol sizes that best render the remaining values.

#### • "Dot Density" button

Opens the "[Dot Density](#)" dialog in which you choose a dot size and color. Data values are represented by filling a polygon or buffer area surrounding a point with random dots of the same size.

#### • "QuickStats" button

Displays summary statistics about the data variable being analyzed. You can copy them to the clipboard with the "[Copy Variable...](#)" command.

### Null

Clicking the looped-arrow • button toggles between hiding and showing [null objects](#) in the thematic view. When shown, null objects are displayed in their original rendering.

## Save As Groups

Uses the stratification of the current variable as a grouping tool. Clicking the button automatically displays the ["New Grouping" dialog](#) showing the variable name as the suggested name for the grouping.

When you click "OK" to save the grouping, a group is created for objects in each non-hidden stratum. Objects in hidden strata are automatically placed in the 'Unassigned' group. To display the groups, choose the grouping name from the list at the bottom of the Groups menu.

## Qtiles

Divides the data according to the indicated number of strata, and each stratum contains an equal number of objects.

## Scale

Displays the stratification to meet the following criteria:

- Equal intervals between the strata limits
- Strata limits are 'nice' numbers such as simple decimal numbers or numbers which are divisible by 2, 5, or 10 without a remainder.

See ["Using a scale stratification"](#) for more information.

## Reset

Redisplays the preset stratification of five [quintiles](#) using the maximum and minimum values for the set of objects selected for the analysis.

## Library...

Opens the ["Stratum Limits Library" dialog](#) from which you can save and reload different sets of strata and their limits.

---

## See Also

### Help

[New Thematic... \(Views menu\)](#)  
[View Variables... \(Views menu\)](#)  
[Modifying a variable's stratification](#)  
[Using a scale stratification](#)  
["Stratum Limits Library" dialog](#)  
[Working with thematic views](#)

### User's Guide

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"View Variables..."

## **"Proportional Marker" dialog**

- Clicking this button in the ["Strata Manager"](#) opens the dialog. You define two symbol sizes and a color to represent the lowest and highest values. Based on them, Scan/US determines the symbol sizes that best render the remaining values.

## "Dot Density" dialog

- Clicking this button in the ["Strata Manager"](#) opens the dialog.

In a dot density [presentation](#), data values are represented by filling a polygon with **random** dots of the same size. You can choose a dot size and color, and the number of units a single dot represents.

### Number of units

Enter the number of data units you want a single dot to represent.

Scan/US initially calculates the number of units based on the object with the highest density for the selected [variable](#). Decreasing the number means more dots to represent a data value.

### Dot style

Click on the desired size. To change the dot color, click the down arrow button to display a palette, then click on the desired color.

### Set default

Saves the dot style. It will be selected for all subsequent dot density presentations until you choose a different style or set a different default.

### Render objects transparent

Hides the objects display attributes--borders, fill colors, patterns, or transparencies. Equivalent to hiding the feature.

---

### See Also

#### Help

["Scan/US Gallery" dialog](#)

[View Variables... \(Views menu\)](#)

[Working with thematic views](#)

## "Stratum Limits Library" dialog

Open this dialog by clicking the "Library..." button in the ["Strata Manager" dialog](#). This dialog lets you save and reload a [stratification](#) set.

### Name text box

Shows the name for the current set of strata. The box displays 'unnamed' when the strata set has no name.

The names of other strata sets to choose from are displayed below the text box. To select another set, click on its name.

To name or rename a strata set, type its name in the edit box.--Do not type names with square brackets [], these are reserved for internal Scan/US use.

### Load

Clicking this button loads the selected strata set from the library.

### Save

Click this button saves the current strata set with the name you assigned and adds it to the library.

### Delete

Removes the set from the library.

**Note** The values of the strata limits are dimmed because they cannot be edited in the dialog. You must load a set, modify its limits in the "Strata Manager" dialog, then re-save it.

---

### See Also

#### Help

["Strata Manager" dialog](#)

[Modifying a variable's stratification](#)

[New Thematic... \(Views menu\)](#)

[View Variables... \(Views menu\)](#)

[Working with thematic views](#)

#### User's Guide

"Creating thematic views"

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## Modifying a variable's stratification

The preset stratification for a selected variable is five strata, each stratum containing the same number of objects (a [quintile](#) division). The maximum and minimum values are the variable's highest and lowest for all objects across the layer. If you are analyzing grouped objects, the values are the highest and lowest for the grouped objects. You can modify the stratification by:

- Changing the number of strata.
- Changing the limit values.
- Hiding strata

### Changing the number of strata

Click the plus (+) or minus (-) buttons to increase or decrease the number of strata. You can have up to twelve strata.

### Changing a stratum limit

You must first select a limit then change its value. Select a limit by doing one of the following:

- Clicking on its limit bar.
- Clicking in its section in the strata panel.
- Select the limit value.

Next, change the value by doing one of the following:

- Click these
- buttons to increase or decrease a limit.
- Drag the limit bar upward or downward.
- Type a new value and press Enter.

Note that if you select the limit bar for the lowest value, the down arrow button is dimmed, or for the highest value, the up arrow button is dimmed.

Changing the lowest and highest values for the stratification excludes objects from the analysis. These are null objects.

### Hiding strata

Only strata that are being rendered can be hidden. A presentation icon is shown next to each stratum. Click on the icon to display a shade. Objects whose values fall into a hidden stratum are not thematically rendered. To show a hidden stratum, click on the window shade.

---

### See Also

#### Help

[New Thematic... \(Views menu\)](#)

[View Variables... \(Views menu\)](#)

["Strata Manager" dialog](#)

["Stratum Limits Library" dialog](#)

[Working with thematic views](#)

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"View Variables..."



## Using a scale stratification

Clicking the "Scale" button in the ["Strata Manager" dialog](#) displays the stratification to meet the following criteria:

- Equal intervals between the strata limits
- Strata limits are 'nice' numbers such as simple decimal numbers or numbers which are divisible by 2, 5, or 10 without a remainder.

To meet these criteria, Scan/US may change the minimum and maximum values of the stratification, and the number of strata. For example, if four strata are defined and the minimum and maximum values are 15 and 75, clicking the "Scale" button changes the limits to seven strata with 10, 30, 50, 70, and 90 as the strata limits. The strata do not contain equal numbers of objects.

Because Scan/US looks for the best fit to the current number of strata, some strata may have zero objects in them or be rendered the same way. If necessary, change the thematic presentation of the strata by modifying the palette or choosing another.

---

### See Also

#### Help

[Modifying a variable's stratification](#)

["Strata Manager" dialog](#)

[Working with thematic views](#)

#### User's Guide

"Creating thematic views"

#### Reference Manual

"View Variables..."

## Zoom In (Map menu)

**Shortcut**      Ctrl-Z

Use "Zoom In" to magnify a selected object or defined area so that it fills the screen.

In [Frame--Zoom submenu](#), you must draw a framing rectangle to define the area, then choose the command from the menu, or double-click inside the rectangle.

In [Select--Object submenu](#), select an object then choose the command.

Scan/US displays the zoom window with scroll bars. Scrolling is like moving a magnifying glass over the entire study area.

If you selected an object, the zoom window includes a preset buffer of three miles surrounding the selection rectangle that highlights the object. You may change the buffer size to include more or less area as desired. For more information, see the ["Feature Radius" dialog](#).

**Note** Because of the buffer size, zooming in on an object in small study areas (such as 6 miles x 4 miles) may not give you a magnified view.

---

### See Also

[Zoom Out \(Map menu\)](#)

[Frame--Zoom In submenu](#)

## Zoom Out (Map menu)

**Shortcut**      Ctrl-X

After you "[Zoom In.](#)" use this command to reduce the magnification and see more of the map surrounding the selected area. Reducing the magnification ten percent is the least amount. The more you reduce the magnification, the more you see of the map surrounding the area. Reducing the magnification 100% closes the zoom window and displays the study area window.

## Annotation mode

•

[This capability is inactive and will become available in a future version of Scan/US.](#)

Use the Annotation mode to add text annotation to your map.

When you activate the Annotation mode, a toolbox is provided to allow you to specify the type, point size, color and text alignment to be used on the next text annotation you enter.

To enter an annotation, click on the map and type. Press Enter to start a new line. Press Alt-Enter to define the text as an annotation object.

When an annotation is selected, its bounding rectangle is marked by a sizing [handle](#) at each corner. The remaining handles are pointer handles which allow you to draw a pointer from the annotation to a point on the map (to which the annotation pertains).

You can change how text wraps by dragging the sizing handles to resize the bounding rectangle.

Dragging the cursor from a pointer handle to a point on the map will draw a pointer.

The toolbox lets you modify the appearance of text and pointers. You can expand the toolbox to make available other formatting options such as drawing a styled box around the text annotation.

Annotations are placed on a [layer](#) above the topmost layer in the map. When Annotation mode is not active, you can drag any annotation to reposition it. The annotations layer can be temporarily hidden by toggling the Annotations command in the Options menu. The [Show Annotations](#) command is toggled on when you activate Annotation mode.

## Annotation toolbox

This capability is inactive and will become available in a future version of Scan/US.

Clicking the right mouse button in [Annotation mode](#) toggles a toolbox which lets you modify annotations on the map.

## Edit mode

•

Use the Edit mode to create new objects or to modify the definition of an existing object on an editable layer.

When you activate Edit mode, the submode corresponding to the feature type is activated if the current layer is editable--[Locations submode](#) for creating or modifying point objects; [Lines submode](#) for creating or modifying line objects; [Polygons submode](#) for creating or modifying polygon objects, and [Areas submode](#) for creating or modifying ring buffer areas. Each of the submodes are also activated by choosing the corresponding option of the "New Layer..." command in the Objects menu.

If the current layer is not editable, you must create a new layer by activating the submode appropriate to the type of objects you want to create.

Because the layer is like a transparency on which you draw objects, no visible change occurs in the map when the layer is created. However, the layer name is active in the windows layer list box and is also added to the Features Directory and Map Features dialogs with an edit icon • next to its name.

Editable features can be treated like any other features. You can change their display attributes, copy and group them, hide or show them, analyze them in a thematic view when data are attached, and add them to other study areas. Editable features are saved in ASCII text files. Saving the Features Directory will make the features automatically available in future sessions.

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### See Also

[Working with objects](#)

## Edit--Locations submode

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This capability is inactive and will become available in a future version of Scan/US. However, .LOC files can be created and loaded. See "About Features"

When you activate this submode, you can create or edit location objects on their own layer. To create a point object or location, click on the desired position on the map. A symbol and key are displayed for the object, and the object is selected. Move a point by dragging it to another location. Selecting a point object with the right mouse button activates a popup menu of commands. You can choose to rename the object, delete it, or save all locations on the layer in an ASCII text file.

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### See Also

[Edit mode](#)

[Working with objects](#)

[About features](#)

## Edit--Lines submode

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This capability inactive and will become available in a future version of Scan/US. However, .PLN files can be created and loaded. See "About Features"

When you activate this submode, you can create or edit line objects on their own layer. To create a line object, press the mouse button at its starting position on the map, then drag from point to point, temporarily releasing the mouse button at each point, until the ending point of the line. The line is drawn, and the object selected, each point marked by a [handle](#).

To modify a line object, select it to display its handles. Move a point by dragging its handle to another position. Extend the line by Shift-Clicking on an end point handle, then drag to additional points.

Selecting a line object with the right mouse button activates a popup menu which stays open until you close it. You can choose to rename the object, delete the object, add an intermediate point, or delete a point.

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### See Also

[Edit mode](#)

[Working with objects](#)

[About features](#)



## Edit--Polygons submode

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This capability is inactive and will become available in a future version of Scan/US. However, .PGN files can be created and loaded. See "About Features"

When you activate this submode, you can create or edit polygon objects on their own layer. To create a polygon object, press the mouse button on the first point of the polygon, then drag the cursor from point to point, temporarily releasing the mouse button at each point, until the last point of the polygon. The polygon is drawn and the object selected, each point marked by a [handle](#). Scan/US automatically connects the first and last points to complete the polygon.

To modify a polygon object, select it to display its handles. Move a point by dragging its handle to another position.

Selecting a polygon object with the right mouse button activates a popup menu which stays open until you close it. You can choose to rename the object, delete the object, add an intermediate point, or delete a point.

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### See Also

[Edit mode](#)

[Working with objects](#)

[About features](#)

## Edit--Areas submode

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This capability is inactive and will become available in a future version of Scan/US. However, .BUF files can be created and loaded. See "About Features"

When you activate this submode, you can create and ring area objects on their own layer. To create a ring area, click on its desired center position on the map. To add a ring area band, drag from the center outward to the desired radius.

To modify a ring area or band, select it to display [handles](#) at its four points of compass. Dragging a handle inward decreases the radius; outward increases the radius.

A ring area can be divided into sectors. A sector handle is always displayed above the outermost rings north handle at zero degrees (0°). To create the first sector, Shift-Click on the sector handle and drag clockwise to the desired sector position.

When the ring area is selected, sector handles are placed just beyond where the sector lines intersect the outermost ring. Create additional sectors by Shift-dragging from any sector handle. Reposition a sector line by dragging a sector handle.

Selecting a ring area object with the right mouse button to activates a popup menu of commands. You can choose to rename the object, delete the object, mark the center with a symbol, and delete a ring or sector.

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### See Also

[Edit mode](#)

[Working with objects](#)

## Frame mode

- Frame mode helps you to create a new study area or zoom in on a portion of the active study area. Its two submodes are [New Study Area](#) and [Zoom](#) which also have equivalent commands in the Map menu, "New Study Area...", "Zoom In," and "Zoom Out."

## Frame toolbox



Clicking the right mouse button in [Frame mode](#) • toggles the display of this toolbox. You can change the color and width of the [framing rectangle](#). Click a down arrow button to display a selection of colors or widths (in pixels) to choose from.

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### See Also

[Framing an area](#)

## Frame--New Study Area submode

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When New Study Area submode is active, you create a study area by framing an area.

Position the cursor at the center of interest and drag outward. As you drag, a [framing rectangle](#) is displayed showing you the boundaries of the desired area. Release the cursor when the desired area is enclosed. Double-click inside the rectangle to display the "New Study Area" dialog, and click "OK" in the dialog to create the study area.

A new study area is always defined within a zone map--United States, Hawaii--or an existing study area. Zone maps are the largest regions whose boundaries cannot be contained within another study area.

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### See Also

[New Study Area vs. Zoom modes](#)

[Framing an area](#)

[Using the framing rectangle](#)

## Frame--Zoom submode

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When Zoom submode is active, you can magnify a framed portion of a study area.

Position the cursor at the center of interest and drag outward. As you drag, a framing rectangle is displayed showing you the boundaries of the enclosed portion. Release the cursor when the desired portion is enclosed. Double-click inside the rectangle to zoom-in.

The enclosed portion is magnified and scroll bars are displayed in the window. Move the scroll bars to view other parts of the study area.

To zoom out, choose the "Zoom Out" command from the Map menu and the amount you want to reduce the magnification. The more you reduce the magnification, the more you see of the map surrounding the enclosed area. Reducing the magnification 100% closes the zoom window and redisplay the study area window.

**Tip** When you are zoomed in, only the portion shown in the window is allotted to a new study area when you choose "New Study Area...", or saved when you choose "Save Study Area..."

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### See Also

[New Study Area vs. Zoom modes](#)

[Working with study areas](#)

[Zooming into the study area](#)

## New Study Area vs. Zoom modes

In [New Study Area submode](#), you are creating another study area window which can be named and saved, and its data analyzed in a view. If you close a study area window, all associated views are also closed.

In [Zoom submode](#), you are getting a close-up of a map portion in the **same** study area--another study area has not been created. While zoomed-in you can still perform the same tasks such as naming and saving a study area, creating views, and closing the study area, but these tasks are done for the entire study area not just the zoomed-in portion.

A quick way to tell the difference is to look for scroll bars in the window. These are only displayed when you are zoomed in on a map.

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### See Also

[Working with study areas](#)

## Group mode

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Group mode supports a fundamental capability in Scan/US--the classification of objects on a layer into distinct subsets. Objects assigned to a subset/group are rendered the same way, and in general, selected to be operated on as a unit. For example, you can copy and paste, hide and show, or aggregate the data for the objects in a single group.

A classification of objects into groups is called a *grouping*. Because objects can be classified in any number of ways, you can define any number of groupings on a layer. For example, you might have a grouping that reflected your sales territories, another grouping that showed target areas for future expansion, or a third grouping that showed your market penetration in a certain area.

You can activate any of its submodes, [By Selection](#), [By Ring](#), and [By Polygon](#) to assign objects to groups using [point-and-click-operations](#) on the map.

When you create groups using commands from the Groups menu, Group mode is automatically activated, allowing you to take advantage of the point-and-click operations to modify group assignments.

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### See Also

[Working with groups](#)



## Group--By Selection submode

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When this submode is active, you assign an object to a group by clicking on the object, then clicking the 'okay' button. Or, as a shortcut, double-click on an object.

When you create a group, the "New Grouping..." dialog is opened if a grouping is not present on the layer. The New Group dialog is opened if no groups are present in the grouping. If a grouping is active, the objects you select are automatically assigned to the current group.

To start a new group assignment, choose the "New Group..." command before selecting the objects. To start a new grouping, choose the "New Grouping..." command.

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### See Also

[Working with groups](#)

## Group--By Ring submode

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When this submode is active, you group objects by positioning the cursor and dragging outward to display a ring. Drag inward to make the ring smaller. When you release the cursor, all object centroids that fall within the ring are assigned to the same group.

When you create a group, the "New Grouping..." dialog is opened if a grouping is not present on the layer. The New Group dialog is opened if no groups are present in the grouping. If a grouping is active, the objects you select are automatically assigned to the current group.

To start a new group assignment, choose the "New Group..." command before selecting the objects. To start a new grouping, choose the "New Grouping..." command.

The ring you draw to group objects is automatically sent to the clipboard when the group is created. You can use the ring definition to group objects on another layer by immediately activating the layer and choosing the "Group By Object" command after creating the group. Activating an editable layer and choosing "Paste Objects" places the ring or polygon as an object on the layer.

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### See Also

[Working with groups](#)

## Group--By Polygon submode

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In this submode, you create groups by dragging the cursor to draw a polygon. When you release the cursor, all object centroids that fall within the polygon are assigned to the same group.

When you create a group, the "New Grouping..." dialog is opened if a grouping is not present on the layer.

The New Group dialog is opened if no groups are present in the grouping. If a grouping is active, the objects you select are automatically assigned to the current group.

To start a new group assignment, choose the "New Group..." command before selecting the objects. To start a new grouping, choose the "New Grouping..." command.

The polygon you draw to group objects is automatically sent to the clipboard when the group is created.

You can use polygon definition to group objects on another layer by immediately activating the layer and choosing the "Group By Object" command after creating the group.

Activating an editable layer and choosing "Paste Objects" places the ring or polygon as an object on the layer.

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### See Also

[Working with groups](#)

## Select mode

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Use the Select mode to:

- Highlight an object in the map.
- Hide and show objects, labels or [thematic charts](#)
- Move a label or [thematic graphic](#) to a new position.

You must activate Select mode and the desired submode--[Object](#), [Label](#), and [Graphic](#)--to complete an operation. Object submode is automatically activated when you click the Select button.

## Select--Object submode

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When you activate this submode, you can select an object by clicking on it. The object is framed by a gray rectangle and its name shown in the status bar. The layer corresponding to the object is activated. If data are available on the layer, double-clicking on an object opens the "QuickLook" window and displays data for the object. If the "QuickLook" window is already open, selecting an object automatically displays its data.

Selecting an object with the right mouse button displays a popup with the following options:



**Hide Object** Hides the selected object on the map. If an object is already hidden, you can display it using the "Object Manager." Or, if a hidden object's label is displayed, you can switch to Select--Label submode to show the object.

If thematic graphics are displayed, hiding an object also hides the graphic. Thematic graphics can only be shown on visible objects.

**Hide Label and Show Label** Hides the label of the selected object. If the label is already hidden, selecting "Show Label" displays it.

**Hide Chart and Show Chart** If [thematic charts](#) are displayed, "Hide Chart" hides the thematic chart on the map. If the thematic chart is already hidden, "Show Chart" displays it.

**QuickLook** Opens the "QuickLook" window and displays data for the selected object.

**Copy Object** Copies the selected object's spatial definition to the clipboard.

When an object is selected in the map, you can also do the following:

- Copy the object's spatial definition to the clipboard with the "Objects--Copy Objects" command.
- Group objects on another layer using the selected object's spatial definition in the clipboard with the "Groups--Group by Object" command.
- Paste the object into an editable layer using its spatial definition in the clipboard with the "Objects--Paste Objects" command.
- Export data associated with the object to another application with the "Data--Copy Data" command.
- Export the distance from the selected object to objects on the same layer or other layers on the map to another application with the "Objects--Copy Distance" command.
- Create a study area enclosing the object plus a buffer surrounding the object with the "Map--New Study Area" command.
- Add features to a map--when map windows are tiled, you can add the feature the selected object represents to another window by dragging from the selected object to the window. Use the "Tile" and "Tile All" commands to tile windows.
- Zoom-in on the selected object to get a close-up view.

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### See Also

#### Help

[Select--Label submode](#)

[Select--Graphic submode](#)

[Zooming into the study area](#)

[Working with groups](#)

[Working with objects](#)

[Working with data](#)



## Select--Label submenu

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When you activate this submenu, you can show, hide or move labels *on the active layer*. If an object's label is hidden in the "Object Manager," clicking on an object shows it and turns ON the visibility setting in the "Object Manager."

You can move a label by dragging it to a new position. If the "Draw Ties" option is active in the "Label Style Selector" dialog, a thread is drawn between the object center and label.

**Note** When the label of a polygon or line object is hidden, clicking on the object displays the label at the point clicked. This becomes the new reference point for the label, from which a thread is drawn when the label is moved.

**Note** Street labels have two forms, [horizontal](#) and [rotated](#). Horizontal labels are the same as labels shown for points or polygons, and are handled the same way. Rotated labels cannot be dragged away from the street object, instead you click to move them to a different position along the street. Choosing "Show Ties" (described below) switches a rotated label to a horizontal one so you can drag it to a new position and display a tie.

Selecting a label with the right mouse button displays a popup with the following options:



**Hide Object** and **Show Object** "Hide Object" hides the object on the map. If the object is already hidden, "Show Object" displays it.

**Hide Label** Hides the selected label. Clicking on its object shows it. If both the object and label are hidden, you can turn on their display in the "Object Manager."

**Hide Chart** and **Show Chart** If [thematic charts](#) are displayed, "Hide Chart" hides the thematic chart on the map. If the thematic chart is already hidden, "Show Chart" displays it.

**Hide Ties** and **Show Ties** "Hide Ties" hides the threads drawn between the labels you moved and their objects. If the ties are already hidden, "Show Ties" displays them.

Choosing "Show Ties" for a rotated label switches it to a horizontal label which you can drag to a new position, away from the street object.

**Reset Position** Returns a moved label to its original position at the object center.

**Label Style...** Opens the "Label Style Selector" dialog which lets you change the label display for the active layer.

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### See Also

- [Select--Object submenu](#)
- [Select--Graphic submenu](#)
- [Object Manager... \(Objects menu\)](#)
- ["Label Style Selector" dialog](#)

## Select--Graphic submode

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When you activate this submode, you can reposition [thematic graphics on the active layer](#). Unlike other [thematic presentations](#), thematic graphics are rendered independently of their objects. You move a graphic by dragging it to a new position. The label, if visible, is shown below the graphic and moves with it. If the "Draw Ties" option is active in the "Label Style Selector" dialog, a thread is drawn between the object center and graphic.

[Thematic charts](#), a subset of thematic graphics, can also be hidden or shown in this mode. They are initially displayed according to chart visibility settings in the "Scan/US Gallery." If an object's thematic chart is hidden in the "Object Manager," or hidden when the thematic analysis is displayed, clicking on an object shows it.

Selecting a graphic with the right mouse button displays a popup with the following options:



**Hide Object and Show Object** "Hide Object" hides the object *and* its thematic graphic on the map. Choosing "Show Object" immediately after hiding displays the object. If a hidden object's label is still displayed, you can switch to Select--Label submode to show the object and its graphic. Or, you can show the object and graphic using the "Object Manager."

**Hide Label** Hides the label of the selected graphic. If the label is already hidden, selecting "Show Label" displays it. If both the object and label are hidden, you can turn on their display in the "Object Manager."

**Hide Chart and Show Chart** Hides the selected chart. Clicking on its object shows it.

**Hide Tie and Show Tie** "Hide Tie" hides the thread drawn between the graphic you moved and its object. If the tie is already hidden, "Show Tie" displays it.

**Reset Position** Returns a moved graphic to its original position at the object center.

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### See Also

[Select--Object submode](#)

[Select--Label submode](#)

["Scan/US Gallery" dialog](#)

[Object Manager... \(Objects menu\)](#)



## Tour mode

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When Tour mode is active, Scan/US calculates the distance between points you specify on the map. You specify the points by simply clicking and dragging from one point to the next. As you drag from point to point, a line is drawn between each point, and a symbol marks each point. The lines drawn to connect the starting point and ending point are called the *tour*. The line between one point and the next is called a *leg*.

As you create the tour, the distance of the current leg is shown in the status bar, as well as the accumulated distance between the starting point and each subsequent point.

The tour lines and point symbols have preselected display attributes. You may choose a different line style and symbol shape using the "[Preferences...](#)" command.

When a tour is defined, you can choose the "[Copy Tour](#)" command and send to the clipboard the location coordinates and the distance between them. You can also paste this information into an editable layer for line objects and modify the tour, or paste it into other applications.

## Data parcels

For detailed information on parcels, please read [About Parcels](#).

[\[areas\]](#)

[\[ciobjref\]](#)

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## About parcels

A parcel is a structured collection of Scan/US information loaded into the clipboard or otherwise exported. Various Scan/US commands, menu and command interface (CI), create parcels in the clipboard to help you export data to other applications or to move data between parts of Scan/US itself. Parcels may be loaded into the clipboard from other applications as well as imported into Scan/US. Some parcels are used solely to format SEND command output.

A parcel consists of one or more data packets, each identified by a keyword enclosed in square [] brackets as the first value of its first record. The parcel itself is identified by the keyword of the first packet it contains. The parcel's data packets are mostly formatted as ASCII text in a clipboard global block of type CF\_TEXT ("Text"). Besides its own text content, a parcel may imply additional data being simultaneously loaded into the clipboard in formats other than CF\_TEXT, such as bitmaps, metafiles or internal Scan/US data.

Data parcels exchanged between Scan/US and other applications via DDE links are formatted either as CF\_TEXT block or, if the other application supports it, as an MS Excel Fast Table (XITable) block. The XITable format is the preferred Scan/US format for DDE data interchange.

When sent to the clipboard, parcels are organized into one or more records separated by the carriage return/line feed sequence (CRLF). Records are lists of values separated by the tab character [09hex]. The entire parcel is terminated by a zero byte [00hex].

## [areas] parcel

Contains the geometric description of one or more area objects, such as ring areas, buffer areas, or the ring drawn in "group by radius" assignment. Output by Objects--Copy Objects command.

The parcel header indicates the number of areas.

Following the packet header are one or more records needed to describe the type of area.

**Ring Areas:** A ring areas entry consists of an area description record, followed by one or more records corresponding to a radius subarea, and optionally followed by one or more records corresponding to a sector specification.

An area description record contains the following:

- Object key
- **Rings** identifier
- Latitude of center (xx.xxxxx)
- Longitude of center (xxx.xxxxx)
- Number of radius records that follow
- Number of sector record that follow
- Metric (m for miles or km for kilometers)
- Object caption

A radius record contains:

- Radius (in m or km)
- Subarea weight (x.xxxx)

A sector record contains:

- Direction (degrees, xxx)
- Subarea weight (x.xxxx)

## **[ciobjref] parcel**

A single-record parcel that contains the status of seven flags which indicate whether a type of object selection is available on the current command interface layer. 1 means the object selection is available; 0 not available. Output by SEND.CIOBJREF command only.

- Selected Object flag
- Object Manager List flag
- Objects in Selected Groups flag
- Grouped Objects flag
- Filtered Objects flag
- Visible Objects flag
- All Objects flag

## **[crossreference] parcel**

Contains a table relating objects on a target layer to objects on a source layer. For each target layer object, the table lists whole or fractional source layer objects corresponding to it. Output by Object--Copy CrossReference, COPY.CROSSREFERENCE).

The parcel header contains the following information:

- Number of target layer objects
- Number of cross-reference entries
- Target layer caption
- Target layer object type
- Target layer arealist name
- Target layer grouping caption. Indicates 'no groups' if none are present.
- Source layer caption
- Source layer object type
- Source layer arealist name

Following the packet header is a cross-reference entry which contains a record for each target layer object, followed by a record for each corresponding source layer object.

A record for a target layer object contains:

- Object key
- Group key, or 0 if groups are not present
- Object caption, if available

A record for a corresponding source layer object contains:

- > (arrow indicating correspondence)
- Object key
- Weight (x.xxxx)
- Object caption, if available

## [data] parcel

Contains a table made up of all items, or an arbitrary selection of items, from a single datalist for selected objects on a layer. Any number of data tables may be concatenated on output into the clipboard. Output by Data--Copy Data, QuickLook--Copy to Clipboard button, COPY.DATA, SEND.DATA.

Also provides a format for hot-linking a spreadsheet database into a layer (Data--Paste Link, LINK.DATA).

The parcel header contains the following (on output from Scan/US only):

- Number of objects
- Table number
- Table part number
- Number of table parts
- Source datalist name: caption
- Index of first item in table
- Number of items in table
- Object type
- Source arealist name
- Grouping name from which objects were selected. Indicates 'no groups' if all objects are selected.

This packet header is followed by a record of column headings and by a record for each object in the table. Each record contains the following:

- Object key
- Group key
- Object caption
- Up to 250 consecutive item values

The group key identifies the group to which the object belonged at the time the [data] parcel was created provided a grouping was selected on the object's layer; otherwise the group key is zero.

If there are more than 250 items in the table datalist, the table is split into consecutive table parts. Column headings corresponding to data items are in the format of the first row of an Excel database suitable for linking into Scan/US (i.e. item name terminated by a colon (:)) if an optional item caption follows the name).

On input (linking via the Data--Paste Link command), the group key must be present but is currently ignored.

On input, any values following the [data] keyword in the packet header are ignored.

## **[datalists] parcel**

Lists the datalists on the current or specified layer. Output by SEND.DATALISTS command only.

The header contains the following information:

- Number of datalists
- Layer handle
- Active window handle

Following the packet header is a record for each datalist on the layer identified by handle. A datalist record contains the following:

- Datalist handle
- Datalist name
- Datalist caption
- Datalist type
- Number of items in the datalist.



## **[distance] parcel**

Contains the distance from one or more source objects to one or more target objects on the same layer or another layer. Output by Objects--Copy Distance, COPY.DISTANCE.

The parcel header contains the following information:

- Number of source ('from') objects
- Source layer name (feature caption)
- Source arealist name
- Source object type
- Distance unit of measure (m for miles; km for kilometers)

Following the header is a record for each source ('from') object which contains the following:

- Object key
- Latitude of point (xx.xxxxx)
- Longitude of point (xx.xxxxx)
- Object caption

## **[to] packet**

Following the [distance] packet is a [to] packet which lists the target ('to') objects and their distance from the source objects

The packet header contains the following:

- Number of target ('to') objects
- Target layer name (feature caption)
- Target arealist name
- Target object type
- Distance unit of measure (m for miles; km for kilometers)

This packet header is followed by a record for each target ('to') object whose format depends on the number of source ('from') objects.

For a single source object, the record consists of:

- Object key
- Object caption
- Distance in specified metric
- Orientation in degrees

For multiple source objects, the record consists of:

- Object key
- Object caption
- Vector of distance measures to each of the source objects

## **[frames] parcel**

Lists study area view windows. Output by SEND.FRAMES command only.

The header contains the following:

- Number of study areas view windows
- Active window handle

Following the packet header is a record for each study area view window currently open (shown or hidden). A study area record consists of:

- View window handle
- Study area handle. A study area handle is the window handle of the first view of the study area.
- View window caption.

## **[grids] parcel**

Contains a geometric description of one or more grid feature objects. Output by Objects--Copy Objects.

The parcel header contains the number of grid objects.

Following the header is a record for each grid object that contains:

- Object key
- Latitude of grid centroid (xx.xxxxx)
- Longitude of grid centroid (xx.xxxxx)
- Area of grid (in sq.miles or sq.kms)

## **[groupdata] parcel**

A table containing values of a specified datalist summarized over an object set. Output by SEND.GROUPDATA command only.

The parcel header contains the following:

- Number of dataitems
- Datalist name or handle
- Object set selection code

Selection codes are:

- 2 Objects selected in the Object Manager
- 3 Objects in selected groups
- 4 Grouped objects
- 5 Filtered objects
- 6 Visible objects
- 7 All objects.

This packet header is followed by 3 columns: the first and second columns contain the dataitem name and caption respectively, and the third column contains corresponding values summarized over the set of selected objects.

The first four values in the third column contain the following (corresponding positions in first and second column are empty):

- Number of objects in the set
- Caption representing the selection mode
- Source arealist name
- Object type

These are followed by a column of the summarized values of the datalist, with corresponding item name and caption placed in the first two columns.

## **[groupings] parcel**

Lists groupings on the current or specified layer. Output by SEND.GROUPINGS command only.

The parcel header contains the following:

- Number of groupings
- Layer handle
- Handle of grouping selected into the layer or 0

This packet header is followed by one record for each grouping on the layer identified by handle. A grouping record consists of:

- Grouping handle
- Grouping caption
- Number of groups in the grouping

## **[grouplist] parcel**

Lists objects and their group assignment. Output by Groups--Copy Groups, Groups--Paste Groups, COPY.GROUPLIST, PASTE.GROUPS.

Also provides a format for hot-linking grouping information in a spreadsheet into a layer (Groups--Paste Link, LINK.GROUPS).

The parcel header contains the following:

- Number of objects
- Layer name (feature) caption
- Source arealist name
- Object type
- Grouping caption

This packet header is followed by as many object group assignment records as there are objects on the layer. An object group assignment record consists of an object key followed by the group key and possibly other identifying names depending on object type. Object records are ordered on object key.

A [grouping] packet may optionally follow the [grouplist] records.

### **[grouping] packet**

Contains a table of different groups.

The packet header contains the following:

- Number of groups
- Layer name (feature caption)
- Source arealist name
- Object type
- Grouping caption

Following the packet header is a record for each group that consists of:

- Group key
- Number of objects in the group
- Group caption.

On input (linking via the Groups Paste Link command), any values following the [grouplist] keyword in the packet header are ignored.

## **[groups] parcel**

Lists groups in a specified grouping. Output by SEND.GROUPS command only.

The packet header contains the following:

- Number of groups
- Grouping handle
- Index of current group

This packet header is followed by one record for each group in the grouping identified by handle. A group record consists of:

- Group index
- Group caption
- Number of objects in the group

## **[groupset] parcel**

Lists objects by group, each group forming a [group] packet. Output by Groups--Copy Groups, Groups--Paste Groups.

The parcel header contains the grouping caption and the number of [group] packets that follow.

The parcel header is followed by the indicated number of [group] packets.

### **[group] packet**

The packet header contains the following:

- Group key
- Number of objects
- Group caption

Following the packet header is an object name record for each object in the group. An object name record consists of an object key with additional identifying names depending on object type. Object name records are ordered on object key.



## **[layers] parcel**

Lists feature layers in the current or specified study area. Output by SEND.LAYERS command only.

The parcel header contains the following:

- Number of layers
- View window handle
- Study area handle
- Active layer handle

This packet header is followed by one record for each layer in the study area identified by handle. A layer record consists of:

- Layer handle
- Layer caption
- Number of objects on the layer
- Number of datalists on the layer

## **[lines] parcel**

Contains the geometric description of one or more line feature objects. Output by Objects--Copy Objects.

The packet header contains the number of line objects.

Following the packet header is the indicated number of line object records. Each record containing the following:

- Line name
- Number of coordinate points describing the line
- Indicated number of latitude/longitude points.

If multiple names are supplied for a line object, they are concatenated using slash [/] symbols. A line object represents either a single line segment or multiple consecutive line segments: line segments may be identified by including *<segment\_id>* in front of any point which is the first point of a segment. Internal *segment\_ids* are generated for unlabelled segments.

## **[locations] parcel**

Contains the geometric description of one or more point feature objects. Output by Objects--Copy Objects.

The packet header contains the number of point objects.

This packet header is followed by the indicated number of point object records, each containing:

- Object key
- Latitude of point (xx.xxxxx)
- Longitude of point (xx.xxxxx)
- Object caption

## **[objectlist] parcel**

Lists objects on a layer. Output by Objects--Copy List, COPY.OBJECTLIST.

The packet header contains the following:

- Number of objects
- Layer name (feature caption)
- Source arealist name
- Object type

Following the header is an object name record for each object on the layer. An object name record consists of an object key with additional identifying names depending on object type. Object name records are ordered on object key.

## **[polygons] parcel**

Contains a geometric description of one or more polygon feature objects (output by Objects--Copy Objects), or the polygon drawn in "group by polygon" assignment.

The parcel header indicates the number of polygons.

Following the header is an entry for each polygon. Polygon objects may be made up of one or more part polygons (holes and islands).

A header describes the polygon as a whole and contains the following:

- Object key
- Number of polygon part entries that follow
- Object caption
- Area of total polygon (in sq.miles or sq.kms)
- Metric (m for miles; km for kilometers)
- Latitude of centroid (xx.xxxxx)
- Longitude of centroid (xxx.xxxxx)

Each polygon part is preceded by its header record that contains the following:

- < part ID > (the ID is negative for holes)
- Number of vertex coordinates to the part
- Area of part polygon (in sq.miles or sq.kms)

Following the header are the vertex coordinates, formatted five latitude-longitude pairs per record.

## **[qldata] parcel**

A data table made up of all items corresponding to the current contents of the "QuickLook" window. Output by QuickLook--Copy to Clipboard button, SEND.QLDATA.

The parcel header contains the following:

- Number of columns (=3 or =4)
- Number of data items
- Source datalist name: caption
- "all" or "selected" (keywords to indicate inclusion of all or selected items)

The next four records contain the following in the third column:

- 0 (zero) if object record or count of group members if group record
- Object or group combined key-caption
- Source arealist name
- Object type

These records are followed by 3 or 4 columns corresponding to the contents of the "QuickLook" window. The first and second columns contain the data item name and caption. The third and fourth columns contain item values for the "QuickLook" base and benchmark records respectively. If only base data are shown, the fourth column is omitted.

## **[strata] parcel**

Lists objects by variable stratum. Each set of stratum objects forms a [stratum] packet. Output by (Views--Copy Variable, Groups--Paste Groups, COPY.STRATA).

The parcel header indicates the following:

- Number of [stratum] packets that follow
- Layer name (feature caption)
- Source arealist name
- Object type
- Variable name/caption
- Source datalist name

This packet header is followed by the indicated number of [stratum] packets.

### **[stratum] packet**

The packet header contains the following:

- Stratum number
- Number of objects
- Stratum range

Following the packet header is an object stratum assignment record for each object in the stratum. Each record consists of an object key followed by the stratum code and the variable value. Object records are ordered on object key.

## **[stratlist] parcel**

Lists objects and their stratum assignments. May optionally include a [stratable] packet and [varstatistics] packet. Output by Map--Copy Variable, Groups--Paste Groups, COPY.STRATLIST, PASTE.GROUPS.

The parcel header contains the following:

- Number of objects
- Layer name (feature caption)
- Source arealist name
- Object type
- Variable name/caption
- Source datalist name

Following the header is an object stratum assignment record for each object on the layer. Each record consists of an object key, followed by the stratum code and the variable value. Object records are ordered on object key.

[stratable] and [varstatistics] packets may optionally follow this packet.

### **[stratable] packet**

The packet header contains the following:

- Number of strata
- Layer name (feature caption)
- Source arealist name
- Object type
- Variable name/caption
- Source datalist name

Following the header is a stratum description record for each stratum. Each record consists of the stratum code, count of objects in the stratum, and the range of variable values in the stratum.

### **[varstatistics] packet**

The packet header contains the following:

- Number of records that follow
- Layer name (feature caption)
- Source arealist name
- Object type
- Variable name/caption
- Source datalist name

Following the packet header are the indicated number of records. Each record consists of a caption followed by a value.



## **[tour] parcel**

Lists of consecutive segments (i.e. legs) of a tour. Output by Map--Copy Tour, COPY.TOUR.

The parcel header indicates of the number of segments that follow

This packet header is followed by a record of column headings and by as many segment data records as there are consecutive segments in a tour. Each record of segment data includes:

- Segment number
- Latitude from (xx.xxxxx)
- Longitude from (xxx.xxxxx)
- Latitude to (xx.xxxxx)
- Longitude to (xxx.xxxxx)
- Length (in miles or km)
- Metric (m for miles; km for kilometers)
- Direction (degrees, xxx.x)
- Cumulative length from start of tour
- Horizontal displacement (in m or km) from first point
- Vertical displacement (in m or km) from first point

## **[views] parcel**

Lists views of study area. Output by SEND.VIEWS command only.

The parcel header indicates the number of views in a study area and the active window handle.

The header is followed by one record for each view window in a specific study area. A view window record consists of its window handle and the window caption.

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Ancestry

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Average Family Size

Average Household Income

Average Household Size

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Blue Collar

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**1-Unit, Detached**

Is a 1-unit structure that is detached from any other house.

**1-Unit, Attached**

Is a 1-unit structure that has one or more walls extending from the ground to the roof separating it from adjoining structures.

**2 or More Units**

Are structures containing 2 or more housing units.



**Age**

The age classification is based on the age of the person as of April 1, 1990.

**Aggregate Income**

Is defined as the total money income, expressed as millions of dollars, for all persons in an area regardless of household status.

**American Indian, Eskimo or Aleut**

Includes persons who classified themselves as such in one of the following race categories: American Indian, American Indian Tribe (Iroquois, Sioux, Colorado River, Flathead), Eskimo (Arctic Slope, Inupiat and Yupik), or Aleut (Alutiiq, Egegik and Pribilovian).

**Ancestry**

The data on ancestry represent self-classification by people according to the ancestry group(s) with which they most closely identify. Ancestry refers to a person's ethnic origin, descent, "roots", heritage, or the place of birth of the person or the person's parent or ancestors before their arrival in the United States.

**Asian**

Includes Chinese, Filipino, Japanese, Asian Indian, Korean, Vietnamese, Cambodian, Hmong, Laotian, Tai, Other Asian.

**Average Family Size**

Is calculated by dividing the number of persons in families by the number of families. Any person in a household who is related to the householder is considered a member of the family.

**Average Household Income**

The average or mean income is obtained by dividing total household income by the total number of households. Because the average is influenced strongly by extreme values in the distribution, it is especially susceptible to the effects of sampling variability.

**Average Household Size**

Is calculated by dividing the number of persons in households by the number of households.



**Black**

Includes persons who indicated their race as "black or Negro" or reported entries such as African American, Afro-American, Black Puerto Rican, Jamaican, Nigerian, West Indian, or Haitian.

**Blue Collar**

Blue collar occupations include private household service workers, those in protective and other services, in farming, forestry, fishing, precision production, craft, and repair occupation -- together with machine operators, assemblers, and inspectors: transportation and materials moving workers; and helpers, handlers, and laborers.

## **Business By Major Industry**

This table corresponds to the first nine [Standard Industrial Classification \(SIC\)](#) Major Industry Divisions as developed by the Statistical Policy Division of the Office of Management and Budget. The nine major industry classifications are: (1) agriculture, forestry and fishing; (2) mining; (3) construction; (4) manufacturing; (5) transportation, communication, electric, gas, and sanitary services; (6) wholesale trade; (7) retail trade; (8) financial, insurance, and real estate; (9) services.

**Business classification**

Business classifications are based on the [Standard Industry Classification \(SIC\)](#) and were developed to show the patterns of land and space use by businesses. To create the classifications, establishments were grouped based on their size (number of employees) and 4-digit SIC codes.

**Child**

Is a son or daughter by birth, a stepchild, or adopted child of the householder, regardless of the child's age or marital status. The category excludes sons-in-law, daughters-in-law, and foster children.

**Class of Worker**

Refers to the same job as a respondent's industry and occupation, and categorizes persons according to the type of ownership of the employing organization. The class of workers are defined as:

**Private Wage and Salary** Includes all persons who worked for wages, salary, tips and commissions for an employer (profit or not) plus all self-employed persons in incorporated businesses.

**Government Workers** Includes persons who were employees of any local, state, or federal governmental unit.

**Self-Employed Workers** Includes persons who worked for profit in their own unincorporated business, profession, or trade, or who operated a farm.

**Public Administration** Under industry, is limited to regular government functions such as legislative, judicial, administrative, and regulatory activities of governments. Other government organizations such as schools, hospitals, liquor stores, and bus lines are classified by industry according to the activity in which they are engaged.

## **Consumer Spending Potential**

A Scan/US data product that estimates the annual expenditure per household for groceries, entertainment, restaurants, clothing, personal care, etc. See also ['93 Consumer Spending Potential Data](#)

**Contract Rent**

Is the monthly amount, regardless of utilities, furnishings or fees, meals, or services that may be included. For vacant units, it is the monthly rent asked for the rental unit at the time of the enumeration.



**Durable Goods**

Is a retail classification encompassing the following kind-of-business classifications:

- Building materials and mobile home dealers.
- Automotive dealers except for gas stations.
- Furniture, home furnishing, and equipment stores.
- Miscellaneous stores dealing in such durable goods as books, jewelry, sporting goods, photographic equipment, and luggage.

**Educational Attainment**

Data are tabulated as attainment for persons 25 years old or over. Persons are classified according to the highest level of school completed or the highest degree received.

**Employed**

All persons 16 years old and over who were either (1) "at work" -- those who did any work at all during the reference week as paid employees (2) were "with a job but not at work" -- those who did not work during the reference week but had jobs or businesses from which they were temporarily absent.

**Employment**

Employment is derived from the ZIP-level County Business Patterns (CBP/ZIP) file. The CBP/ZIP file reports data on approximately 75% of all employed persons and virtually 100% of all employees on private non-agricultural payrolls. Scan/US' estimates of employment agree substantially -- on all levels of reported geography -- with those issued by the U.S. Department of Labor, Bureau of Labor Statistics in its publication "Employment and Earnings."

**Employment Status**

The employment status data shown in this tabulation relate to persons 16 years old and over.

**Establishments**

The individual physical locations where business is conducted or where services or industrial operations are performed.

**Examples of Noninstitutional Group Quarters**

Rooming Houses, Group Homes, Religious Group Quarters, College Quarters Off Campus, College Dormitories, Military Quarters, Agricultural Workers' Dormitories, Other Workers' Dormitories, Emergency Shelters for Homeless Persons (with sleeping facilities) and Visible in Street Locations, Dormitories for Nurses and Interns in General and Military Hospitals, Crew of Maritime Vessels, Staff Residents of Institutions, Other Non Household Living Situations, Living Quarters of Victims of Natural Disasters.

**Family Household**

A family consists of a [householder](#) and one or more other persons living in the same household who are related to the householder by birth, marriage or adoption. Families are also cross tabulated by type of family by [race](#) and [Hispanic origin](#).



**Family Income**

Is the sum of money income of all family members 15 years old and over.

**Family Type**

Families are classified by type as either a "married-couple" family or "other family" according to the sex of the [householder](#) and the presence of relatives.

**Floor Space**

Floor space is the estimated number of square feet of building space per [business classification](#). Floor space excludes landscaped grounds, access roads, railroad spurs, parking spaces, vacant space, or common areas in shared structures.

**GAF Stores**

GAF stores are those which specialize in the type of merchandise normally sold in department stores. Included are:

- General merchandise stores
- Apparel and accessory stores
- Furniture, home furnishings, and equipment stores
- Miscellaneous specialty shopping goods stores

**Group Quarters**

All persons not living in households are classified by the Census Bureau as living in group quarters. Group quarters are further classified as either institutional or noninstitutional and by age of persons in the group quarter (under 18 years old and over 65 years old).

**Group Quarters: Noninstitutional**

Includes all persons who live in group quarters other than institutions. Persons who live in the following living quarters are classified as "other persons in group quarters" when there are 10 or more unrelated persons living in the unit; otherwise, these living quarters are classified as housing units: rooming houses, group homes, dormitories for nurses and interns in general and military hospitals, crews of maritime vessels, staff residents of institutions, other non-household living situations, living quarters for victims of natural disasters.

## **Group Quarters: Types Of Institutions**

Correctional institutions:

prisons, federal detention centers, military stockades, jails, local jails and other confinement facilities,  
police lockups, halfway houses, other types of correctional institutions;

Nursing homes

Mental (psychiatric) hospitals

Hospitals for chronically ill

Schools, hospitals, or wards for the mentally retarded

Schools, hospitals, or wards for the physically handicapped

Hospitals and wards for drug/alcohol abuse

Wards in general and military hospitals for patients who have no usual home elsewhere

Juvenile institutions

Detention centers

**Hispanic Origin**

Persons who classified themselves in one of the specific Hispanic origin categories listed on the questionnaire -- "Mexican," "Puerto Rican" or "Cuban" -- as well as those who indicated that they were of other Spanish/Hispanic origin which includes those whose origins are from Spain, the Spanish-speaking countries of Central or South America or the Dominican Republic, or they are persons of Hispanic origin identifying themselves generally as Spanish, Spanish American, Hispanic, Hispano, Latino, and so on.

Origin can be viewed as the ancestry, nationality group, lineage, or country of birth of the person or the person's parents or ancestors before their arrival in the United States. Hispanic origin refers to origin not race. Persons of Hispanic origin may be of any race.



**Household**

A household includes all the persons who occupy a [housing unit](#). See also [Family Household](#) and [Nonfamily household](#)

**Household Income**

Includes the income of the [householder](#) and all other persons over 15 years of age, whether they are related to the householder or not.

**Household Language**

Households where one or more persons (age 5+ years) speak a language other than English, the household language assigned to all household members is the non-English language spoken by the first person with a non-English language. As a result, persons who speak only English may have a non-English household language assigned to them in tabulations of persons by household language.

**Household Type**

Household type is classified by the presence of relatives and the number of persons living in a housing unit. Family households include married couples and other families-- female householder with no spouse present, male householder with no spouse present, etc.

**Householder**

In most cases, this is the person, or one of the persons, in whose name the home is owned, being bought or rented. If there is no such person in the household, any adult household member 15 years old and over could be designated as the householder.

**Housing Units**

Housing units may be vacant or occupied, seasonally or year round. Includes houses, mobile homes or trailers, apartments, a group of rooms or a single room occupied as separate living quarters or, if vacant, intended for occupancy as separate living quarters.

**Housing Units: For Seasonal, Recreational, or Occasional Use**

These are vacant units used or intended for use only in certain seasons or for weekend or other occasional use throughout the year. Seasonal units include those used for summer or winter sports or recreation, such as beach cottages and hunting cabins. Seasonal units also may include quarters for such workers as herders and loggers. Interval ownership units, sometimes called shared-ownership or time-sharing condominiums, also included here.

**Housing Value**

Is the owner's estimate of the value of the property if it were for sale. Not included are mobile homes, one-family houses on more than 10 acres of land, houses with a business or medical office.



**Income**

Is the total money income for the calendar year 1989 from all persons 15 years old and over. Money income is the sum of wages and salary income, self-employment income, interest and dividends, retirement or disability income, social security income, public assistance and other types of income including child support, alimony and unemployment compensation.

**Industry**

Describes the type of business that is conducted by a person's employer. The 1990 census classifications were developed from the 1987 edition of the "Standard Industrial Classification ([SIC](#)) Manual," published by the Office of Management and Budget, Executive Office of the President.

**Institutionalized Persons**

Includes persons under formally authorized, supervised care or custody in institutions at the time of the enumeration. Such persons are classified as "patients or inmates" of an institution.

## **Journey To Work**

See [Means of Transportation to Work](#), [Time Leaving Home to Go to Work](#), [Travel Time to Work](#).

**Labor Force**

All employed and unemployed civilians plus members of the U.S. Armed Forces on active duty.

**Linguistically Isolated**

A [household](#) in which no person aged 14 and older speaks English, or speaks it well enough to communicate with English-speaking groups such as government agencies or most employers.

**Male Householder, No Wife Present**

A family with male head of householder with no spouse present.

**Marital Status**

Refers to the status at the time of the enumeration and is tabulated only for those persons 15 years old and over. All persons were asked whether they were "now married," "widowed," "divorced," "separated," or "never married." Couples who live together were allowed to report the marital status they considered the most appropriate.



**Married-Couple Family**

A family in which the householder and his or her spouse are enumerated as members of the same household.

**Means of Transportation to Work**

Refers to the principle mode of travel the person used to get from home to work. Persons who used more than one means of transportation were asked to report the one used for the longest distance during the work trip.

**Median Age**

This measure divides the age distribution into two equal parts: one-half of the cases falling below the median value and one-half above the median value.

**Median Income**

The median represents the middle of the income distribution, dividing the income distribution into two equal parts, one having incomes above the median and the other having incomes below the median. Median income is calculated for both [household income](#) and [family income](#) distributions.

**Nonfamily Household**

Is a [housing unit](#) occupied by a group of unrelated persons or a single person living alone. The group of unrelated persons can be between 2 and 9 persons. Nonfamily households with 10 or more persons are considered [group quarters](#), not as a housing unit.

**Nonfamily Householder**

A [householder](#) living alone or with nonrelatives only.

**Not In Labor Force**

All persons 16 years old and over who are not classified as members of the [labor force](#). The category consists mainly of students, housewives, retired workers, seasonal workers enumerated in an 'off' season who were not looking for work, institutionalized persons, and persons doing only incidental unpaid family work.

**Occupation**

Describes the type of work that a person performs while on the job. The classifications were developed to be consistent with the 1980 Standard Occupational Classification (SOC) Manual.

Occupation data are for employees working in the study area, whether or not they are residents within its boundaries.



**Occupation: Unclassified**

Unclassified occupations are of workers employed in the establishments that are not classified by [SIC](#) code, usually new businesses that could not be classified in any major industry group due to insufficient information.

**Occupied Housing Unit**

A housing unit is classified as occupied if it is the usual place of residence. If all persons staying in the unit at the time of the census have their usual place of residence elsewhere, the unit is classified as vacant.

**Per Capita Income**

Is defined as the average money income per man, woman, and child regardless of age, labor force status, or group quarters status.

**Other Race**

Includes all other persons not included in the White, Black, American Indian, Eskimo or Aleut and Asian or Pacific Islander [race](#) categories. See also [Hispanic origin](#)

**Owner Occupied**

A housing unit is owner occupied if the owner or co-owner lives in the unit, even if it is mortgaged or not fully paid for.

**Pacific Islander**

Includes persons who indicated their race by classifying themselves into one of the following groups or identifying themselves as one of the Pacific Islander groups of Polynesian, Micronesian, or Melanesian: Hawaiian, Samoan, Guamanian, Other Pacific Islander.

**Payroll**

Is an annual figure that includes all forms of compensation subject to income tax withholding, such as salaries, wages, commissions, bonuses, vacation allowances, sick leave pay, and the value of payments in kind (such as free meals and lodging) paid during the year to all employees. When reported to employers, tips and gratuities are also included.

**Period Of Military Service**

Veterans are classified according to the most recent wartime period that they served (WW I, WW II, Korean Conflict, Vietnam Era). The period of service categories shown in this tabulation are mutually exclusive.



**Person Per Family**

Is calculated by dividing the number of persons in families by the total number of families.

**Persons Per Household**

A measure obtained by dividing the number of persons in [households](#) by the number of households.

**Population**

Number of residents in an area as of April 1, 1990. For the census update data, the number of residents is estimated for the current year and projected 5 years based on the monthly P-25 series population estimate.

**Race**

The data for race represents self-classification by people according to the race with which they most closely identify.

**Reference Week**

Reference week is the calendar week preceding the date on which respondents completed their questionnaires or were interviewed by census enumerators. The week is not the same for all respondents since the census enumeration was not completed in one week.

**Renter Occupied**

All occupied housing units that are not owner occupied.

**Retail Businesses**

The industry classification used for retail business is that of the Office of Management and Budget in its 1987 edition of the "Standard Industrial Classification Manual." Included are the more traditional "over-the-counter" type retailing that usually takes place in stores and showrooms, together with such semi-industrial retail categories as lumber yards, plant nurseries, mobile home dealers, gas stations, mail order houses, fuel and ice dealers, and bottled gas dealers.

**Spouse**

Includes a person married to and living with a householder, This category includes persons in formal marriages, as well as persons in common-law marriages.



**Stability**

Is the percent of the population who have lived in the same housing unit during the period of 1985-1990. Excluded are persons 5 years of age or younger.

### **Standard Industrial Classification (SIC) Code**

A four-digit numeric code established by the U.S. government in conjunction with U.S. businesses to designate various industries as defined by their functions and products. The SIC is intended to cover the entire field of economic activities, namely: agriculture, forestry, fishing, hunting and trapping, mining, construction, manufacturing, transportation, communication, electric, gas, and sanitary services, wholesale and retail trade, finance, insurance, and real estate, personal, business, repair, and other services, and public administration. The SIC codes employed by Scan/US are from the 1987 "Standard Industrial Classification Manual."

SIC codes are used by direct marketers to segment lists and to target promotions. The government uses them to report and track business-related census data. The first two digits indicate a major industrial classification; the second two digits, an industrial subclass. For example, SIC code 2300 represents a manufacturer of clothing; code 2352, a manufacturer of hats and caps. What the code cannot tell the direct marketer is whether a business is engaged *only* in the activity defined by the SIC code, or whether the code represents a primary business activity. In the latter case, there may be other marketing opportunities not identified by the SIC code. Note, however, an analysis using Scan/US [business classifications](#) may help uncover these opportunities.

**TBA Dealers**

Tire, battery and accessory dealers.

**Tenure**

The classification of all occupied housing units as either renter or occupied. Tenure is also cross tabulated by [age](#) of the [householder](#), [race](#) and [Hispanic](#).

**Time Leaving Home to Go to Work**

The departure time refers to the time of day that the person usually left home to go to work during the reference week.

**Total Employed Population**

Total employed population is the male and female civilian employed population. Includes all civilians who were at work' or with a job but not at work' during the [reference week](#).

**Total Workers**

Total workers is tabulated differently and not equivalent to the [total employed population](#). Total workers as the journey-to-work base includes those in the armed forces but excludes those with a job but not at work' during the [reference week](#).

**Travel Time to Work**

The total number of minutes that it usually took the person to get from home to work during the [reference week](#).



**Unemployed**

All civilians 16 years old and over are classified as unemployed if they (1) were neither "at work" nor "with a job but not at work" during the reference week, and (2) were looking for work during the last 4 weeks and (3) were available to accept a job.

**Units In Structure**

In determining the units in structure, all housing units, both occupied and vacant, are counted. Stores and office space are excluded. A structure is a separate building that either has open spaces on all sides or is separated from other structures by dividing walls that extend from the ground to the roof.

**Vacancy Status**

Vacancy status and other characteristics of vacant units were determined by enumerators obtaining information from landlords, owners, neighbors, rental agents and others. Vacant units are also classified as "For Rent," (vacant unit could be offered for rent or for sale), "For Sale Only," "Rented or Sold, Not Occupied," "For Seasonal, Recreational, or Occasional Use," "For Migrant Workers" and "Other Vacant."

**Vacant Housing Units**

A housing unit is vacant if no one is living in it at the time of enumeration, unless its occupants are only temporarily absent.

**Vehicles Available**

Includes passenger cars, vans, and pickup and panel trucks of one-ton or less kept at home and available for the use of household members. Vehicles rented or leased for more than one month or more , company vehicles and police and government vehicles that are kept at home and are used for non-business purposes.

**Vehicles per Household**

Is computed by dividing the aggregate vehicles available by the number of occupied housing units.

**White**

Includes persons who indicated their race as "White" or reported entries such as Canadian, German, Italian, Lebanese, Near Easterner, Arab, or Polish.

**White Collar**

White collar occupations include executives, managers, administrators, professionals, technologists and technicians, sales workers, clerks, and administrative support workers.



**Year Householder Moved Into Unit**

This data refers to the latest time of occupancy by the householder.

**Year Structure Built**

Was asked at both occupied and vacant housing units and refers to when the building was first constructed, not when it was remodeled, added to or converted.

# Geography Dictionary

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**Areas of Dominant Influence (ADI)**

Are media areas defined by the Arbitron Company, usually consisting of one or more whole counties.

**Block**

Small areas bounded on all sides by visible features such as streets, roads, streams, and railroad tracks, and by invisible boundaries such as cities, towns, townships, county limits, property lines, and short, imaginary extensions of streets and roads.

Blocks are numbered uniquely within each [census tract](#) or [block numbering area](#). A block is identified by a three-digit number, sometimes with a single alphabetical suffix. In the example below, '301' is the block number.

Example: 1011.02 301 See also [Block Group](#)

**Block Group (BG)**

A cluster of [blocks](#) having the same first digit of their three-digit identifying numbers within a [census tract](#) or [block numbering area \(BNA\)](#).

For example, BG 3 in census tract 1011.02 includes all the blocks numbered between 301 and 397. BGs generally contain between 250 and 550 housing units, with the ideal size being 400 housing units. Geographic BGs never cross census tract or BNA boundaries.

**Block Numbering Area (BNA)**

Small statistical subdivisions of a [county](#) for grouping and numbering blocks in nonmetropolitan counties where local census statistical area committees have not established [census tracts](#). State agencies and the Census Bureau delineated BNAs for the 1990 census using guidelines similar to those for the delineation of census tracts. BNAs do not cross county boundaries.



### **Census County Division (CCD)**

Subdivisions of a [county](#) that were delineated by the Census Bureau, in cooperation with state officials and local census statistical area committees, for statistical purposes. CCDs were established in 21 states where there are no legally established minor civil divisions (MCDs).

CCD boundaries usually follow visible features and, in most cases, coincide with [census tracts](#) or [block numbering area](#) boundaries. The name of each CCD is based on a place, county, or well-known local name that identifies its location. The 21 states where CCDs have been established are as follows: Alabama, Arizona, California, Colorado, Delaware, Florida, Georgia, Hawaii, Idaho, Kentucky, Montana, Nevada, New Mexico, Oklahoma, Oregon, South Carolina, Tennessee, Texas, Utah, Washington, and Wyoming.

### **Census Designated Place (CDP)**

Delineated for the decennial census as the statistical counterparts of incorporated [places](#). CDPs comprise densely settled concentrations of population that are identifiable by name, but are not legally incorporated places.

To qualify as a CDP for the 1990 census, an incorporated community must have met the following criteria:

- 1). In all states except Alaska and Hawaii, the Census Bureau (in cooperation with State agencies and local census statistical area committees) uses three population size criteria to designate a CDP. These criteria are:
  - a. 1,000 or more persons if outside the boundaries of an [urbanized area](#) (UA) delineated for the 1980 census or a subsequent special census.
  - b. 2,500 or more persons if inside the boundaries of a UA delineated for the 1980 census or a subsequent special census.
  - c. 250 or more persons if outside the boundaries of a UA delineated for the 1980 census or a subsequent special census, and within the official boundaries of an American Indian reservation recognized for the 1990 census.
- 2). In Alaska, 25 or more persons if outside a UA, and 2,500 or more persons if inside a UA delineated for the 1980 census or a subsequent special census.
- 3) In Hawaii, 300 or more persons, regardless of whether the community is inside or outside a UA.

All places in Hawaii are CDPs.

## **Census Region and Census Division**

Census Divisions are groupings of [states](#) that are subdivisions of the four Census Regions. There are nine divisions, which the Census Bureau adopted in 1910 for the presentation of data. The Census Regions (in bold), Census Divisions (underlined) and their constituent states are as follows:

### **Northeast**

New England Division: Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

Middle Atlantic Division: New York, New Jersey, Pennsylvania

### **Midwest Region**

East North Central Division: Ohio, Indiana, Illinois, Michigan, Wisconsin

West North Central Division: Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

### **South Region**

South Atlantic Division: Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida

East South Central Division: Kentucky, Tennessee, Alabama, Mississippi

West South Central Division: Arkansas, Louisiana, Oklahoma, Texas

### **West Region**

Mountain Division: Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

Pacific Division: Washington, Oregon, California, Alaska, Hawaii

**Census Subarea**

Statistical subdivisions of boroughs and census areas ([county](#) equivalents) in Alaska.

## **Census Tract (CT)**

Small, relatively permanent statistical subdivisions of a [county](#) with boundaries not crossing county boundaries. Census tracts usually have between 2,500 and 8,000 persons and, when first delineated, were designed to be homogeneous with respect to population characteristics, economic state, and living conditions. The spatial size of census tracts varies widely depending on the density of settlement. Census tract boundaries are delineated with the intention of being maintained over a long period of time so that statistical comparison can be made from census to census.

Census tracts are delineated for all [metropolitan areas](#) (MA's) and other densely populated counties by local census statistical area committees following Census Bureau guidelines. Six States -- California, Connecticut, Delaware, Hawaii, New Jersey, Rhode Island and the District of Columbia -- are entirely tracted.

Census tracts are identified with a four-digit number and may have a two-digit suffix; for example 1011.02. Census tract numbers range from 0001.00 through 9499.99 and are unique within a county (numbers in the range of 9501-9989.99 denote a [block numbering area](#) (BNA)).

The suffix .99 identifies a census tract that was populated entirely by persons aboard one or more civilian or military ships. Suffixes in the range .80 and .98 usually identify census tracts that either were revised or were created during the 1990 census data collection activities. Some of the revisions may have resulted in census tracts that have extremely small land area and may have little or no population or housing. For data analysis, such census tracts can be summarized with an adjacent census tract.

**Consolidated Metropolitan Area**

See [Primary Metropolitan Statistical Area](#).

## **County**

The primary political division of most states are termed "counties". In Louisiana, these divisions are known as "parishes."

In four states--Maryland, Missouri, Nevada, and Virginia--there are one or more cities that are independent of any county organization and thus constitute primary divisions of their States. These cities are known as "independent cities" and are treated as equivalent to counties for statistical purposes.

Each county and county equivalent is assigned a three-digit [Federal Information Processing Standards](#) (FIPS) code that is unique within a state. These codes are assigned in alphabetical order of county or county equivalent within states, except for the independent cities, which follow the listing of counties.

**County Subdivision**

The primary subdivisions of counties and their equivalents for the reporting of the decennial census data. They include [census county divisions](#), [census subareas](#), [minor civil divisions](#), and [unorganized areas](#).



**Designated Market Areas (DMA)**

Media areas defined by A.C. Nielsen, usually consisting of one or more whole counties.

### **Federal Information Processing Standards (FIPS) Code**

Codes assigned for a variety of geographic entities, including American Indian and Alaska Native area, congressional district, [county](#), [county subdivision](#), [metropolitan area](#), [place](#) and [state](#).

The structure, format, and meaning of FIPS codes used in the census are shown in the 1990 census "Geographic Identification Code Scheme" publication. More information about FIPS and FIPS code documentation is available from the National Technical Information Service, Springfield, VA 22161.

## **Hierarchical Order of Census Geography**

United States (1)

    Census Regions (4)

        Census Divisions (9)

            States (50)

                Counties (3,141)

                    County Subdivisions (35,298)

                        Places (23,435)

                            Census tracts/block numbering area (64,000)

                                Block groups (224,000 with population; total 300,000)

                                    Blocks (4.5 million with population; total 7 million)

## **Metropolitan Area (MA)**

The general concept of a metropolitan area is one of a large population nucleus, together with adjacent communities that have a high degree of economic and social integration with that nucleus. Some MA's are defined around two or more nuclei.

MA's are designated by the Federal Office of Management and Budget. Each MA must contain either a place with a minimum population of 50,000 or a Census Bureau-defined [urbanized area](#) and a total MA population of at least 100,00 (75,000 in New England). An MA comprises one or more central counties and may also include one or more outlying counties that have close economic and social relationships with the central [county](#). In New England, MA's are composed of cities and towns rather than whole counties.

MA's are classified as a [metropolitan statistical area](#) (MSA) or as a consolidated metropolitan statistical area (CMSA) that is then further divided into [primary metropolitan statistical areas](#) (PMSAs).

**Metropolitan Statistical Area (MSA)**

Relatively freestanding [metropolitan areas](#) (MA's) and are not closely associated with other MA's. These areas are typically surrounded by nonmetropolitan counties.

**MicroGrid**

a geographic feature for small area analysis unique to Scan/US. MicroGrid objects are rectangles in one minute (of latitude and longitude), 1/2 minute, or 1/4 minute sizes, depending on population density. The higher the density, the smaller the rectangle used to thematically present the neighborhood demographics. No population in an area is represented by the absence of objects. In areas where the population is densest, a MicroGrid is the size of six city blocks.

**Minor Civil Division (MCD)**

The primary political or administrative division of a [county](#).

The Census Bureau recognizes MCDs in the following 28 States: Arkansas, Connecticut, Illinois, Indiana, Iowa, Kansas, Louisiana, Maine, Maryland, Massachusetts, Michigan, Minnesota, Mississippi, Missouri, Nebraska, New Hampshire, New Jersey, New York, North Carolina, North Dakota, Ohio, Pennsylvania, Rhode Island, South Dakota, Vermont, Virginia, West Virginia and Wisconsin.

The District of Columbia has no primary divisions, and the entire area is considered equivalent to an MCD for statistical purposes.

**Parish**

County equivalents in the state of Louisiana.



**Place**

For the purpose of reporting the decennial census data, places include census designated places and incorporated places. Each place is assigned a four-digit census code that is unique within a state. The census assigned place codes are assigned based on the alphabetical order within the state.

### **Primary Metropolitan Statistical Area (PMSA)**

If an area that qualifies as a [metropolitan area](#) (MA) has more than one million persons, PMSAs may be defined within it. PMSAs consist of a large urbanized [county](#) or cluster of counties that demonstrates very strong internal economic and social links, in addition to close ties to other portions of the larger area. When PMSAs are established, the larger areas of which they are component parts is designated a consolidated metropolitan area (CMSA).

The title of a PMSA may contain up to three place names, provided that the additional places meet specified levels of population, employment, and commuting, or up to three county names, sequenced in order of population. Generally, a city with a population of 250,000 or more is in the title, regardless of other criteria.

**State**

The primary governmental division of the United States. The District of Columbia is treated as a statistical equivalent of a state for census purposes.

**TCA**

A group of one or more contiguous counties whose boundaries do not cross any state or any MSA boundaries. TCA stands for **TIGER** County Aggregate. TCAs were designed to sell maps and data in metro-region sized chunks so that customers can reduce their data costs.

**TIGER system**

Topologically Integrated Geographic Encoding and Referencing system--a project originally launched by the Census Bureau to automate the mapping and other geographic activities required to support its censuses and surveys. TIGER is the most up-to-date map and geographic database for the entire country (3.6 million square miles). Because TIGER is a digital database, it allows a user to topologically integrate map features with other data (demographic, economic, etc.) by means of suitable applications software.

**United States**

The United States comprises the 50 States and the District of Columbia.

**Unorganized Territory**

In nine States (Arkansas, Iowa, Kansas, Louisiana, Maine, Minnesota, North Carolina, North Dakota, and South Dakota), some counties contain territory that is not included in a [minor civil division](#) recognized by the Census Bureau. Each separate area of unorganized territory in these States is recognized as one or more separate [county subdivisions](#) for census purposes.

**Urban and Rural**

The Census Bureau defines "urban" for the 1990 census as comprising all territory, population, and housing units in urbanized areas and in places of 2,500 or more persons outside urbanized areas.

Territory, population, and housing units not classified as urban constitute "rural". In the 100-percent data products, rural is divided into "places of less than 2,500" and "not in places".



**Urbanized Area (UA)**

The Census Bureau delineates urbanized areas (UAs) to provide a better separation of urban and rural territory, population, and housing in the vicinity of large places. A UA comprises one or more places ("central place") and the adjacent densely settled surrounding territory ("urban fringe") that together have a minimum of 50,000 people.

**ZIP Code**

Administrative units established by the United State Postal Service (USPS) for the distribution of mail. ZIP codes serve addresses for the most efficient delivery of mail, and therefore generally do not respect political or census statistical area boundaries. ZIP codes usually do not have clearly identifiable boundaries, often serve a continually changing area, are changed periodically to meet postal requirements, and do not cover all the land area of the United States. ZIP codes are identified by five-digit codes assigned by the USPS. The first three digits identify a major city or sectional distribution center, and the last two digits generally signify a specific post office's delivery area or point.

There are approximately 29,000 ZIP codes covering the population and city delivery areas. The ZIP code in these files are current as of June 1993.

# Guide to Scan/US Regions and TCAs

[Product Database](#)  
[Scan/US Geography](#)

## Scan/US Regions

A Scan/US region is a group of one or more contiguous states. Regions are used to sell maps and data in smaller chunks so that customers can reduce their data costs.

Each region is listed below with its code name and member states.

O	CT, ME, MA, NH, RI, VT
1	New York
2	NJ, PA
3	DC, DE, MD, VA, WV
4	GA, SC
5	AL, MS, TN
6	Illinois
7	KY, OH
8	IN, MI
9	MN, WI
A	Texas
B	OR, WA
C	California
D	AR, LA, OK
E	KS, MO
F	IA, NE
G	AZ, NM
H	AK, HI
I	North Carolina
J	Florida
K	ID, MT, WY
L	ND, SD
M	CO, NV, UT

## Scan/US TCAs

A Scan/US TCA is a group of one or more contiguous counties whose boundaries do not cross an state or any MSA boundaries. TCAs (TIGER County Aggregate) are designed to sell maps and data in metro-region sized chunks so that customers can reduce their data costs.

Each TCA is listed below with its code name and its member counties sorted alphabetically.

### Alabama

- 50 Cherokee, Colbert, Cullman, DeKalb, Franklin, Jackson, Lauderdale, Lawrence, Limestone, Madison, Marion, Marshall, Morgan, Winston
- 51 Blount, Calhoun, Cleburne, Etowah, Fayette, Jefferson, Lamar, St. Clair, Shelby, Tuscaloosa, Walker
- 52 Autauga, Bibb, Chambers, Chilton, Clay, Coosa, Dallas, Elmore, Greene, Hale, Lee, Lowndes, Macon, Montgomery, Perry, Pickens, Randolph, Sumter, Talladega, Tallapoosa
- 53 Baldwin, Barbour, Bullock, Butler, Choctaw, Clarke, Coffee, Conecuh, Covington, Crenshaw, Dale, Escambia, Geneva, Henry, Houston, Marengo, Mobile, Monroe, Pike, Russell, Washington, Wilcox

### Alaska

H0 All of Alaska

**Arizona**

G0 Apache, Gila, Navajo

G1 Coconino, Mohave, Yavapai

G2 Maricopa, Pinal

G3 Cochise, Graham, Greenlee, La Paz, Pima, Santa Cruz, Yuma

**Arkansas**

D0 Clay, Craighead, Crittenden, Cross, Fulton, Greene, Independence, IZard, Jackson, Lawrence, Mississippi, Poinsett, Randolph, St. Francis, Sharp

D1 Baxter, Benton, Boone, Carroll, Crawford, Franklin, Johnson, Logan, Madison, Marion, Montgomery, Newton, Polk, Pope, Scott, Searcy, Sebastian, Stone, Washington, Yell

D2 Arkansas, Cleburne, Conway, Faulkner, Garland, Grant, Hot Spring, Jefferson, Lee, Lonoke, Monroe, Perry, Pike, Prairie, Pulaski, Saline, Van Buren, White, Woodruff

D3 Ashley, Bradley, Calhoun, Chicot, Clark, Cleveland, Columbia, Dallas, Desha, Drew, Hempstead, Howard, Lafayette, Lincoln, Little River, Miller, Nevada, Ouachita, Phillips, Sevier, Union

**California**

C0 Del Norte, Humboldt, Lassen, Modoc, Plumas, Shasta, Sierra, Siskiyou, Tehama, Trinity

C1 Butte, Colusa, Glenn, Lake, Mendocino, Napa, Solano, Sonoma, Yolo

C2 Alameda, Contra Costa, Marin, San Francisco, San Mateo

C3 Monterey, San Benito, Santa Clara, Santa Cruz

C4 Kern, Kings, Tulare

C5 Alpine, Inyo, Mono, San Bernardino, San Luis Obispo, Santa Barbara, Ventura

C7 Imperial, Riverside

C8 Los Angeles

C9 Orange, San Diego

CA Amador, Calaveras, El Dorado, Nevada, Placer, Sacramento, Sutter, Tuolumne, Yuba

CB Fresno, Madera, Mariposa, Merced, San Joaquin, Stanislaus

**Colorado**

M0 Archuleta, Chaffee, Delta, Dolores, Eagle, Garfield, Gunnison, Hinsdale, Jackson, Lake, La Plata, Mesa, Mineral, Moffat, Montezuma, Montrose, Ouray, Pitkin, Rio Blanco, Routt, San Juan, San Miguel, Summit

M1 Adams, Arapahoe, Boulder, Clear Creek, Denver, Douglas, Elbert, Gilpin, Grand, Jefferson, Larimer, Park, Weld

M2 Baca, Bent, Cheyenne, Crowley, Kiowa, Kit Carson, Las Animas, Lincoln, Logan, Morgan, Otero, Phillips, Prowers, Sedgwick, Washington, Yuma

M3 Alamosa, Conejos, Costilla, Custer, El Paso, Fremont, Huerfano, Pueblo, Rio Grande, Saguache, Teller

**Connecticut**

00 All of Connecticut

**Delaware**

30 All of Delaware

**District of Columbia**

31 All of Washington, D.C.

**Florida**

- J0 Bay, Calhoun, Dixie, Escambia, Franklin, Gadsden, Gilchrist, Gulf, Hamilton, Holmes, Jackson, Jefferson, Lafayette, Leon, Liberty, Madison, Okaloosa, Santa Rosa, Suwannee, Taylor, Wakulla, Walton, Washington
- J1 Alachua, Baker, Bradford, Citrus, Clay, Columbia, Duval, Flagler, Levy, Marion, Nassau, Putnam, St. Johns, Sumter, Union
- J2 Lake, Orange, Osceola, Polk, Seminole
- J3 Charlotte, Hernando, Hillsborough, Manatee, Pasco, Pinellas, Sarasota
- J4 Collier, De Soto, Glades, Hardee, Hendry, Highlands, Lee, Monroe, Okeechobee
- J5 Broward, Dade, Palm Beach
- J6 Brevard, Indian River, Martin, St. Lucie, Volusia

### **Georgia**

- 40 Banks, Burke, Catoosa, Chattooga, Columbia, Dade, Dawson, Elbert, Fannin, Floyd, Franklin, Gilmer, Glascock, Gordon, Greene, Habersham, Hall, Hancock, Hart, Jefferson, Lincoln, Lumpkin, Mcduffie, Murray, Oglethorpe, Pickens, Rabun, Richmond, Stephens, Taliaferro, Towns, Union, Walker, Warren, Washington, White, Whitfield, Wilkes
- 41 Barrow, Bartow, Butts, Carroll, Cherokee, Clarke, Clayton, Cobb, Coweta, De Kalb, Douglas, Fayette, Forsyth, Fulton, Gwinnett, Haralson, Heard, Henry, Jackson, Jasper, Madison, Morgan, Newton, Oconee, Paulding, Polk, Putnam, Rockdale, Spalding, Walton
- 42 Baker, Baldwin, Bibb, Bleckley, Brooks, Calhoun, Chattahoochee, Clay, Colquitt, Cook, Crawford, Crisp, Decatur, Dooly, Dougherty, Early, Grady, Harris, Houston, Jones, Lamar, Lee, Macon, Marion, Meriwether, Miller, Mitchell, Monroe, Muscogee, Peach, Pike, Pulaski, Quitman, Randolph, Schley Seminole, Stewart, Sumter, Talbot, Taylor, Terrell, Thomas, Tift, Troup, Turner, Twiggs, Upson, Webster, Wilkinson, Worth
- 43 Appling, Atkinson, Bacon, Ben Hill, Berrien, Brantley, Bryan, Bulloch, Camden, Candler, Charlton, Chatham, Clinch, Coffee, Dodge, Echols, Effingham, Emanuel, Evans, Glynn, Irwin, Jeff Davis, Jenkins, Johnson, Lanier, Laurens, Liberty, Long, Lowndes, Mcintosh, Montgomery, Pierce, Screven, Tattnell, Telfair, Toombs, Treutlen, Ware, Wayne, Wheeler, Wilcox

### **Hawaii**

- H1 All of Hawaii

### **Idaho**

- K0 Adams, Benewah, Bonner, Boundary, Butte, Clark, Clearwater, Custer, Fremont, Idaho, Jefferson, Kootenai, Latah, Lemhi, Lewis, Madison, Nez Perce, Shoshone, Teton, Valley, Washington
- K1 Ada, Blaine, Boise, Camas, Canyon, Cassia, Elmore, Gem, Gooding, Jerome, Lincoln, Minidoka, Owyhee, Payette, Twin Falls
- K2 Bannock, Bear Lake, Bingham, Bonneville, Caribou, Franklin, Oneida, Power

### **Illinois**

- 60 Cook, Du Page, Lake, Mchenry
- 61 Boone, Carroll, De Kalb, Ford, Grundy, Iroquois, Jo Daviess, Kane, Kankakee, Kendall, La Salle, Lee, Livingston, Ogle, Stephenson, Vermilion, Whiteside, Will, Winnebago
- 62 Adams, Brown, Bureau, Cass, Fulton, Greene, Hancock, Henderson, Henry, Knox, Logan, Mcdonough, Macoupin, Marshall, Mason, Mercer, Morgan, Peoria, Pike, Putnam, Rock Island, Schuyler, Scott, Stark, Tazewell, Warren, Woodford
- 63 Bond, Champaign, Christian, Clark, Clay, Coles, Crawford, Cumberland, De Witt, Douglas, Edgar, Effingham, Fayette, Jasper, Mclean, Macon, Marion, Menard, Montgomery, Moultrie, Piatt, Richland, Sangamon, Shelby

64 Alexander, Calhoun, Clinton, Edwards, Franklin, Gallatin, Hamilton, Hardin, Jackson, Jefferson, Jersey, Johnson, Lawrence, Madison, Massac, Monroe, Perry, Pope, Pulaski, Randolph, St. Clair, Saline, Union, Wabash, Washington, Wayne, White, Williamson

### **Indiana**

80 Adams, Allen, Blackford, De Kalb, Elkhart, Grant, Huntington, Jay, Kosciusko, Lagrange, Noble, Steuben, Wabash, Wells, Whitley

81 Benton, Carroll, Cass, Fulton, Jasper, Lake, La Porte, Marshall, Miami, Newton, Porter, Pulaski, St. Joseph, Starke, White

82 Boone, Clay, Clinton, Delaware, Fountain, Hamilton, Hancock, Hendricks, Henry, Howard, Johnson, Madison, Marion, Montgomery, Morgan, Parke, Putnam, Randolph, Rush, Shelby, Tippecanoe, Tipton, Vermillion, Vigo, Warren, Wayne

83 Bartholomew, Brown, Clark, Crawford, Daviess, Dearborn, Decatur, Dubois, Fayette, Floyd, Franklin, Gibson, Greene, Harrison, Jackson, Jefferson, Jennings, Knox, Lawrence, Martin, Monroe, Ohio, Orange, Owen, Perry, Pike, Posey, Ripley, Scott, Spencer, Sullivan, Switzerland, Union, Vanderburgh, Warrick, Washington

### **Iowa**

F0 Allamakee, Benton, Black Hawk, Bremer, Buchanan, Cedar, Chickasaw, Clayton, Clinton, Davis, Delaware, Des Moines, Dubuque, Fayette, Henry, Howard, Iowa, Jackson, Jefferson, Johnson, Jones, Keokuk, Lee, Linn, Louisa, Muscatine, Scott, Van Buren, Washington, Winneshiek

F1 Appanoose, Boone, Butler, Cerro Gordo, Clarke, Dallas, Decatur, Floyd, Franklin, Grundy, Hamilton, Hancock, Hardin, Jasper, Lucas, Mahaska, Marion, Marshall, Mitchell, Monroe, Polk, Poweshiek, Story, Tama, Wapello, Warren, Wayne, Winnebago, Worth, Wright

F2 Adair, Adams, Audubon, Buena Vista, Calhoun, Carroll, Cass, Cherokee, Clay, Crawford, Dickinson, Emmet, Fremont, Greene, Guthrie, Harrison, Humboldt, Ida, Kossuth, Lyon, Madison, Mills, Monona, Montgomery, O'Brien, Osceola, Page, Palo Alto, Plymouth, Pocahontas, Pottawattamie, Ringgold, Sac, Shelby, Sioux, Taylor, Union, Webster, Woodbury

### **Kansas**

E0 Cheyenne, Cloud, Decatur, Ellis, Ellsworth, Gove, Graham, Greeley, Jewell, Lane, Lincoln, Logan, Mitchell, Ness, Norton, Osborne, Ottawa, Phillips, Rawlins, Republic, Rooks, Russell, Saline, Scott, Sheridan, Sherman, Smith, Thomas, Trego, Wallace, Wichita

E1 Barber, Barton, Clark, Comanche, Edwards, Finney, Ford, Grant, Gray, Hamilton, Harper, Haskell, Hodgeman, Kearny, Kingman, Kiowa, Mcpherson, Meade, Morton, Pawnee, Pratt, Reno, Rice, Rush, Seward, Stafford, Stanton, Stevens

E2 Atchison, Brown, Clay, Dickinson, Doniphan, Douglas, Franklin, Geary, Jackson, Jefferson, Johnson, Leavenworth, Lyon, Marion, Marshall, Miami, Morris, Nemaha, Osage, Pottawatomie, Riley, Shawnee, Wabaunsee, Washington, Wyandotte

E3 Allen, Anderson, Bourbon, Butler, Chase, Chautauqua, Cherokee, Coffey, Cowley, Crawford, Elk, Greenwood, Harvey, Labette, Linn, Montgomery, Neosho, Sedgwick, Sumner, Wilson, Woodson

### **Kentucky**

70 Bath, Bell, Boyd, Bracken, Breathitt, Carter, Clay, Elliott, Estill, Fleming, Floyd, Greenup, Harlan, Jackson, Johnson, Knott, Knox, Laurel, Lawrence, Lee, Leslie, Letcher, Lewis, McCreary, Madison, Magoffin, Martin, Mason, Menifee, Montgomery, Morgan, Nicholas, Owsley, Perry, Pike, Powell, Pulaski, Robertson, Rockcastle, Rowan, Whitley, Wolfe

71 Adair, Anderson, Boone, Bourbon, Boyle, Bullitt, Campbell, Carroll, Casey, Clark,

Clinton, Fayette, Franklin, Gallatin, Garrard, Grant, Harrison, Henry, Jefferson, Jessamine, Kenton, Lincoln, Marion, Mercer, Nelson, Oldham, Owen, Pendleton, Russell, Scott, Shelby, Spencer, Taylor, Trimble, Washington, Wayne, Woodford

- 72 Allen, Ballard, Barren, Breckinridge, Butler, Caldwell, Calloway, Carlisle, Christian, Crittenden, Cumberland, Daviess, Edmonson, Fulton, Graves, Grayson, Green, Hancock, Hardin, Hart, Henderson, Hickman, Hopkins, Larue, Livingston, Logan, Lyon, Mccracken, Mclean, Marshall, Meade, Metcalfe, Monroe, Muhlenberg, Ohio, Simpson, Todd, Trigg, Union Warren, Webster

#### **Louisiana**

- D4 Avoyelles, Bienville, Bossier, Caddo, Caldwell, Catahoula, Claiborne, Concordia, De Soto, East Carroll, Franklin, Grant, Jackson, La Salle, Lincoln, Madison, Morehouse, Natchitoches, Ouachita, Red River, Richland, Sabine, Tensas, Union, Webster, West Carroll, Winn
- D5 Acadia, Allen, Assumption, Beauregard, Calcasieu, Cameron, East Feliciana, Evangeline, Iberia, Iberville, Jefferson Davis, Lafayette, Pointe Coupee, Rapides, St. Landry, St. Martin, St. Mary, Vermilion, Vernon, West Feliciana
- D6 Ascension, East Baton Rouge, Jefferson, Lafourche, Livingston, Orleans, Plaquemines, St. Bernard, St. Charles, St. Helena, St. James, St. John The Baptist, St. Tammany, Tangipahoa, Terrebonne, Washington, West Baton Rouge

#### **Maine**

- 01 Aroostook, Franklin, Hancock, Oxford, Penobscot, Piscataquis, Somerset, Washington
- 02 Androscoggin, Cumberland, Kennebec, Knox, Lincoln, Sagadahoc, Waldo, York

#### **Maryland**

- 32 Anne Arundel, Baltimore, Caroline, Carroll, Cecil, Dorchester, Harford, Howard, Kent, Queen Anne's, Somerset, Talbot, Wicomico, Worcester, Baltimore City
- 33 Allegany, Calvert, Charles, Frederick, Garrett, Montgomery, Prince George's, St. Mary's, Washington

#### **Massachusetts**

- 03 Berkshire, Franklin, Hampden, Hampshire, Worcester
- 04 Essex, Middlesex, Norfolk, Suffolk
- 05 Barnstable, Bristol, Dukes, Nantucket, Plymouth

#### **Michigan**

- 84 Alcona, Alger, Alpena, Baraga, Cheboygan, Chippewa, Crawford, Delta, Dickinson, Emmet, Gogebic, Houghton, Iosco, Iron, Kalkaska, Keweenaw, Luce, Mackinac, Marquette, Menominee, Missaukee, Montmorency, Ogemaw, Ontonagon, Oscoda, Otsego, Presque Isle, Roscommon, Schoolcraft
- 85 Allegan, Antrim, Benzie, Berrien, Cass, Charlevoix, Clare, Grand Traverse, Huron, Isabella, Kent, Lake, Leelanau, Manistee, Mason, Mecosta, Montcalm, Muskegon, Newaygo, Oceana, Osceola, Ottawa, Van Buren, Wexford
- 86 Arenac, Barry, Bay, Branch, Calhoun, Clinton, Eaton, Genesee, Gladwin, Gratiot, Hillsdale, Ingham, Ionia, Jackson, Kalamazoo, Lenawee, Midland, Saginaw, St. Joseph, Sanilac, Shiawassee, Tuscola, Washtenaw
- 87 Lapeer, Livingston, Macomb, Monroe, Oakland, St. Clair, Wayne

#### **Minnesota**

- 90 Aitkin, Beltrami, Cass, Clearwater, Cook, Crow Wing, Hubbard, Itasca, Kittson, Koochiching, Lake, Lake of the Woods, Marshall, Pennington, Red Lake, Roseau, St. Louis
- 91 Anoka, Benton, Carlton, Carver, Chisago, Dakota, Hennepin, Isanti, Kanabec, Kandiyohi, Meeker, Mille Lacs, Morrison, Pine, Ramsey, Scott, Sherburne, Stearns,

Washington, Wright

92 Becker, Big Stone, Clay, Douglas, Grant, Lac Qui Parle, Mahanomen, Norman, Otter Tail, Polk, Pope, Stevens, Swift, Todd, Traverse, Wadena, Wilkin

93 Blue Earth, Brown, Chippewa, Cottonwood, Dodge, Faribault, Fillmore, Freeborn, Goodhue, Houston, Jackson, Le Sueur, Lincoln, Lyon, McLeod, Martin, Mower, Murray, Nicollet, Nobles, Olmsted, Pipestone, Redwood, Renville, Rice, Rock, Sibley, Steele, Wabasha, Waseca, Watonwan, Winona, Yellow Medicine

### **Mississippi**

54 Alcorn, Benton, Bolivar, Calhoun, Carroll, Chickasaw, Clay, Coahoma, De Soto, Grenada, Itawamba, Lafayette, Lee, Leflore, Marshall, Monroe, Montgomery, Oktibbeha, Panola, Pontotoc, Prentiss, Quitman, Sunflower, Tallahatchie, Tate, Tippah, Tishomingo, Tunica, Union, Webster, Yalobusha

55 Attala, Choctaw, Claiborne, Clarke, Copiah, Hinds, Holmes, Humphreys, Issaquena, Jasper, Jefferson, Kemper, Lauderdale, Leake, Lowndes, Madison, Neshoba, Newton, Noxubee, Rankin, Scott, Sharkey, Simpson, Smith, Warren, Washington, Wayne, Winston, Yazoo

56 Adams, Amite, Covington, Forrest, Franklin, George, Greene, Hancock, Harrison, Jackson, Jefferson Davis, Jones, Lamar, Lawrence, Lincoln, Marion, Pearl River, Perry, Pike, Stone, Walthall, Wilkinson

### **Missouri**

E4 Adair, Andrew, Atchison, Audrain, Boone, Caldwell, Carroll, Chariton, Clark, Clinton, Daviess, De Kalb, Gentry, Grundy, Harrison, Holt, Howard, Knox, Lewis, Lincoln, Linn, Livingston, Macon, Marion, Mercer, Monroe, Nodaway, Pike, Putnam, Ralls, Randolph, Saline, Schuyler, Scotland, Shelby, Sullivan, Worth

E5 Callaway, Cole, Crawford, Franklin, Gasconade, Jefferson, Maries, Miller, Montgomery, Osage, Perry, Phelps, St. Charles, Ste. Genevieve, St. Francois, St. Louis, Warren, Washington, St. Louis City

E6 Barton, Bates, Benton, Buchanan, Camden, Cass, Clay, Cooper, Henry, Hickory, Jackson, Johnson, Laclede, Lafayette, Moniteau, Morgan, Pettis, Platte, Pulaski, Ray, St. Clair, Vernon

E7 Barry, Cedar, Christian, Dade, Dallas, Dent, Douglas, Greene, Howell, Jasper, Lawrence, McDonald, Madison, Newton, Oregon, Ozark, Polk, Shannon, Stone, Taney, Texas, Webster, Wright

E8 Bollinger, Butler, Cape Girardeau, Carter, Dunklin, Iron, Mississippi, New Madrid, Pemiscot, Reynolds, Ripley, Scott, Stoddard, Wayne

### **Montana**

K3 Blaine, Chouteau, Daniels, Dawson, Fergus, Garfield, Hill, Judith Basin, McCone, Petroleum, Phillips, Prairie, Richland, Roosevelt, Sheridan, Valley, Wibaux

K4 Big Horn, Carbon, Carter, Custer, Fallon, Golden Valley, Musselshell, Powder River, Rosebud, Stillwater, Sweet Grass, Treasure, Wheatland, Yellowstone

K5 Cascade, Flathead, Glacier, Lake, Lewis and Clark, Liberty, Lincoln, Meagher, Mineral, Missoula, Pondera, Powell, Sanders, Teton, Toole

K6 Beaverhead, Broadwater, Deer Lodge, Gallatin, Granite, Jefferson, Madison, Park, Ravalli, Silver Bow, Yellowstone N.P.

### **Nebraska**

F3 Burt, Butler, Cass, Cedar, Colfax, Cuming, Dakota, Dixon, Dodge, Douglas, Fillmore, Gage, Jefferson, Johnson, Lancaster, Madison, Nemaha, Nuckolls, Otoe, Pawnee, Pierce, Platte, Polk, Richardson, Saline, Sarpy, Saunders, Seward, Stanton, Thayer, Thurston, Washington, Wayne, York

F4 Adams, Antelope, Blaine, Boone, Boyd, Brown, Buffalo, Clay, Custer, Dawson, Franklin,



Frontier, Furnas, Garfield, Gosper, Greeley, Hall, Hamilton, Harlan, Holt, Howard, Kearney, Keya Paha, Knox, Logan, Loup, Merrick, Nance, Phelps, Red Willow, Rock, Sherman, Thomas, Valley, Webster, Wheeler

F5 Arthur, Banner, Box Butte, Chase, Cherry, Cheyenne, Dawes, Deuel, Dundy, Garden, Grant, Hayes, Hitchcock, Hooker, Keith, Kimball, Lincoln, Mcpherson, Morrill, Perkins, Scotts Bluff, Sheridan, Sioux

#### **Nevada**

M4 Churchill, Douglas, Esmeralda, Lyon, Mineral, Storey, Washoe, Carson City

M5 Elko, Eureka, Humboldt, Lander, Pershing, White Pine

M6 Clark, Lincoln, Nye

#### **New Hampshire**

06 All of New Hampshire

#### **New Jersey**

20 Bergen, Essex, Hudson, Hunterdon, Middlesex, Morris, Passaic, Somerset, Sussex, Union, Warren

21 Atlantic, Burlington, Camden, Cape May, Cumberland, Gloucester, Mercer, Monmouth, Ocean, Salem

#### **New Mexico**

G5 Bernalillo, Colfax, Guadalupe, Los Alamos, Mora, Rio Arriba, Sandoval, San Miguel, Santa Fe, Taos, Tarrant, Valencia

G6 Catron, Cibola, McKinley, Quay, San Juan, Socorro

G7 Chaves, Curry, De Baca, Eddy, Harding, Lea, Lincoln, Roosevelt, Union

G8 Dona Ana, Grant, Hidalgo, Luna, Otero, Sierra

#### **New York**

10 Bronx, Kings, Nassau, New York, Queens, Richmond, Suffolk

11 Chenango, Columbia, Delaware, Dutchess, Orange, Otsego, Putnam, Rockland, Schoharie, Sullivan, Ulster, Westchester

12 Albany, Clinton, Essex, Franklin, Fulton, Greene, Hamilton, Herkimer, Lewis, Montgomery, Oneida, Rensselaer, St. Lawrence, Saratoga, Schenectady, Warren, Washington

13 Allegany, Broome, Cayuga, Chemung, Cortland, Jefferson, Madison, Onondaga, Oswego, Schuyler, Seneca, Steuben, Tioga, Tompkins, Yates

14 Cattaraugus, Chautauqua, Erie, Genesee, Livingston, Monroe, Niagara, Ontario, Orleans, Wayne, Wyoming

#### **North Carolina**

10 Bladen, Brunswick, Carteret, Columbus, Cumberland, Duplin, Jones, New Hanover, Onslow, Pender, Robeson, Sampson

11 Beaufort, Bertie, Camden, Chowan, Craven, Currituck, Dare, Edgecombe, Gates, Greene, Halifax, Harnett, Hertford, Hyde, Johnston, Lenoir, Martin, Nash, Northampton, Pamlico, Pasquotank, Perquimans, Pitt, Tyrrell, Washington, Wayne, Wilson

12 Alamance, Caswell, Davidson, Davie, Durham, Forsyth, Franklin, Granville, Guilford, Iredell, Orange, Person, Randolph, Rockingham, Stokes, Vance, Wake, Warren, Yadkin

13 Alexander, Anson, Burke, Cabarrus, Catawba, Chatham, Gaston, Hoke, Lee, Lincoln, Mecklenburg, Montgomery, Moore, Richmond, Rowan, Scotland, Stanly, Union

14 Alleghany, Ashe, Avery, Buncombe, Caldwell, Cherokee, Clay, Cleveland, Graham, Haywood, Henderson, Jackson, McDowell, Macon, Madison, Mitchell, Polk, Rutherford, Surry, Swain, Transylvania, Watauga, Wilkes, Yancey

#### **North Dakota**

- L0 Barnes, Benson, Bottineau, Burke, Cass, Cavalier, Eddy, Foster, Grand Forks, Griggs, Kidder, Mchenry, Mcintosh, Nelson, Pembina, Pierce, Ramsey, Renville, Richland, Rolette, Steele, Stutsman, Towner, Traill, Walsh, Ward, Wells
- L1 Adams, Billings, Bowman, Burleigh, Dickey, Divide, Dunn, Emmons, Golden Valley, Grant, Hettinger, La Moure, Logan, Mckenzie, Mclean, Mercer, Morton, Mountrail, Oliver, Ransom, Sargent, Sheridan, Sioux, Slope, Stark, Williams

### **Ohio**

- 73 Ashtabula, Carroll, Columbiana, Cuyahoga, Geauga, Holmes, Lake, Lorain, Mahoning, Medina, Portage, Stark, Summit, Trumbull, Wayne
- 74 Athens, Belmont, Coshocton, Gallia, Guernsey, Harrison, Hocking, Jackson, Jefferson, Lawrence, Meigs, Monroe, Morgan, Muskingum, Noble, Perry, Pike, Ross, Scioto, Tuscarawas, Vinton, Washington
- 75 Ashland, Champaign, Crawford, Delaware, Fairfield, Fayette, Franklin, Hardin, Knox, Licking, Logan, Madison, Marion, Morrow, Pickaway, Richland, Union, Wyandot
- 76 Allen, Auglaize, Darke, Defiance, Erie, Fulton, Hancock, Henry, Huron, Lucas, Mercer, Ottawa, Paulding, Putnam, Sandusky, Seneca, Shelby, Van Wert, Williams, Wood
- 77 Adams, Brown, Butler, Clark, Clermont, Clinton, Greene, Hamilton, Highland, Miami, Montgomery, Preble, Warren

### **Oklahoma**

- D7 Adair, Cherokee, Craig, Creek, Delaware, Mcintosh, Mayes, Muskogee, Nowata, Okfuskee, Okmulgee, Osage, Ottawa, Pawnee, Rogers, Sequoyah, Tulsa, Wagoner, Washington
- D8 Atoka, Bryan, Carter, Choctaw, Coal, Garvin, Haskell, Hughes, Jefferson, Johnston, Latimer, Le Flore, Love, Mccurtain, Marshall, Murray, Pittsburg, Pontotoc, Pushmataha, Seminole, Stephens
- D9 Alfalfa, Blaine, Caddo, Canadian, Cleveland, Comanche, Cotton, Garfield, Grady, Grant, Kay, Kingfisher, Lincoln, Logan, McClain, Major, Noble, Oklahoma, Payne, Pottawatomie
- DA Beaver, Beckham, Cimarron, Custer, Dewey, Ellis, Greer, Harmon, Harper, Jackson, Kiowa, Roger Mills, Texas, Tillman, Washita, Woods, Woodward

### **Oregon**

- B0 Clackamas, Clatsop, Columbia, Hood River, Lincoln, Marion, Multnomah, Polk, Tillamook, Washington, Yamhill
- B1 Benton, Coos, Curry, Douglas, Jackson, Josephine, Lane, Linn
- B2 Baker, Crook, Deschutes, Gilliam, Grant, Jefferson, Morrow, Sherman, Umatilla, Union, Wallowa, Wasco, Wheeler
- B3 Harney, Klamath, Lake, Malheur

### **Pennsylvania**

- 22 Butler, Clarion, Clearfield, Crawford, Elk, Erie, Forest, Jefferson, Lawrence, Mckean, Mercer, Venango, Warren
- 23 Allegheny, Armstrong, Beaver, Fayette, Greene, Indiana, Washington, Westmoreland
- 24 Adams, Bedford, Blair, Cambria, Cumberland, Dauphin, Franklin, Fulton, Huntingdon, Juniata, Lebanon, Mifflin, Perry, Snyder, Somerset, York
- 25 Berks, Bucks, Chester, Delaware, Lancaster, Montgomery, Philadelphia
- 26 Carbon, Lehigh, Montour, Northampton, Northumberland, Schuylkill, Union
- 27 Bradford, Cameron, Centre, Clinton, Columbia, Lackawanna, Luzerne, Lycoming, Monroe, Pike, Potter, Sullivan, Susquehanna, Tioga, Wayne, Wyoming

### **Rhode Island**

07 All of Rhode Island

### **South Carolina**

- 44 Abbeville, Anderson, Cherokee, Chester, Edgefield, Fairfield, Greenville, Greenwood, Kershaw, Lancaster, Laurens, McCormick, Newberry, Oconee, Pickens, Saluda, Spartanburg, Union, York
- 45 Aiken, Allendale, Bamberg, Barnwell, Beaufort, Calhoun, Clarendon, Colleton, Hampton, Jasper, Lee, Lexington, Orangeburg, Richland, Sumter
- 46 Berkeley, Charleston, Chesterfield, Darlington, Dillon, Dorchester, Florence, Georgetown, Horry, Marion, Marlboro, Williamsburg

### **South Dakota**

- L2 Beadle, Bon Homme, Brookings, Brown, Clark, Clay, Codington, Davison, Day, Deuel, Grant, Hamlin, Hanson, Hutchinson, Kingsbury, Lake, Lincoln, Mccook, Marshall, Miner, Minnehaha, Moody, Roberts, Sanborn, Spink, Turner, Union, Yankton
- L3 Aurora, Bennett, Brule, Buffalo, Campbell, Charles Mix, Corson, Dewey, Douglas, Edmunds, Faulk, Gregory, Haakon, Hand, Hughes, Hyde, Jackson, Jerauld, Jones Lyman, Mcpherson, Mellette, Potter, Stanley, Sully, Todd, Tripp, Walworth
- L4 Butte, Custer, Fall River, Harding, Lawrence, Meade, Pennington, Perkins, Shannon, Ziebach

### **Tennessee**

- 57 Anderson, Blount, Campbell, Carter, Claiborne, Cocke, Grainger, Greene, Hamblen, Hancock, Hawkins, Jefferson, Johnson, Knox, Loudon, McMinn, Monroe, Morgan, Roane, Scott, Sevier, Sullivan, Unicoi, Union, Washington
- 58 Bedford, Cannon, Cheatham, Clay, Coffee, Davidson, De Kalb, Dickson, Hickman, Houston, Humphreys, Jackson, Macon, Marshall, Maury, Montgomery, Putnam, Robertson, Rutherford, Smith, Stewart, Sumner, Trousdale, Williamson, Wilson
- 59 Benton, Bledsoe, Bradley, Cumberland, Decatur, Fentress, Franklin, Giles, Grundy, Hamilton, Hardin, Lawrence, Lewis, Lincoln, Marion, Meigs, Moore, Overton, Perry, Pickett, Polk, Rhea, Sequatchie, Van Buren, Warren, Wayne, White
- 5A Carroll, Chester, Crockett, Dyer, Fayette, Gibson, Hardeman, Haywood, Henderson, Henry, Lake, Lauderdale, McNairy, Madison, Obion, Shelby, Tipton, Weakley

### **Texas**

- A0 Brewster, Crane, Crockett, Culberson, Ector, El Paso, Glasscock, Hudspeth, Jeff Davis, Loving, Midland, Pecos, Presidio, Reagan, Reeves, Terrell, Upton, Ward, Winkler
- A1 Armstrong, Bailey, Briscoe, Carson, Castro, Childress, Collingsworth, Cottle, Dallam, Deaf Smith, Donley, Floyd, Gray, Hale, Hall, Hansford, Hartley, Hemphill, Hutchinson, Lamb, Lipscomb, Moore, Motley, Ochiltree, Oldham, Parmer, Potter, Randall, Roberts, Sherman, Swisher, Wheeler
- A2 Andrews, Borden, Cochran, Crosby, Dawson, Dickens, Fisher, Foard, Gaines, Garza, Hardeman, Haskell, Hockley, Howard, Jones, Kent, King, Knox, Lubbock, Lynn, Martin, Mitchell, Nolan, Scurry, Stonewall, Taylor, Terry, Yoakum
- A3 Collin, Dallas, Denton, Ellis, Johnson, Kaufman, Parker, Rockwall, Tarrant
- A4 Archer, Baylor, Bosque, Callahan, Clay, Comanche, Cooke, Eastland, Erath, Grayson, Hood, Jack, Montague, Palo Pinto, Shackelford, Somervell, Stephens, Throckmorton, Wichita, Wilbarger, Wise, Young
- A5 Bowie, Camp, Cass, Delta, Fannin, Franklin, Gregg, Harrison, Henderson, Hopkins, Hunt, Lamar, Marion, Morris, Navarro, Panola, Rains, Red River, Rusk, Shelby, Smith, Titus, Upshur, Van Zandt, Wood
- A6 Blanco, Brown, Burnet, Coke, Coleman, Concho, Edwards, Gillespie, Hamilton, Irion, Kerr, Kimble, Kinney, Lampasas, Llano, Mcculloch, Mason, Menard, Mills, Real,

Runnels, San Saba, Schleicher, Sterling, Sutton, Tom Green, Val Verde

A7 Bandera, Bell, Bexar, Comal, Coryell, Guadalupe, Hays, Kendall, McLennan, Medina, Travis, Williamson

A8 Brooks, Cameron, Dimmit, Duval, Hidalgo, Jim Hogg, Jim Wells, Kenedy, Kleberg, La Salle, Maverick, Nueces, San Patricio, Starr, Uvalde, Webb, Willacy, Zapata, Zavala

A9 Brazoria, Chambers, Fort Bend, Galveston, Harris, Liberty, Montgomery, San Jacinto, Waller

AA Aransas, Atascosa, Austin, Bee, Caldwell, Calhoun, Colorado, De Witt, Frio, Goliad, Gonzales, Jackson, Karnes, Lavaca, Live Oak, McMullen, Matagorda, Refugio, Victoria, Wharton, Wilson

AB Anderson, Angelina, Cherokee, Hardin, Houston, Jasper, Jefferson, Nacogdoches, Newton, Orange, Polk, Sabine, San Augustine, Trinity, Tyler, Walker

AC Bastrop, Brazos, Burleson, Falls, Fayette, Freestone, Grimes, Hill, Lee, Leon, Limestone, Madison, Milam, Robertson, Washington

### Utah

M7 Beaver, Carbon, Emery, Garfield, Grand, Iron, Juab, Kane, Millard, Piute, San Juan, Sanpete, Sevier, Washington, Wayne

M8 Box Elder, Cache, Daggett, Davis, Duchesne, Morgan, Rich, Salt Lake, Summit, Tooele, Uintah, Utah, Wasatch, Weber

### Virginia

34 Alleghany, Bath, Bedford, Bland, Botetourt, Carroll, Craig, Dickenson, Floyd, Franklin, Giles, Grayson, Henry, Highland, Lee, Montgomery, Patrick, Pittsylvania, Pulaski, Roanoke, Russell, Scott, Smyth, Tazewell, Washington, Wythe, Bedford City, Bristol City, Clifton Forge City, Covington City, Danville City, Galax City, Martinsville City, Norton City, Radford City, Roanoke City, Salem City

35 Albemarle, Amelia, Amherst, Appomattox, Augusta, Buchanan, Buckingham, Buena Vista City, Campbell, Charlotte, Charlottesville City, Clarke, Culpeper, Cumberland, Emporia City, Fauquier, Fluvanna, Frederick, Greene, Halifax, Harrisonburg City, Lexington City, Louisa, Lunenburg, Lynchburg City, Madison, Mecklenburg, Nelson, Nottoway, Orange, Page, Prince Edward, Rappahannock, Rockbridge, Rockingham, Shenandoah, South Boston City, Staunton City, Warren, Waynesboro City, Winchester City

36 Accomack, Arlington, Caroline, Essex, Fairfax, King and Queen, King George, King William, Lancaster, Loudoun, Mathews, Middlesex, Northampton, Northumberland, Prince William, Richmond, Spotsylvania, Stafford, Westmoreland, Alexandria City, Fairfax City, Falls Church City, Fredericksburg City, Manassas City, Manassas Park City

37 Brunswick, Charles City, Chesterfield, Dinwiddie, Gloucester, Goochland, Greensville, Hanover, Henrico, Isle of Wight, James City, New Kent, Powhatan, Prince George, Southampton, Surry, Sussex, York, Chesapeake City, Colonial Heights City, Franklin City, Hampton City, Hopewell City, Newport News City, Norfolk City, Petersburg City, Poquoson City, Portsmouth City, Richmond City, Suffolk City, Virginia Beach City, Williamsburg City

### Vermont

08 All of Vermont

### Washington

B4 Island, King, Kitsap, Pierce, Snohomish

B5 Clallam, Clark, Cowlitz, Grays Harbor, Jefferson, Lewis, Mason, Pacific, San Juan, Skagit, Skamania, Thurston, Wahkiakum, Whatcom

B6 Chelan, Douglas, Ferry, Lincoln, Okanogan, Pend Oreille, Spokane, Stevens

B7 Adams, Asotin, Benton, Columbia, Franklin, Garfield, Grant, Kittitas, Klickitat, Walla Walla, Whitman, Yakima

**West Virginia**

- 38 Barbour, Berkeley, Braxton, Brooke, Calhoun, Doddridge, Gilmer, Grant, Hampshire, Hancock, Hardy, Harrison, Lewis, Marion, Marshall, Mineral, Monongalia, Morgan, Ohio, Pendleton, Pleasants, Pocahontas, Preston, Randolph, Ritchie, Taylor, Tucker, Tyler, Upshur, Webster, Wetzel, Wirt, Wood
- 39 Boone, Cabell, Clay, Fayette, Greenbrier, Jackson, Kanawha, Lincoln, Logan, Mcdowell, Mason, Mercer, Mingo, Monroe, Nicholas, Putnam, Raleigh, Roane, Summers, Wayne, Wyoming

**Wisconsin**

- 94 Columbia, Dane, Dodge, Fond du Lac, Green, Green Lake, Jefferson, Kenosha, Marquette, Milwaukee, Ozaukee, Racine, Rock, Sheboygan, Walworth, Washington, Waukesha
- 95 Adams, Buffalo, Chippewa, Clark, Crawford, Dunn, Eau Claire, Grant, Iowa, Jackson, Juneau, La Crosse, Lafayette, Monroe, Pepin, Pierce, Richland, St. Croix, Sauk, Trempealeau, Vernon, Wood
- 96 Ashland, Barron, Bayfield, Burnett, Douglas, Florence, Iron, Langlade, Lincoln, Oneida, Polk, Price, Rusk, Sawyer, Taylor, Vilas, Washburn
- 97 Brown, Calumet, Door, Forest, Kewaunee, Manitowoc, Marathon, Marinette, Menominee, Oconto, Outagamie, Portage, Shawano, Waupaca, Waushara, Winnebago

**Wyoming**

- K7 Albany, Campbell, Converse, Crook, Goshen, Laramie, Niobrara, Platte, Weston
- K8 Big Horn, Carbon, Johnson, Natrona, Sheridan, Washakie
- K9 Fremont, Hot Springs, Lincoln, Park, Sublette, Sweetwater, Teton, Uinta

# Scan/US Geocoder Facts

[About geocoding](#)

[Scan/US Geocoder Licenses](#)

## Functionality

- Assigns coordinates to a file of addresses.
- Standardizes addresses to U.S. Postal Service guidelines, including ZIP+4s.
- Assigns a census ID for the block group, census tract, or county.
- A QuickFind feature returns a coordinate, standardized address, and block group ID for a single address you type in.

Scan/US Geocoder uses both the 1992 TIGER street database from the U.S. Census Bureau and a ZIP+4 centroid database covering the entire U.S. You choose from three levels of geocoding. A Best Geocode option searches both databases. Address Geocode only uses only the street database, and ZIP Geocode Only, the ZIP+4 database.

## Using with Scan/US

- Geocoded address files can be loaded into Scan/US--without any importing--so you see the address locations in a map.
- 'QuickFind' output--coordinate and standardized address--is automatically copied to the clipboard. Switching to Scan/US, you paste the coordinate to see the location in a map. Or, you can create a new study area for the location. The standardized address is shown as the object's name.

## Using with other mapping applications

Scan/US Geocoder processes files in xBASE (.DBF) or delimited ASCII text format. After processing, it outputs coordinates in decimal format, and the longitude value can be shown with or without its negative sign. Census IDs can be output in Scan/US format, the standard census format or as digits only. By supporting different formats, Scan/US Geocoder can be used with other mapping applications.

## File formats and size

Scan/US Geocoder processes files in either xBASE or delimited ASCII format. xBASE files must be compatible with dBASE III or dBASE IV. There is no limit to the number of records that can be processed in a file. Delimited ASCII text files are limited to 500 fields.

## Performance

Scan/US Geocoder is fast, but speed can vary depending on your system configuration. We have tested the following:

- Up to 20,000 records per hour with 12MB or more RAM.
- 6,000 to 10,000 records per hour with 8MB of RAM.

## System requirements

**Computer:** An IBM or 100% compatible Intel 80386SX-based or higher with one 1.44MB floppy drive. A double-speed or faster CD-ROM drive.

**Memory:** Minimum 8MB RAM, 12MB or more recommended.

**Hard disk:** 4MB storage for the software. Additional space is needed for your address files which could more than double in size after processing.

**Operating system:** DOS 5.0 or higher recommended.

**Environment:** Microsoft Windows 3.1 or higher, running in 386 enhanced mode.

## Scan/US Geocoder Licenses

If you'd like more coverage ub geocoding your databases, you can buy more licenses. The following prices are for single-user licenses. If you would like a multi-user license or other information, please call **800-272-2687**.

<b>Level</b>	<b>Price</b>
One state or MSA	800.00
Any 8 states	1500.0
	0
National	2500.0
	0

### Data Updates

In addition to your license, you can buy annual or quarterly updates.

**Annual update** costs 50% of the current retail price of all your licenses.

**Quarterly updates** cost 100% of the current retail price of all your licenses.

For example, if you bought a national level license for \$2500, quarterly updates would cost an additional \$2500. If six months later the price of a national license was raised to \$3000, and then you decided to buy quarterly updates, they would cost \$3000.

(All prices are subject to change without prior notice.)

## About geocoding

[Creating a point data file](#)  
[Scan/US Geocoder](#)

Geocoding is the process of assigning to a street address a latitude and longitude coordinate and/or geographic codes that associate an address to census geography--such as a block group, census tract, or county.

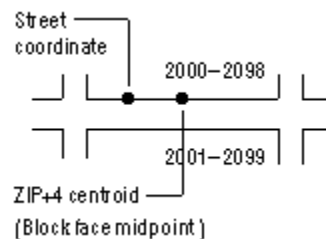
### Traditional geocoding

Traditionally, geocoding was limited to the assignment of geographic codes (hence the term 'geo-code'), most commonly census tract codes, in an attempt to develop a demographic profile of customers within an area. Having such a profile, you could then look for new trade areas with the same profile, calculate market penetration by census tract, or set sales goals within a trade area. The demographic profile was usually provided in a report, unless you had a mapping product that could thematically analyze the data.

### Advances in geocoding

With the addition of coordinates to the census data used to geocode an address, assigning coordinates to and displaying a customer's address on a map became possible. Seeing customer addresses on a map provided information not previously available. You could see the actual location of a density distribution, calculate the distance between different locations, see their relationship to higher levels of geography, and automatically aggregate addresses into other levels of geography.

### Coordinate precision



A *block face* is one side of a block, the even or odd side. The coordinate assigned to an address is estimated (interpolated) according to the address range along the block face, or it is the block face midpoint.

If a specific coordinate cannot be assigned to an address, a ZIP+4 centroid is often assigned instead. A ZIP+4 area is very small, usually a block face in urban areas, but can be a station of post office boxes or a single floor in a building.

This level of accuracy is suitable for market analysis, can be used to associate the address to other levels of geography, and meets the requirements of detailed analyses such as ring area studies having a one- or two-mile radius.

### Geocoding your data

Geocoding is generally a rigorous and costly process. However, Scan/US Geocoder has simplified the process and at a fraction of the cost. Scan/US Geocoder uses the U.S. Census 1992 TIGER street database and a 55 million ZIP+4 database--both covering the entire U.S.--to look up your addresses and assign coordinates to them. If a matching address is found in the TIGER street database, its lat/long coordinate is assigned to your address. If a match is not found, Scan/US Geocoder assigns a coordinate from the ZIP+4 database. As a last resort, a 5-digit ZIP centroid is assigned to the address. Scan/US Geocoder can also assign a census block group, tract, or county code.

### And why is it important?

The need for geocoding depends upon the goal of your analysis. Assigning coordinates is essential to displaying addresses on a map, site analysis, or calculating distances between locations. However, in



many analyses, displaying the addresses is not as necessary as relating them to a larger geographic area--such as a block group, census tract, or zip code area--for which extensive demographic data is available and can be analyzed to help you find more customers.

## Adding fonts

To add fonts to the "[Label Style Selector](#)" dialog, you need to add them to the [Fonts] section of SCANUS.INI. Here is the syntax for the font settings:

```
font number=font_name point_size style [family]
```

Example: 38="Arial" 16 Bold Underline SWISS

### font number

Ranges from 0 to 246; numbers 0 through 36 are reserved for the built-in fonts. Defining a font number between 0 and 36 will replace the corresponding built-in font.

### font\_name

Must be spelled the same way it appears in the WIN.INI file and must be enclosed in quotes

### point size

Is an integer.

### style

May be bold, italic, or underlined.

### [family]

Tells Windows which font family to substitute if the specified font name and style cannot be found. The square brackets [] mean this item is optional.

### Warning

Use only a text editor such as Notepad to modify SCANUS.INI. Do not use a word processor unless you can save the file as a text file. The formatting information saved by the word processor will corrupt SCANUS.INI.

If SCANUS.INI becomes corrupt, you can copy and rename the backup file Scan/US creates each time you start Scan/US. The backup file is called SCANINI.BAK and is stored in your home directory, C:\SCANUS, unless you defined a different one when you installed the product.

### Scalable vs. bitmap fonts

All the built-in fonts are TrueType fonts, which are [scalable](#), and the proportions (between a font and the map) you see on the screen is what you'll get printed out. On the other hand bitmapped fonts, such as the Windows System font, are not scalable and become distorted when Windows attempts to scale them.

You can add any font that is also in the [Fonts] section of the WIN.INI file, but keep in mind the difference between scalable fonts and bitmapped fonts and the difference you get when they are printed out.

You can check for bitmapped fonts in the "Fonts" dialog of the Control Panel. Clicking on the name of a font indicates whether it is scalable or a bitmapped font.

## Map extents

The map extents of the current study area are, by default, shown in the window title bar. To turn off their display you need to modify the ShowExtents (one word) setting in the [Control] section of SCANUS.INI.

ShowExtents=0	Turns off the extents
ShowExtents=1	Shows the extents

If map extents are not shown in the window title bar, you can view them by clicking the "MapStats" button • in the ["Map Features" dialog](#).

**Warning** Use only a text editor such as Notepad to modify SCANUS.INI. Do not use a word processor unless you can save the file as a text file. The formatting information saved by the word processor will corrupt SCANUS.INI.

If SCANUS.INI becomes corrupt, you can copy and rename the backup file Scan/US creates each time you start Scan/US. The backup file is called SCANINI.BAK and is stored in your home directory, C:\SCANUS, unless you defined a different one when you installed the product.

## Converting to decimal degrees

It's simple, though you probably won't need it.--You can display coordinates in decimal format in Scan/US by opening the "[Latitude/Longitude](#)" dialog from the Options menu, then checking the "deg.tenths" option. With a street map displayed, move the cursor to the location, and write down the coordinates shown in the status bar.

In the traditional format of degrees, minutes, and seconds, there are 60 seconds/minute and 60 minutes/degree. First convert the seconds to minutes (divide by 60). Then add up the minutes and convert them to degrees (divide by 60 again). Add up the degrees and you'll have the coordinates in decimal format. Here's an example:

**119° 12' 35"**

**35/60 = 0.5833**

**12 + 0.5833 = 12.5833**

**12.5833/60 = 0.2097**

**119 + 0.2097=**

**119.2097**

---

### See Also

[Creating a point data file](#)

[About geocoding](#)

## Coordinate precision

The coordinates of Scan/US features are internally stored at a precision of 18.7 feet (calculated at 37° latitude). However, when the study areas vertical extent is greater than 100 miles, Scan/US applies a precision of 600 feet. In such study areas, objects from the Scan/US database (.GFX) and point data files (.XLS, .DBF) are displayed, created and saved, or copied to the clipboard, at 600 feet precision.

If you load these objects into a study area having 18.7 feet precision, you may see a slight disparity in the map display. For example, you can create and save objects that you copied from the Scan/US database. Suppose you saved them in a large study area at 600 feet precision, then reloaded them into a small study area at 18.7 feet precision. If the original Scan/US feature were also added to the study area, the objects at 600 feet precision, being less precise, would appear shifted slightly to the lower left.

This variation does not occur with ASCII text (.LOC, .PGN, .PLN), AtlasGIS (.BNA), and MapInfo (.MIF) files. They are always displayed and copied in their native precision. It does not vary according to the size of the study area.

**Note** Coordinate precision is indicated in the status bar by the following icons:



Indicates precision of 600 feet.



Indicates precision of 18.7 feet.

## QuickPaths vs. Directories

QuickPaths is a unique capability in Scan/US. It gives you direct access to the directories you use most often in Scan/US--you don't have to search drives and directories for the data you need.

Any directory can be made a QuickPath directory. QuickPath directories may also reside on different disk drives. Each directory is assigned a name to describe its contents. In the Add Feature to Directory dialog, all QuickPath directories are listed by their assigned names and preceded by a directory icon ●. The path to the selected directory is shown in the "Files in" text box.

Two QuickPath directories are provided in the BasePak: C:\SCANUS\USERDATA named My Editable Databases contains sample files; C:\SCANUS\TUTORIAL named "J&J Video Tutorial Files" contains sample files created for the tutorial. You can define QuickPaths for all your favorite directories in the [Preferences...](#) command.

The Directories option allows you to traverse drives and directories using the standard method. Scan/US displays the directories in the same hierarchical view shown in the Windows File Manager.

## Window layer box



Lets you change the active [layer](#) in the map. Click the down arrow button to display a list of layers, then click on the desired one.

A layer must be active to perform operations on a feature and its objects. You can do the following on the active layer:

- Object-specific operations such as copying objects, an object list, or the distance between objects.
- Select objects in "Object Manager."
- Select objects and view their data in "QuickLook."
- Load data onto the layer.
- Activate a different datalist.
- Group objects on the layer.

The layers are listed in the order they are drawn on the map--the bottom one is drawn first, then each one above that in successive order.

Icons next to the layer name indicate the following:

- The layer is editable; objects can be added, modified, deleted, and the layer saved.
- Groups are present on the layer.
- Data is attached to the layer. You can view, copy, and, analyze the data.

---

### See Also

[Working with objects](#)

[Working with groups](#)

[Working with data](#)

[New Layer... \(Objects menu\)](#)

## "Scan/US Sessions" dialog

This dialog is opened at start-up when more than one [session file](#) (.GDS) is available. Choose the desired one then click "OK."

Scan/US provides two session files in the BasePak:

**Standard** All geography and data you receive in the BasePak are available during the session.

**Tutorial** All geography and data needed to complete the tutorial in "Getting Started" are made available.

You can create your own session files, varying the amount of geography and data, for different projects. First, copy a session file, load it at start-up, then modify its contents in Scan/US.

---

### See Also

["Copy Session" dialog](#)

[Copying and modifying a session file](#)

[Initialization files](#)



## "Copy Session" dialog

Open this dialog by choosing "Copy Session..." from the tasks menu. This dialog allows you to create additional session files by copying the current session file. The name of the current session file is shown in the window title bar.

### New session caption

Enter a description of the session file. It is displayed in the ["Scan/US Sessions" dialog](#) at start-up.

### New session file name

Enter a file name up to 8 characters long and add the .GDS extension.

### OK

Updates SCANUS.INI with the new session file name.

By creating different session files, you can configure Scan/US for different projects. Each session file can be updated in Scan/US so that only the necessary geography and data are available for a project. The ["Features Directory..."](#) command updates the set of available features; ["Study Area Manager..."](#) the available study areas; ["Data Center..."](#) the data loaded for features; and ["Preferences..."](#) the QuickPath data directories.

---

### See Also

["Scan/US Sessions" dialog](#)

[About session files](#)

[Copying and modifying a session file](#)

[Initialization files](#)

## Rename option

Choosing this option from a popup selects and opens an edit box with the current name and 'okay' • and 'undo'

• buttons.

Type a new name and confirm it with the 'okay' button. Clicking 'undo' discards your entry and closes the edit box.

## **"Activate Window" dialog**

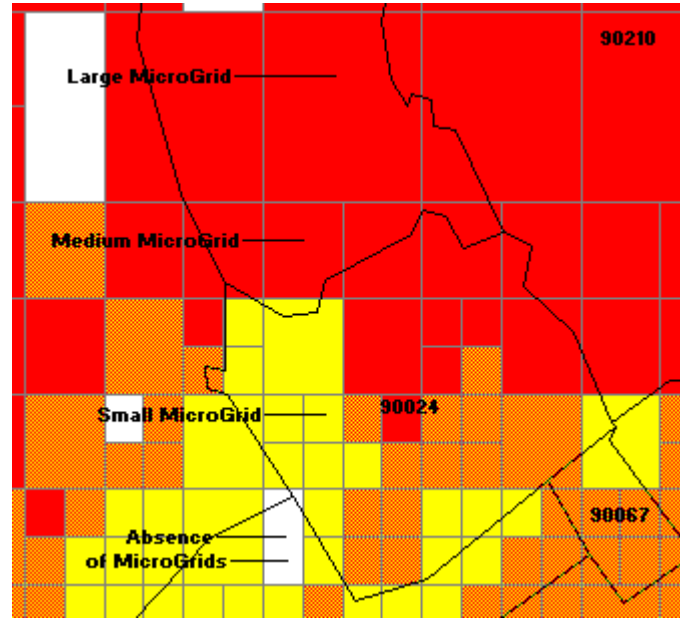
Lists in alphabetical order the names of all windows that are currently open. Click on a window name to select it, then click "OK."

This dialog is displayed when the number of open windows exceeds the maximum that can be listed at the bottom of the Window menu. To change the number of listed names, see the ["Preferences..."](#) command.

## Scan/US MicroGrids

MicroGrids are revolutionary geography, unique to Scan/US, that can display demographic detail down to 1/16 of a square mile. Derived from census [block](#) level data, 1.4 million MicroGrids cover the entire U.S. population. When you compare that number to 224,000 [block groups](#) with population, to 29,000 [zip codes](#), or to 3,141 [counties](#), you begin to understand how much more information MicroGrids convey. MicroGrids, simply by their size, shape and presence describe the population distribution within an area. (If necessary, maximize the window to see the illustration below)

- The object shape--being rectangular--provides a regularity that helps you see more clearly the patterns in a population distribution. The distortion resulting from irregularly-shaped and -sized features such as census tracts and zip code areas is avoided.
- Three sizes--small, medium, and large--give you a rough estimation of population density. When the population in a large or medium MicroGrid exceeds 2,000, it is divided into medium or small MicroGrids. Generally speaking, **the smaller the MicroGrids within an area, the more densely populated.** The small 1/16 minute MicroGrid (approx. 1/16 square mile) typically represents the densest urban areas. The medium MicroGrid at 1/4 square mile indicates small metro areas or isolated communities. The large 1 square mile MicroGrid suggests rural or non-urban areas where population density is low.



By sizing microgrids in this way, you see the spatial distribution of a population in more detail.

- The absence of microgrids indicates the absence of a residential population in places like airports, large parks, or wilderness areas. As a fixed cartography based on population density, MicroGrids give you a more detailed picture of where actual customers are.

MicroGrids convey even more information when color-coded in a **thematic view**. In this illustration, lighter colors indicate lower income areas, and darker colors, higher income areas. As a result you see the density of the income distribution. This detail would be averaged out in a data analysis on the zip code level

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**annotation**

a piece of text added to explain or emphasize parts of a map.



**area**

a shortened term for buffer areas which enclose an area of fixed width surrounding an object. See also [buffer area](#)

**area object**

a geographic feature represented by polygons (such as states or counties) or buffer areas (such as ring areas).

**attribute data**

information describing the characteristics of a specific population or market. Such information, if stored in a dBASE, Excel, or ASCII text file, can be analyzed in a [thematic view](#) in Scan/US. See also [map data](#)

**base variable**

another term for [universe variable](#). See also [count variable](#), [percent variable](#)

**block face**

one side of a street between two consecutive cross streets.

**boundary files**

another name for files containing the polygons describing area objects.

**box graph**

a symbol Scan/US uses to represent a variables value for an object in a thematic map. The value is shown relative to the minimum and maximum values for the variable across all objects in the layer. Like a thermometer, the top and bottom of the box graph correspond to the maximum and minimum values; the variables value for an object is colored in from the bottom.

**buffer area**

the area of fixed width surrounding an object. A buffer around a point is a ring area; a buffer around a line is a corridor; a buffer around a polygon is a larger polygon of the same shape. The area enclosed by a rectangle drawn around an object and which is divided into parts by crossing vertical and horizontal lines is a grid area.



**caption**

a text string which identifies, in addition to the key, an object in a layer or a group within a grouping. For example, the object key for California is the [FIPS](#) code 06, an object caption is California or the postal abbreviation CA. See also [object key](#), [group key](#)

**centroid**

the calculated center point of an object. In Scan/US labels are preset to be positioned over an objects centroid.

**corridor**

an area of fixed width surrounding a line object. See also [buffer area](#)

**count variable**

a variable whose values tell you how many, unlike statistic variables whose values indicate an average, or median. See also [percent variable](#)

**datalist**

a named set of data items in an attribute data file such as the field names in a .DBF file, or the column names in a .XLS file. See also [key item](#)

**datalist description file**

A text file that you create to enhance the usability of dBASE and ASCII text data files in Scan/US. A datalist description file allows you to have longer, more descriptive variable names, limit the amount of data accessible in Scan/US, and calculate percent views and weighted averages for your data.

**datalist name**

the name assigned to a [datalist](#).

**demographics**

the statistical study of a population, ranging from the national level to the neighborhood.



**Dynamic Data Exchange**

a method of exchanging data between applications in which data are updated dynamically as the source application changes.

**feature**

a class of geography you can add to a study area. Each feature is displayed in its own layer on the map, for example, states, counties, and places 500+ are each a feature whose objects are displayed in separate layers on a map. See also [layer](#), [object](#)

**field**

a place-holder for a [layout](#) element such as a map, title, legend, or descriptive text.

**filtered object**

an object whose value for a variable is in a non-hidden stratum or within the maximum and minimum values selected for the variable in a thematic view. See also [null object](#)

**FIPS code**

Federal Information Processing Standards codes are assigned to a variety of geographic entities including American Indian and Alaskan Native areas, congressional districts, counties, county subdivisions, metropolitan areas, places, and states.

**framing rectangle**

a box that is drawn to enclose an area of interest in Frame mode. You can create a study area of or zoom into the enclosed area.

**geomarket**

a group of potential customers who can be located in specific geographic areas.

**geomarket analysis**

the step-by-step method of discovering potential customers and their geographic location to make more effective location-related marketing decisions.



**group**

a subset of objects in a layer assigned the same group name and rendering, and whose data are aggregated for the group.

**group key**

a unique identifier assigned to a group within a grouping. See also [caption](#)

**grouping**

a classification of objects on a layer into subsets.

**handle**

a small solid square that is displayed when an object is selected and is used to modify its shape and size.

**header**

the first record or row in a file, usually containing the column or field names for data values that follow in subsequent rows.

**height of map**

the vertical extent of a study area.

**horizontal extent**

the distance between the western-most and eastern-most points on a map.

**kerning**

the amount of space between characters, determined by the type and size of the font. Because the spacing is not uniform, a varying number of characters can fill the same amount of space.



**key**

a unique identifier for an object or group. See also [caption](#)

**key item**

the name of the field or column containing object keys.

**landscape orientation**

horizontal page orientation in which the page is wider than it is tall. See also [portrait orientation](#)

**layer**

a feature and all its objects, labels, or thematic graphics on a map. Features are drawn in successive layers on a map. See also [feature](#), [object](#)

**layout**

a blueprint for printing maps which indicates the position of the map and additional information such as headers, footers, inset, and annotations.

**leg**

the distance between one point and the next in a tour. See also [tour](#)

**line object**

a geographic feature represented by lines such as streets and highways.

**map data**

information describing the geography on a map such as state, county, and zip code boundaries, city locations, or the direction of streets and highways. See also [attribute data](#)



**mean**

the average of a distribution of values. See also [median](#)

**median**

the midpoint in a distribution of data which divides the number of values into two equal parts. See also [mean](#)

**MicroGrid**

a geographic feature for small area analysis unique to Scan/US. MicroGrid objects are rectangles in one minute (of latitude and longitude), 1/2 minute, or 1/4 minute sizes, depending on population density. The higher the density, the smaller the rectangle used to thematically present the neighborhood demographics. No population in an area is represented by the absence of objects. In areas where the population is densest, a MicroGrid is the size of six city blocks.

**noise**

interference resulting from the interactive nature of visual elements. For example, two black lines can lead you to see a third bright white path between the two. The white path, having size, shape and color, becomes a visual element but provides no helpful information.



**null object**

an object that is excluded from a thematic analysis by modifying the stratification of the selected variable.  
See also [filtered object](#)

**object**

an instance of a feature loaded onto a layer. See also [feature](#)

**object definition**

the geometric description needed to render an object. For example, the definition of an area object is the polygon which renders it on a map; the definition of a ring area, a ring. Point objects are defined by a location coordinate and a ring which encompasses a preset three-mile radius surrounding the point. Line objects are defined by the points making up its line segments and a preset one-mile corridor around the line. See also [corridor](#), [ring area](#)

**object key**

a unique identifier for an object. See also [caption](#)



**packet**

A subset of records within a data [parcel](#).

**palette**

a collection of one or more design elements used to render objects of the same type.

**parcel**

a structured set of records and tables sent to the clipboard by one of the Scan/US commands. The first record, the header, identifies the parcel using square brackets [] and describes its contents.

**percent variable**

the derived value of a count variable based on its universe variable. For example, 'Population, Male' can also be shown as a percentage of its universe 'Total Population.' See also [universe variable](#), [count variable](#)

**point data file**

an .XLS or .DBF file which contains coordinates for point objects as well as data for each object. The file can be treated as either a feature file or a data file.

**point object**

a single coordinate representing a single location.

**portrait orientation**

vertical page orientation in which the page is taller than it is wide. See also [landscape orientation](#)

**quantile**

the breakpoints in a distribution of data which divide the values into equal divisions to 1)compare the levels in each division, or 2)count the number of instances in a division. For example, median income indicates the breakpoint for two divisions in income distribution. See also [quartile](#), [quintile](#)



**quartile**

a breakpoint in a distribution of data which divides the number of values into four equal parts.

**quintile**

a breakpoint in a distribution of data which divides the number of values into five equal parts. For example, a variables strata in a thematic view are preset to define five ranges in which each range contains the same number of objects.

**radius**

1) the uniform distance or width of the area enclosing an object to create its buffer. 2) the uniform distance or width enclosing the rectangle highlighting a selected object to create a study area of the object.

**ring area**

an area of fixed width surrounding a point. See also [buffer area](#)

**scalable typeface**

a set of letters, numbers, punctuation marks, and symbols of a given design which can be scaled to any size.

**selector dialog**

a dialog which lets you change the display attributes of a feature, group, or thematic presentation by providing different colors, fills, styles, symbols, palettes, or labels to choose from.

**session file**

an initialization (.GDS) file Scan/US uses to control the amount of geography and data available during a session.

**stratification**

a classification of objects according to the ranged values of a variable.



**stratum**

a subset of objects whose values fall within a range specified for a variable.

**study area**

a geographic area selected for analysis during a Scan/US session.

**thematic chart**

a box graph, pie chart, or bar chart that represents a data analysis in a thematic view. Thematic charts are a subset of [thematic graphics](#).

**thematic graphic**

a thematic presentation which is drawn independently of its object in a data analysis. Thematic graphics include thematic charts (box graphs, pie charts, and bar charts), proportional markers and stratification symbols on polygon features.

**thematic presentation**

the symbol, chart, fill color, pattern, or combination of these used to render a distribution of data in a thematic view.

**thematic view**

a representation of data using symbols, graphics, colors, borders, patterns, and shadings across one or more map features. See also [view](#)

**tour**

the distance between a starting point and an ending point. A tour may have points in between, in which case the distance between one point and the next is also calculated and called a leg.

**universe variable**

a count variable used to derive a percentage value for another count variable measuring an associated subpopulation, or to derive a weighted average for an associated statistic variable. For example, 90 Households is the universe variable for 90 Households, Family and Median Household Income.



**variable**

a data item in a datalist. A variable references a set of values that describe a specific market or population. For example, Total Population and Average Household Income are variables which contain values for the population in each state.

**vertical extent**

the distance between the northern-most and southern-most point on a map.

**view**

a presentation of the data in a study area. A view can be shown in the study area window or in its own window. See also [thematic view](#)

**visibility**

1) an attribute of a feature which uses the vertical extent of the map to determine when a feature can be meaningfully displayed in a study area. 2) a display characteristic of an object which you can toggle on/off to hide or show individual objects on a layer.

**zone map**

A map whose boundaries cannot be defined within another study area. The continental United States and Hawaii are zone maps.

**rotated label**

A label position, available for streets only, in which the street name is aligned parallel to the street segment. For example, the name of a curved street is also curved to parallel it. See also [horizontal label](#)

**horizontal label**

The standard label position for all objects. Compare to [rotated label](#).





**How to Order**

To order, or get more information, please call **1-800-272-2687**.

From outside the U.S., dial 1-310-820-1581. Or FAX us at 1-310-826-6863.

Scan/US, Inc., 2032 Armacost Avenue, Los Angeles, CA 90025-6113

For information on multi-copy pricing or network license prices, please call. You'll be surprised at how easy & affordable it is to give Scan/US to all of your important sales, marketing and strategic planning professionals.

All prices listed are subject to change at any time without prior notice.

<b>Geography</b>	<b>National</b>	<b>Scan/US region</b>
State	Free in BasePak	---
County	Free in BasePak	---
ADI, DMA, MSA, TCA	Free in BasePak	---
24,000 Places	Free in BasePak	---
ZIP code	Free in BasePak	---
Census tract	Free when you buy this geography	
Block group	Free when you buy this geography	
Scan/US MicroGrid	Free in BasePak	

National MicroGrid data is available on CD-ROM.

All prices are subject to change without notice.

[Guide to Scan/US Regions and TCAs](#)

<b>Geography</b>	<b>National</b>	<b>Scan/US region</b>
State	Free in BasePak	---
County	Free in BasePak	---
ADI, DMA, MSA, TCA	Free in BasePak	---
24,000 Places	125.00*	---
ZIP code	495.00	125.00
Census tract	495.00	125.00
Block group	495.00	125.00
Scan/US MicroGrid	495.00	125.00

\*75.00 if purchased with a national file at the ZIP code or lower level.

National MicroGrid data is available on CD-ROM.

All prices are subject to change without notice.

[Guide to Scan/US Regions and TCAs](#)

<b>Geography</b>	<b>National</b>	<b>Scan/US region</b>
State	Free in BasePak	---
County	Free in BasePak*	---
ADI, DMA, MSA, TCA	Free in BasePak*	---
24,000 Places	125.00**	---
ZIP code	495.00	125.00
Census tract	495.00	125.00
Block group	495.00	125.00
Scan/US MicroGrid**	495.00	125.00

\*You get Income & Education data for counties, ADIs, DMAs, MSAs, and TCAs after sending in your registration card.

\*\*75.00 if purchased with a national file at the ZIP code or lower level. .

National MicroGrid data is available on CD-ROM.

All prices are subject to change without notice.

[Guide to Scan/US Regions and TCAs](#)

<b>Geography</b>	<b>National</b>	<b>Scan/US region</b>
State	Both levels	---
County	125.00	---
Census tract	495.00	125.00
Block group	495.00	125.00

The data is not available for ADIs, DMAs, MSAs, TCAs, Places, ZIP codes, and Scan/US MicroGrids.

All prices are subject to change without notice.

[Guide to Scan/US Regions and TCAs](#)

<b>Geography</b>	<b>National</b>	<b>Scan/US region</b>
State	All 6 levels for	---
County	250.00*	---
ADI, DMA, MSA, TCA		---
24,000 Places	250.00	---
ZIP code	995.00	250.00
Census tract	995.00	250.00
Block group	995.00	250.00
Scan/US MicroGrid**	995.00	250.00

\*95.00 if purchased with a national file at the ZIP code or lower level.

\*\*Household Income by Age of Householder not available for MicroGrids.

National MicroGrid data is available on CD-ROM.

All prices are subject to change without notice.

[Guide to Scan/US Regions and TCAs](#)

<b>Geography</b>	<b>National</b>	<b>Scan/US region</b>
State	Both levels for	---
County	125.00*	---
ADI, DMA, MSA, TCA	---	---
ZIP code	495.00	125.00
Census tract	495.00	125.00
Block group	495.00	125.00
Scan/US MicroGrids	---	---

\*75.00 if purchased with a national file at the ZIP code or lower level.

\*\*Available 10/94 for Race & Ancestry summary and Housing Stock data only.

Detailed census data is not available for these levels: ADIs, DMAs, MSAs, TCAs, and Scan/US MicroGrids.

All prices are subject to change without notice.

[Guide to Scan/US Regions and TCAs](#)

<b>Geography</b>	<b>National</b>	<b>Scan/US region</b>
State	All 6 levels for	---
County	250.00*	---
ADI, DMA, MSA, TCA		---
ZIP code	995.00	250.00
Census tract	995.00	250.00
Block group	995.00	250.00
Scan/US MicroGrid**	995.00	250.00

\*95.00 if purchased with a national file at the ZIP code or lower level.

\*\*Available 10/94.

National MicroGrid data is available on CD-ROM.

All prices are subject to change without notice.

[Guide to Scan/US Regions and TCAs](#)



<b>Geography</b>	<b>National</b>	<b>Scan/US region</b>
State	All 6 levels for	---
County	195.00*	---
ADI, DMA, MSA, TCA		---
ZIP code	495.00	125.00
Census tract	495.00	125.00
Block group	495.00	125.00
Scan/US MicroGrid**	495.00	125.00

\*75.00 if purchased with a national file at the ZIP code or lower level.

\*\*Available 10/94.

National MicroGrid data is available on CD-ROM.

All prices are subject to change without notice.

[Guide to Scan/US Regions and TCAs](#)

<b>Geography</b>	<b>National</b>	<b>Scan/US region</b>
State	All 6 levels for	---
County	250.00*	---
ADI, DMA, MSA, TCA		---
ZIP code	995.00	250.00

\*95.00 if purchased with a national file at the ZIP code or lower level.

All prices are subject to change without notice.

[Guide to Scan/US Regions and TCAs](#)

Daytime Marketplace is available only at the ZIP code level.

<b>Geography</b>	<b>National</b>	<b>Scan/US region</b>
ZIP code	995.00	250.00

[Guide to Scan/US Regions and TCAs](#)

## Scan/US Geography

[Product database](#)

[Guide to Scan/US Regions and TCAs](#)

[To order or get more information](#), please call **1-800-272-2687**.

Each level of geography is easily installed and automatically loaded into Scan/US with its data. Most geography comes to you with FREE demographic data you can analyze.

<b>Maps</b>	<b>FREE Data</b>	<b>National</b>	<b>Scan/US Region</b>	<b>TCA</b>
<a href="#">ZIP code</a> areas (by GDT)	Key Demographics	495.00	195.00	n/a
<a href="#">Census tracts</a> , 1990 (by GDT)	Key Demographics	495.00	125.00	n/a
Census tracts (1980)	(none)	495.00	125.00	n/a
<a href="#">Block group</a> centroids (1990)	Key Demographics	495.00	95.00	n/a
Block group centroids (1980)	(none)	495.00	95.00	n/a
National Highways 1:2M (by SDS)	(none)	495.00	95.00	n/a
High Resolution Pak for states, counties, ADIs, DMAs, MSAs, TCAs	Key Demographics Basic Demographics FREE in BasePak	All 6 levels for 75.00	n/a	n/a

**If you don't have a CD-ROM drive** to use the Scan/US BasePak CD for Scan/US MicroGrids and TIGER detailed streets, you can get the geography on floppy disks.

<a href="#">TIGER</a> detailed streets (on 3.5" floppy disks)	(none)	n/a	n/a	95.00
Scan/US <a href="#">MicroGrids</a> (on 3.5" floppy disks)	Key Demographics	200.00	n/a	n/a

## '90 Key Demographics

[Product database](#)

[To order or get more information](#), please call **1-800-272-2687**.

Three census data sets--'90 Key Demographics, '93 Basic Demographics, and '90 Income and Education--and shopping center data are provided FREE in the Scan/US BasePak

Key Demographics covers the most commonly used variables in the 1990 census. The data is included in the BasePak for states, counties, ADIs, DMAs, MSAs, TCAs, 24,000 Places, ZIP codes, and Scan/US MicroGrids. The data is also provided FREE when you buy add-on geography such as census tracts and block groups.

### Population

'90 [Population](#) (Census)

### Population by Race

'90 Population, [White](#)

'90 Population, [Black](#)

'90 Population, [Asian/Pacific Is.](#)

'90 Population, [Other](#)

'90 Population, [Hispanic](#)

### Population by Age

'90 Population, under 18 years

'90 Population, 18-64 years

'90 Population, 65 years & over

### Households

'90 [Households](#)

'90 Households, [Nonfamily](#)

'90 Households, [Family](#)

'90 Family households, with children

'90 Households, [owner](#)

'90 Households, [renter](#)

'90 Population, in households

'90 [Average household size](#)

'90 Population, [Group quarters](#)

### Labor Force

'90 Population 16+, in civilian [labor force](#)

'90 Labor force, workers

'90 Workers, [white collar](#)

'90 Workers, [blue collar](#)

### Income

'90 [Average household income](#)

'90 Aggregate household income (M)

### Housing

'90 Average [home value](#)

'90 Aggregate home value (M)

'90 Average Rent

'90 Aggregate Rent (M)

## '93 Basic Demographics

[Product database](#)

[To order or get more information](#), please call **1-800-272-2687**.

[Pricing](#)

Three census data sets--'90 Key Demographics, '93 Basic Demographics, and '90 Income and Education--and shopping center data are provided FREE in the Scan/US BasePak.

'93 Basic Demographics covers a broader range of variables from the 1990 census than Key Demographics, and includes population trends estimated for 1993 and projected to 1998. The data is included in the BasePak for the higher levels of geography--state, county, ADI, DMA, MSA, and TCA. For cities and lower levels of geography--ZIP code, census tract, block group, Scan/US MicroGrid--the data is available in add-on packages.

### Population Trends

'98 Population (Projected)

'90-'98 %Population change

'93 Population (Estimated)

'90-'93 %Population change

'90 [Population](#) (Census)

'80-'90 %Population change

### Household Trends

'90 [Households](#)

'80-'90 %Household change

'90 Population, [Group quarters](#)

'90 Population, in Households

'90 [Average household size](#)

'80 Population (Census)

'80 [Households](#)

'80 Population, [Group quarters](#)

'80 Population, in Households

'80 [Average household size](#)

### Population by Sex

'90 Population,

Male

Female

### Population by Race

'90 Population ([by race](#))

'90 Population, Hispanic

### Population by Age

'90 Population ([by age](#))

'90 [Median Age](#)

### Population by Marital Status

'90 Population, Single male

'90 Population, Single female

'90 Population, Married

'90 Population, Sep/dv/wdwd male

'90 Population, Sep/dv/wdwd female

### Household Characteristics

'90 Households, [Non-Family](#)

'90 Non-Family households, 1-person  
'90 Population, Non-Family  
'90 Average non-Family size

'90 Households, [Family](#)  
'90 Family households, with children  
'90 Population in Families  
'90 [Average Family size](#)  
'90 Family households, [Married couples](#)  
'90 Family households, Married with children

'90 Population, under 18  
'90 Population under 18, in married couple Families  
'90 Average children in married couple Families  
'90 Family households, Other  
'90 Family households, Other with children  
'90 Population under 18, in other Families  
'90 Average children in other Families

#### **Labor Force**

'90 Population, 16 years & over  
'90 Pop 16+, in civilian labor force  
'90 [Labor force](#), workers  
'90 Workers, [white collar](#)  
'90 Workers, [blue collar](#)

#### **Education**

'90 Population, 25 years and over  
'90 Pop 25+, completed high school  
'90 Pop 25+, completed college

#### **Income**

'90 [Average household income](#)  
'90 Aggregate household income (M)  
'90 [Median household income](#)

#### **Housing**

'90 Households, [Owner-occupied](#)  
'90 Households, [Renter-occupied](#)  
'90 [Housing units](#)  
'90 Housing units, [Occupied](#)  
'90 Housing units, [Vacant](#)  
'90 Average [home value](#)  
'90 Aggregate home value (M)  
'90 Median home value  
'90 Average rent  
'90 Aggregate rent (M)  
'90 Median rent

#### **Housing structure**

'90 [Housing units](#),  
1 unit  
2 units  
3-4 units  
5-9 units  
10+ units





**By Race (5)**

White

Black

American Indian

Asian/Pacific Is.

Other Race

**By Age (12)**

Aged < 5 years

Aged 5-9 years

Aged 10-14 years

Aged 15-17 years

Aged 18-19 years

Aged 20-24 years

Aged 25-34 years

Aged 35-44 years

Aged 45-54 years

Aged 55-64 years

Aged 65-74 years

Aged 75+ years

## '90 Income and Education

[Product database](#)

[To order or get more information](#), please call **1-800-272-2687**.

[Pricing](#)

Three census data sets--'90 Key Demographics, '93 Basic Demographics, and '90 Income and Education--and shopping center data are provided FREE in the Scan/US BasePak

Income and Education data is included in the BasePak for states. When you send in your registration card, you receive the data FREE for counties, ADIs, DMAs, MSAs, and TCAs. The data is available for other levels of geography in add-on packages.

### Population & Households

'90 [Population](#)

'90 [Households](#)

'90 Households, [Family](#)

### Household Income

'90 [Per capita total income](#)

'90 Aggregate total income (M)

'90 Households ([by income](#))

'90 Households, Income < 150T

'90 [Average household income](#)

'90 Aggregate household income (M)

'90 [Median household income](#)

'90 Average household income < 150T

'90 Aggregate household income < 150T (M)

'90 Average household income 150+T

'90 Aggregate household income 150+T (M)

### Household Income by Source

'90 Household income (M)

Wages/salary

Non-farm self-employment

Farm self-employment

Interest/dividends/rents

Social security

Public assistance

Retirement

### Family Income

'90 [Family](#) households ([by income](#))

'90 Family households, Income < 150T

'90 Average [family income](#)

'90 Aggregate family income (M)

'90 [Median family income](#)

'90 Average family income < 150T

'90 Aggregate family income < 150T (M)

'90 Average family income 150+T

'90 Aggregate family income 150+T (M)

**School Enrollment**

'90 Population, 3-5 years  
in preprimary  
in preprimary, Public  
in preprimary, Private

'90 Population, 5\_18 years  
in elementary/high school  
in elementary/high school, Public  
in elementary/high school, Private

'90 Population, 18 years and over  
in college  
in college, Public  
in college, Private

**Education Attainment**

'90 Population, 25 years and over  
completed high school+  
completed college+  
completed < 9th grade  
completed grades 9-12  
high school graduate  
some college  
graduated college  
with graduate degree

**Education by Race**

'90 Population, [white](#) 25+  
([Level achieved](#))

'90 Population, [black](#) 25+  
([Level achieved](#))

'90 Population, [American Indian](#) 25+  
([Level achieved](#))

'90 Population, [Asian/Pacific Is.](#) 25+  
([Level achieved](#))

'90 Population, [Hispanic](#) 25+  
([Level achieved](#))

**By income (10)**

Income < 5T

Income 5-9.9T

Income 10-14.9T

Income 15-24.9T

Income 25-34.9T

Income 35-49.9T

Income 50-74.9T

Income 75-99.9T

Income 100-149T

Income 150T+

**Level achieved**

Completed high school+

Completed college+

## 1980 Census Benchmark

[Product database](#)

[To order or get more information](#), please call 1-800-272-2687.

[Pricing](#)

An ideal benchmark database for analyzing the trends in population, households, income, education, housing tenure, and labor force. The data is available for census geography--state, county, census tract, and block group.

**Note** The dataset is also available for 1990. Estimates and projections for 1994 and 1999 are in the ['94/99 General Census Update](#).

### Population & Households

[Population](#)

[Households](#)

Households, [Family](#)

Population,

In [Group quarters](#)

In Households

In Families

### Population by Race

Population by [race](#),

[White](#)

[Black](#)

[American Indian](#)

[Asian/Pacific Is.](#)

[Other](#)

Population, [Hispanic](#)

### Population by Sex and Age

Population, Male

[\(By Age\)](#)

Population, Female

[\(By Age\)](#)

Population,

[\(By Age\)](#)

[Median age](#), Male

Median age, Female

Median age

### Income

[Per capita total income](#)

[Aggregate total income](#) (M)

Households

[\(By income\)](#)

Households w/ income 50T+

Aggregate [household income](#) (M)

[Average household income](#)

Median household income

Aggregate [family income](#) (M)

Average family income

Median family income

### Household Size

[Average household size](#)

Households,

- 1 person
- 2 persons
- 3-4 persons
- 5+ persons

### **Households by Vehicles Available**

- Households,
  - 0 vehicles
  - 1 vehicle
  - 2 vehicles
  - 3 or more vehicles

### **Housing Tenure**

- Total [housing units](#)
- Households, [owner](#)
- Average home value
- Households, [renter](#)
- Average rent

### **Education**

- Population, 25 years and over
  - < 9th grade
  - Grades 9 - 12
  - Completed high school
  - With some college
  - Graduated college

### **Marital Status**

- Population, 15 years and older
  - Single male
  - Single female
  - Married male
  - Married female
  - Sep/div/wdw male
  - Sep/div/wdw female
- Families,
  - Married couples
  - Married with children
  - Other with children

### **Labor Force**

- Population, 16 years plus
  - In civilian [labor force](#),
    - [Employed](#)
    - [White collar](#)
- Population 16+, Female
  - In civilian labor force,
    - Employed
    - Employed with child <6
    - Employed with child 6-17
- Families
  - With no workers
  - With 1 worker
  - With 2+ workers





**By Income (8)**

Income < 5T

Income 5T-9.9T

Income 10T-14.9T

Income 15T-24.9T

Income 25T-34.9T

Income 35T-49.9T

Income 50T-74.9T

Income 75T +

## '94/'99 General Census Update

[Product database](#)

[To order or get more information](#), please call 1-800-272-2687.

[Pricing](#)

Scan/US, Inc. provides annual updates for census demographic data in the form of current year estimates and five-year projections. The General Census Update provides more current estimates than any of the databases in the Scan/US BasePak: '90 Key Demographics, '93 Basic Demographics, '90 Income and Education.

### **Population/Household Type**

Total [population](#)

Total [households](#)

Households, [Family](#)

Population, [Group quarters](#)

Population, in Households

Population, in Families

### **Population by Race**

Population ([by race](#))

Population, [Hispanic](#)

### **Population by Sex**

Population, Male

Population, Female

### **Population by Age**

Total population ([by age](#))

[Median age](#)

### **Population by Sex, by Age**

Population, Male ([by age](#))

Median age, males

Population, Female ([by age](#))

Median age, females

### **Income**

[Per capita total income](#)

[Aggregate total income](#) (M)

### **Household Income**

Households ([by income](#))

Aggregate household income (M)

[Average household income](#)

[Median household income](#)

Aggregate family income (M)

Average family income

[Median family income](#)

### **Household Size**

[Average household size](#)

Households ([by size](#))

### **Vehicles Available**

Total vehicles available

Average vehicles available

Households ([by vehicles available](#))

**Housing tenure**

Households, [owner](#)

Households, [renter](#)

**By Age (13)**

Aged < 6 yrs

Aged 6-9 yrs

Aged 10-13 yrs

Aged 14-17 yrs

Aged 18-20 yrs

Aged 21-24 yrs

Aged 25-34 yrs

Aged 35-44 yrs

Aged 45-54 yrs

Aged 55-64 yrs

Aged 65-74 yrs

Aged 75-84 yrs

Aged 85+ yrs

**By Size**

1 person

2 persons

3-4 persons

5+ persons

## '94/'99 Household Income by Age of Householder

[Product database](#)

[To order or get more information.](#) please call 1-800-272-2687.

[Pricing](#)

Scan/US, Inc. provides annual updates for census demographic data in the form of current year estimates and five-year projections. Household Income by Age of Householder provides a more detailed description of income using [householder](#) age categories.

### Households

Total [Households](#)

### Households by Age of Head

Households, head <25 yrs

Households, head 25-34 yrs

Households, head 35-44 yrs

Households, head 45-54 yrs

Households, head 55-64 yrs

Households, head 65-74 yrs

Households, head 75+ yrs

### Households by Age of Head, by Income

Households, head <25 Years ([by income](#))

Households, head 25-34 Years ([by income](#))

Households, head 35-44 Years ([by income](#))

Households, head 45-54 Years ([by income](#))

Households, head 55-64 Years ([by income](#))

Households, head 65-74 Years ([by income](#))

Households, head 75+ Years ([by income](#))

### Median Income by Age of Head

Median income, head <25 yrs

Median income, head 25-34 yrs

Median income, head 35-44 yrs

Median income, head 45-54 yrs

Median income, head 55-64 yrs

Median income, head 65-74 yrs

Median income, head 75+ yrs

**By Income (9)**

Income < 5T

Income 5T-9.9T

Income 10T-14.9T

Income 15T-24.9T

Income 25T-34.9T

Income 35T-49.9T

Income 50T-74.9T

Income 75T-99.9T

Income 100T +

## '90 Race, Ancestry, Language

[Product database](#)

[To order or get more information.](#) please call **1-800-272-2687**.

[Pricing](#)

Scan/US provides five data sets which detail the population distribution in five aspects race, housing, employment, income, gender and age. The data is available for all levels of geography state, county, ADI, DMA, MSA, TCA, 24,000 census places, ZIP code, census tract, block group, and Scan/US MicroGrid.

'90 Race, Ancestry, Language describes in more detail the racial and the Hispanic groups and the distribution of [linguistically-isolated](#) households. Note that according to Census Bureau definition [Hispanic origin](#) is an ethnic or heritage grouping, and not a racial one. Hispanics who are descended from a Spanish-speaking or Latin culture can be of any racial group.

### Population

'90 [Population](#)

#### Population by Race

[White](#)

[Black](#)

American Indian

Eskimo

Aleut

Filipino

Japanese

Asian Indian

Korean

Vietnamese

Cambodian

Hmong

Laotian

Thai

Other Asian

Hawaiian

Samoan

Tongan

Other Polynesian

Guamanian

Other Micronesian

Melanesian

Pacific Is., not specified

Other Race

'90 Population, Hispanic

#### Hispanic population by Origin

Mexican

Puerto Rican

Cuban

Dominican

Guatemalan

Honduran

Nicaraguan

Panamanian

Salvadoran

### Population by Ancestry

'90 Population (ancestry base)

Arab

Austrian

Belgian

Canadian

Czech

Danish

Dutch

English

Finnish

French (not Basque)

French Canadian

German

Greek

Hungarian

Irish

Italian

Lithuanian

Norwegian

Polish

Portuguese

Romanian

Russian

Scotch-Irish

Scottish

Slovak

Subsaharan African

Swedish

Swiss

Ukrainian

United States of American

Welsh

West Indian

Yugoslavian

Race or Hispanic origin

groups

Other ancestry groups

Unclassified or unreported

### Households by Language

'90 Households (language base)

English speaking

Spanish, isolated

Spanish, not isolated

Asian/Pacific Is., isolated

Asian/Pacific Is., not isolated

Other, isolated

Other, not isolated



Other Central American ancestry  
Colombian  
Ecuadoran  
Peruvian  
Other South American  
Other Hispanic

**Hispanic Population by Race**

White  
Black  
American Indian/Aleut  
Asian/Pacific Is.  
Other Hispanic

## '90 Housing Stock

[Product database](#)

[To order or get more information](#), please call **1-800-272-2687**.

[Pricing](#)

Scan/US provides five data sets which detail the population distribution in five aspects: race, housing, employment, income, gender and age. The data is available for all levels of geography: state, county, ADI, DMA, MSA, TCA, 24,000 census places, ZIP code, census tract, block group, and Scan/US MicroGrid.

The detailed Housing Stock database shows you the number of housing units by [tenure](#), [value](#), and [race](#). This data provides the most recent benchmark on the characteristics of housing in an area.

### Housing Units

'90 [Housing units](#)

[Occupied](#)

[Owner-occupied](#)

[Renter-occupied](#)

[Vacant](#)

### Vacant Housing Units by Type

For rent

For sale only

Rented or sold, Not occupied

Seasonal use

Migrant workers

Other

Boarded up

### Owner-occupied Housing Units by Race

([By race](#))

[Owner](#) housing units, [Hispanic](#)

### Renter-occupied Housing Units by Race

([By race](#))

[Renter](#) housing units, [Hispanic](#)

### Owner-occupied Housing Units by Value

([By housing value](#))

'90 Owner housing units, value specified

'90 Average [housing value](#)

'90 Median housing value

### Specified Owner-occupied Housing Units by Race

([By race](#))

Specified owner housing units, [Hispanic](#)

'90 Average value, [White](#)-owned housing units

'90 Average value [Black](#)-owned housing units

'90 Average value [Am. Indian](#)-owned housing units

'90 Average value [Asian](#)-owned housing units

'90 Average value [Hispanic](#)-owned housing units

### Rental Units by Contract Rent

([By contract rent](#))

'90 Renter housing units, rent specified

'90 Average rent

'90 Median rent

## **Specified Renter-occupied Housing Units by Race**

([By race](#))

Specified renter housing units, Hispanic

'90 Average rent, [White](#)-rented housing units

'90 Average rent, [Black](#)-rented housing units

'90 Average rent, [Am. Indian](#)-rented housing units

'90 Average rent, [Asian](#)-rented housing units

'90 Average rent, [Hispanic](#)-rented housing units

## **Housing Units by Type of Structure**

[1 detached](#)

[1 attached](#)

2 units

3-4 units

5-9 units

10-19 units

20-49 units

50 or more

Mobile home or trailer

Other

## **Housing Units by Year Built**

([By year built](#))

## **Owner Housing Units by Year Built**

([By year built](#))

## **Renter Housing Units by Year Built**

([By year built](#))

## **Owner Housing Units by Year Moved In**

([By year moved in](#))

## **Renter Housing Units by Year Moved In**

([By year moved in](#))

'90 Average no. rooms in [owner-occupied](#) units

'90 Average no. rooms in [renter-occupied](#) units

**By Housing Value (12)**

<\$15000

\$15,000-\$30,000

\$30,000-\$50,000

\$50,000-\$75,000

\$75,000-\$100,000

\$100,000-\$150,000

\$150,000-\$200,000

\$200,000-\$250,000

\$250,000-\$300,000

\$300,000-\$400,000

\$400,000-\$500,000

\$500,000+

**By Contract Rent (9)**

<\$100

\$100-\$200

\$200-\$300

\$300-\$400

\$400-\$500

\$500-\$600

\$600-\$700

\$700-\$1,000

\$1,000 +

**By Year Built (8)**

Built 1989 to March 1990

Built 1985 to 1988

Built 1980 to 1984

Built 1970 to 1979

Built 1960 to 1969

Built 1950 to 1959

Built 1940 to 1949

Built <1940

**By Year Moved In (6)**

Moved in 89 to Mar 90

Moved in 1985 to 1988

Moved in 1980 to 1984

Moved in 1970 to 1979

Moved in 1960 to 1969

Moved in <1960

## '90 Work Status and Employment

[Product database](#)

[To order or get more information](#), please call 1-800-272-2687.

[Pricing](#)

Scan/US provides five data sets which detail the population distribution in five aspects: race, housing, employment, income, gender and age. The data is available for these levels of geography: state, county, ADI, DMA, MSA, TCA, 24,000 census places, ZIP code, census tract, and block group.

'90 Work Status and Employment describes the labor force, employed population by industry and occupation, mode of transport, travel time, and time leaving for work. Below is a list of variables:

### **Workers**

'90 [Total workers](#)

### **Transport to Work**

([means of transport](#))

### **Travel Time to Work**

([travel time](#))

### **Time Leaving for Work**

([time leaving](#))

### **Households by Vehicles Available**

'90 [Vehicles available](#)

'90 [Households \(by vehicles available\)](#)

'90 Average vehicles available per household

### **Renter Households by Vehicles Available**

'90 Vehicles available in renter households

'90 Households, renter ([by vehicles available](#))

'90 Average vehicles available for renter household

### **Labor Force**

'90 Population 16 years+

'90 Population male 16 years+

([labor force distribution](#))

'90 Population female 16 years+

([labor force distribution](#))

'90 [Total employed population](#)

### **Employment by Industry**

([by industry](#))

### **Employment by Occupation**

([by occupation](#))



**Time Leaving (12)**

12:00 am to 5:59 am

6:00 am to 6:29 am

6:30 am to 6:59 am

7:00 am to 7:29 am

7:30 am to 7:59 am

8:00 am to 8:29 am

8:30 am to 8:59 am

9:00 am to 9:59 am

10:00 am to 10:59 am

11:00 am to 11:59 am

12:00 pm to 3:59 pm

4:00 pm to 11:59 pm

**Travel Time (10)**

<5 minutes to work  
5-9 minutes to work  
10-14 minutes to work  
15-19 minutes to work  
20-24 minutes to work  
25-29 minutes to work  
30-39 minutes to work  
40-59 minutes to work  
60-89 minutes to work  
90 minutes plus

**Means of Transport (12)**

Drove alone

Carpooled

Bus, trolley, or streetcar

Subway or elevated

Railroad

Ferryboat

Taxicab

Motorcycle

Bicycle

Walked

Other means of transport

Worked at home

**By Vehicles Available**

0 vehicles available

1 vehicle available

2 vehicle available

3 or more vehicles available

## **Labor Force Distribution**

Armed Forces

Civilian, Employed

Civilian, Unemployed

Not in labor force

**By Industry (17)**

Agriculture, forestry, fishery

Mining

Construction

Manufacturing, non-durable

Manufacturing, durable

Transportation

Communications and public utilities

Wholesale trade

Retail trade

Finance, insurance, & real estate

Business or repair services

Personal services

Entertainment & recreation services

Health services

Educational services

Other professional services

Public administration

**By Occupation (13)**

Managerial, executive

Professional

Technical

Sales

Clerical

Private household

Protective services

Other services

Farm, forestry, fishery

Craftsmen

Operatives

Transport workers

Laborers

## '90 Household Income by Age of Householder

[Product database](#)

[To order or get more information.](#) please call 1-800-272-2687.

[Pricing](#)

Scan/US provides five data sets which detail the population distribution in five aspects race, housing, employment, income, gender and age. The data is available for these levels of geography state, county, ADI, DMA, MSA, TCA, 24,000 census places, ZIP code, census tract, block group.

'90 Household Income by Age of Householder details household income using [householder](#) age categories. The data provides a useful reference point for current year estimates which are provided in the update data.

### Households

Total [Households](#)

### Households by Age of Head

Households, head <25 yrs

Households, head 25-34 yrs

Households, head 35-44 yrs

Households, head 45-54 yrs

Households, head 55-64 yrs

Households, head 65-74 yrs

Households, head 75+ yrs

### Households by Age of Head, by Income

Households, head <25 Years ([by income](#))

Households, head 25-34 Years ([by income](#))

Households, head 35-44 Years ([by income](#))

Households, head 45-54 Years ([by income](#))

Households, head 55-64 Years ([by income](#))

Households, head 65-74 Years ([by income](#))

Households, head 75+ Years ([by income](#))

### Median Income by Age of Head

Median income, head <25 yrs

Median income, head 25-34 yrs

Median income, head 35-44 yrs

Median income, head 45-54 yrs

Median income, head 55-64 yrs

Median income, head 65-74 yrs

Median income, head 75+ yrs

## '90 Population by Sex by Age

[Product database](#)

[To order or get more information.](#) please call 1-800-272-2687.

[Pricing](#)

Scan/US provides five data sets which detail the population distribution in five aspects race, housing, employment, income, gender and age. The data is available for these levels of geography state, county, ADI, DMA, MSA, TCA, 24,000 census places, ZIP code, census tract, and block group. The detailed gender and age database shows the total, male and female population distribution in 31 age categories.



**Population**

'90 Population

([by age](#))

'90 Pop, Male

([by age](#))

'90 Pop, Female

([by age](#))

'90 [Median age](#)

'90 Median age, Males

'90 Median age, Females

**By Age (31)**

Aged < 1 yr  
Aged 1-2 yrs  
Aged 3-4 yrs  
Aged 5 yrs  
Aged 6 yrs  
Aged 7-9 yrs  
Aged 10-11 yrs  
Aged 12-13 yrs  
Aged 14 yrs  
Aged 15 yrs  
Aged 16 yrs  
Aged 17 yrs  
Aged 18 yrs  
Aged 19 yrs  
Aged 20 yrs  
Aged 21 yrs  
Aged 22-24 yrs  
Aged 25-29 yrs  
Aged 30-34 yrs  
Aged 35-39 yrs  
Aged 40-44 yrs  
Aged 45-49 yrs  
Aged 50-54 yrs  
Aged 55-59 yrs  
Aged 60-61 yrs  
Aged 62-64 yrs  
Aged 65-69 yrs  
Aged 70-74 yrs  
Aged 75-79 yrs  
Aged 80-84 yrs  
Aged 85 yrs plus

## '93 Retail Stores and Sales

[Product database](#)

[To order or get more information.](#) please call **1-800-272-2687**.

[Pricing](#)

Scan/US provides five business data sets which are based on the Census Bureau's *County Business Patterns*, an authoritative source of business activity across the country. The Census Bureau's data is only provided in machine readable form at the ZIP code level. As a result, the data is processed to generate the business data sets which are only available down to the ZIP code level, specifically--state, county, ADI, DMA, MSA, TCA, and ZIP code levels.

'93 Retail Stores and Sales details the number of retail establishments by type and estimated sales revenues. Below is a list of variables:

### '93 Estimated Totals

'93 Retail [establishments](#)

'93 Retail employees

'93 Retail payroll (\$000)

'93 Retail sales (\$000)

### Retail Establishments by Type

[\(By type\)](#)

### Retail Establishments by GAF

[\(By GAF\)](#)

### Retail Sales by Type

[\(By type\)](#)

### Retail Sales by Type

[\(By GAF\)](#)

### Retail Stores by Selected Type

Department stores

Supermarkets

Convenience stores

[TBA dealers](#)

Men's wear stores

Women's wear stores

Shoe stores

Furniture stores

Appliance stores

Radio TV stores

Restaurants & lunchrooms

Fast food

Bars

Sporting goods

Jewelry stores

Book stores

**By Type (9)**

Lumber, building materials, motor homes

General merchandise stores

Food stores

Automotive dealers

Gasoline stations

Apparel stores

Home furnishing stores

Eating & drinking places

Drug stores

**By GAF**

Miscellaneous retail stores, non-GAF\* non-durable

Miscellaneous retail stores, non-GAF [durable](#)

Miscellaneous retail stores, GAF non-durable

Miscellaneous retail stores, GAF durable

GAF stores include **G**eneral merchandise stores, **A**pparel and accessory stores, **F**urniture, home furnishings, and equipment stores, miscellaneous specialty shopping goods stores.

## '93 Employees, Establishments, and Payroll

[Product database](#)

[To order or get more information.](#) please call 1-800-272-2687.

[Pricing](#)

Scan/US provides five business data sets which are based on the Census Bureau's *County Business Patterns*, an authoritative source of business activity across the country. The Census Bureau's data is only provided in machine readable form at the ZIP code level. As a result, the data is processed to generate the business data sets which are only available down to the ZIP code level, specifically--state, county, ADI, DMA, MSA, TCA, and ZIP code levels.

'93 Employees, Establishments, and Payroll details the number of employees, establishments, retail sales and total payroll by different industries and occupations. Below is a list of variables:

### '93 Estimated Totals

'93 Total [establishments](#)

'93 Total employees

'93 Total payroll (\$000)

'93 Retail sales (\$000)

### Employment by Occupation

[\(By occupation\)](#)

### No. of Employees by Industry

[\(By industry\)](#)

### Establishments by Industry

[\(By industry\)](#)

### Payroll by Industry

[\(By industry\)](#)

**By Industry (9)**

Agriculture services, forestry, fishery

Mining

Construction

Manufacturing

Transportation & utilities

Wholesale trade

Retail trade

Finance, insurance, & real estate

Services

**By Occupation (14)**

Managerial, executive

Professional, non-sales

Professional, sales

Technical

Sales workers

Clerical

Private household services

Protective services

Other services

Farming, forestry & fisheries

Craftsmen

Operatives

Transport workers

Laborers



## '93 Establishments by Size and Industry

[Product database](#)

[To order or get more information.](#) please call 1-800-272-2687.

[Pricing](#)

Scan/US provides five business data sets which are based on the Census Bureau's *County Business Patterns*, an authoritative source of business activity across the country. The Census Bureau's data is only provided in machine readable form at the ZIP code level. As a result, the data is processed to generate the business data sets which are only available down to the ZIP code level, specifically--state, county, ADI, DMA, MSA, TCA, and ZIP code levels.

'93 Establishments by Industry and Size shows you the number of businesses by the size of the business (measured by number of employees) in different industries. Below is a list of variables.

### '93 Estimated Totals

'93 Total [establishments](#)

'93 Total employees

'93 Total payroll (\$000)

'93 Retail sales (\$000)

### Agriculture, Forestry, Fishery

[\(Industry totals\)](#)

No. of establishments

[\(By size\)](#)

### Mining

[\(Industry totals\)](#)

No. of establishments

[\(By size\)](#)

### Construction

[\(Industry totals\)](#)

No. of establishments

[\(By size\)](#)

### Manufacturing

[\(Industry totals\)](#)

No. of establishments

[\(By size\)](#)

### Transportation & Utilities

[\(Industry totals\)](#)

No. of establishments

[\(By size\)](#)

### Wholesale

[\(Industry totals\)](#)

No. of establishments

[\(By size\)](#)

### Retail trade

[\(Industry totals\)](#)

No. of establishments

[\(By size\)](#)

### Finance, Insurance, Real Estate

[\(Industry totals\)](#)

No. of establishments

[\(By size\)](#)

**Services**

([Industry totals](#))

No. of establishments

([By size](#))

**Industry Totals**

Total establishments

Total employees

Total payroll

**By Size (7)**

- 1-9 employees
- 10-19 employees
- 20-49 employees
- 50-99 employees
- 100-499 employees
- 500-999 employees
- 1000+ employees

## '93 Establishments by Type of Business

[Product database](#)

[To order or get more information.](#) please call 1-800-272-2687.

[Pricing](#)

Scan/US provides five business data sets which are based on the Census Bureau's *County Business Patterns*, an authoritative source of business activity across the country. The Census Bureau's data is only provided in machine readable form at the ZIP code level. As a result, the data is processed to generate the business data sets which are only available down to the ZIP code level, specifically--state, county, ADI, DMA, MSA, TCA, and ZIP code levels.

'93 Establishments by Type of Business shows you the number of employees and establishments in 36 [business classifications](#) and in the financial industry. Below is a list of variables:

### '93 Estimated Totals

'93 Total [establishments](#)

'93 Total employees

'93 Total payroll (\$000)

'93 Retail sales (\$000)

### Employees by Business Classification

Total employees

Office

Commercial

Manufacturing & industrial

Other

[\(Business Classification\)](#)

Employees in Finance

[\(In Finance\)](#)

### Establishments by Business Classification

Total establishments

Office

Commercial

Manufacturing & industrial

Other

[\(Business Classification\)](#)

### Establishments in Finance

[\(In Finance\)](#)

**In Finance**

Banks

Savings & loan

Loan & finance company

Credit unions

Mortgage company

## **Business Classification**

### Office

- Finance/insurance/real estate
- Finance/insurance/real estate, small office
- Professional services
- Business services
- General office
- Medical services

### Commercial

- Retail trade
- Restaurants & bars
- Personal, rent, repair services
- Auto repair services
- Equipment rental
- Wholesale-commercial
- General commercial

### Manufacturing & industrial

- Heavy manufacturing
- General manufacturing
- Light manufacturing
- Manufacturing, small module
- High-tech & research
- Wholesale-industrial
- Warehousing
- General industrial

## '93 Floor Space by Type of Business

[Product database](#)

[To order or get more information](#), please call 1-800-272-2687.

[Pricing](#)

Scan/US provides five business data sets which are based on the Census Bureau's *County Business Patterns*, an authoritative source of business activity across the country. The Census Bureau's data is only provided in machine readable form at the ZIP code level. As a result, the data is processed to generate the business data sets which are only available down to the ZIP code level, specifically--state, county, ADI, DMA, MSA, TCA, and ZIP code levels.

'93 Floor Space by Type of Business shows the amount of [floor space](#) in 21 [business classifications](#) and in the financial industry. Analyzing the floor space distribution gives you another way of viewing the amount of business activity in an area. Below is a list of variables:

### '93 Estimated Totals

'93 Total [establishments](#)

'93 Total employees

'93 Total payroll (\$000)

'93 Retail sales (\$000)

### '93 Floor Space Totals

'93 Floor space, Office

'93 Floor space, Commercial

'93 Floor space, Manufacturing & industrial

### Floor Space by Business Classification

(in thousands of square feet)

#### Office floor space

Finance/insurance/real estate

Finance/insurance/real estate, small office

Professional services

Business services

General office

Medical services

#### Commercial floor space

Retail trade

Restaurants & bars

Personal, rent, repair services

Auto repair services

Equipment rental

Wholesale-commercial

General commercial

#### Manufacturing & industrial floor space

Heavy manufacturing

General manufacturing

Light manufacturing

Manufacturing, small module

High-tech & research

Wholesale-industrial

Warehousing

General industrial



**By Type (8)**

Office

Banks and S&Ls

Retail trade

Restaurants/bars

Retail Services

Auto repair services

Other commercial

Manufacturing, industrial

**By Occupation (13)**

White collar

Blue collar

Managerial, professional

Technical

Clerical

Service workers

Precision/crafts

Operatives/mat move

Laborers

Office

Commercial

Manufacturing, industrial

Other type

## Daytime Marketplace

[Product database](#)

[To order or get more information.](#) please call **1-800-272-2687**.

[Pricing](#)

Daytime Marketplace is a unique database that combines 1993 business data and 1990 population and employment data--to show you the daytime population. Analyzing this data gives you a truer picture of potential customers in an area, rather than looking at the residential population alone.

The business data is based on the Census Bureau's *County Business Patterns*, an authoritative source of business activity across the country. This data is only provided in machine readable form at the ZIP code level. As a result, the data is only available for ZIP codes.

### '93 Business Data

'93 Total [establishments](#)

'93 Total [employment](#)

'93 Total [payroll](#) (Th)

'93 Payroll/employee

'93 Retail sales (Th)

'93 Employees

[\(By occupation\)](#)

'93 Establishments

[\(By type\)](#)

### '90 Population Data

'90 [Population](#)

Under 6 years

6 yrs to 17 yrs

65 years plus

In institutions

Other [group quarters](#)

### '90 Work Status

'90 Population [at work](#)

At home

Drive to work

Take public transportation

Walk or bike

Commuting < 10 min

Average commute time

Commute 6:30-8:30AM

'90 Population not at work

Enrolled Elementary/High school

Enrolled College

Women with children <6yrs

Women with children 6-17yrs

Women with children <6 & 6-17

## '93 Consumer Spending Potential Data

[Product database](#)

[To order or get more information](#), please call **1-800-272-2687**.

Consumer Spending (CS) Potential data covers 185 merchandise lines/data items which have been divided into 13 data tables, listed below. As illustrated, each table also includes estimates for '93 Households, expenditure per household for each merchandise line and a total expenditure for each merchandise line.

The data are modeled on household buying patterns tracked by the Bureau of Labor Statistics (BLS) in the Consumer Expenditure Survey (1988-1990) and in the Consumer Expenditure Diary (1988-1991). The Survey data covered a sample of 63,000 households; the Diary data, 47,000 households. The combined sample sizes were then weighted according to the demographic characteristics of 96 million households nationwide.

- [CS1 Grocery--Food](#)
- [CS2 Grocery--General Merchandise](#)
- [CS3 Clothing & Footwear](#)
- [CS4 Home Furnishings/Equipment](#)
- [CS5 Home Electronics](#)
- [CS6 Auto Aftermarket](#)
- [CS7 Specialty Store Merchandise](#)
- [CS8 Sporting Goods](#)
- [CS9 Food Away from Home](#)
- [CS10 Entertainment](#)
- [CS11 Personal Care Products & Services](#)
- [CS12 Pet Services & Products](#)
- [CS13 Miscellaneous Retail Services](#)

### Sample Data Table

'93 Households (Estimated)

Exp/hh Men's suits/coats/jackets  
Exp/hh Men's sweaters  
Exp/hh Men's trousers/slacks/shorts  
Exp/hh Men's shirts  
Exp/hh Men's underwear/nitewear  
Exp/hh Men's socks  
Exp/hh Men's accessories

...

...

Exp(T) Men's suits/coats/jackets  
Exp(T) Men's sweaters  
Exp(T) Men's trousers/slacks/shorts  
Exp(T) Men's shirts  
Exp(T) Men's underwear/nitewear  
Exp(T) Men's socks  
Exp(T) Men's accessories

...

...

## CS1: Grocery--Food

[Product Database](#)

[To order or for more information](#), please call **(800) 272-2687**.

[Pricing](#)

Each Consumer Spending data table includes estimates for '93 Households, expenditure per household for each merchandise line and a total expenditure for each merchandise line.

### Merchandise Lines

[Beef](#)  
[Pork](#)  
[Lamb](#)  
[Poultry](#)  
[Fish/seafood](#)  
[Eggs](#)  
[Fresh milk & cream](#)  
[Butter](#)  
[Cheese & other dairy](#)  
[Margarine](#)  
[Frozen bakery](#)  
[Frozen juice, fruit, vegetables](#)  
[Frozen meals & prepared foods](#)  
[Ice cream products](#)  
[Delicatessen](#)  
[Fresh bakery](#)  
[Packaged bakery](#)  
[Fresh fruit](#)  
[Fresh vegetables](#)  
[Cereal products](#)  
[Processed fruit](#)  
[Processed vegetables](#)  
[Sugar & sweeteners](#)  
[Fats & oils](#)  
[Soft drinks](#)  
[Coffee, tea, other](#)  
[Soup](#)  
[Snack foods](#)  
[Condiments & misc. prepared foods](#)  
[Baby food](#)  
[Candy & gum](#)  
[Beer & ale](#)  
[Wine](#)  
[Other alcoholic beverages](#)

### Sample Data Table

93 Households (Estimated)

Exp/hh Beef  
Exp/hh Pork  
Exp/hh Lamb  
Exp/hh Poultry  
Exp/hh Fish/seafood  
...  
...  
Exp(T) Beef  
Exp(T) Pork  
Exp(T) Lamb  
Exp(T) Poultry  
Exp(T) Fish/seafood  
...  
...

## CS2: Grocery--General Merchandise

[Product Database](#)

[To order or for more information](#), please call (800) 272-2687.

[Pricing](#)

Each Consumer Spending data table includes estimates for '93 Households, expenditure per household for each merchandise line and a total expenditure for each merchandise line.

### Merchandise Lines

[Tobacco products](#)

[Paper products](#)

[Stationery/giftwrap](#)

[Soaps, detergents, and cleaners](#)

[Pet food](#)

[Other non-food grocery](#)

[Prescriptions](#)

[Over-the-counter drugs](#)

[Health supplies](#)

[Cosmetics](#)

[Toiletries & hygiene](#)

[Electric personal care appliances](#)

[Photo supplies & processing](#)

[Magazines](#)

[Books](#)

[Flowers or potted plants](#)

### Sample Data Table

'93 Households (Estimated)

Exp/hh Tobacco products

Exp/hh Paper products

Exp/hh Stationery/giftwrap

Exp/hh Soaps/detergents/cleaners

Exp/hh Pet food

...

...

Exp(T) Tobacco products

Exp(T) Paper products

Exp(T) Stationery/giftwrap

Exp(T) Soaps/detergents/cleaners

Exp(T) Pet food

...

...

## CS3: Clothing & Footwear

[Product Database](#)

[To order or for more information](#), please call **(800) 272-2687**.

[Pricing](#)

Each Consumer Spending data table includes estimates for '93 Households, expenditure per household for each merchandise line and a total expenditure for each merchandise line.

### Merchandise Lines

[Men's suits, coats, and jackets](#)  
[Men's sweaters](#)  
[Men's trousers, slacks, and shorts](#)  
[Men's shirts](#)  
[Men's underwear & nightwear](#)  
[Men's socks](#)  
[Men's accessories](#)  
[Men's active sportswear](#)  
[Men's other clothing](#)  
[Men's footwear](#)  
[Boys' jackets, coats, suits](#)  
[Boys' sweaters](#)  
[Boys' pants & shorts](#)  
[Boys' shirts](#)  
[Boys' underwear & nightwear](#)  
[Boys' socks](#)  
[Boys' active sportswear](#)  
[Boys' other clothing](#)  
[Boys' footwear](#)  
[Women's suits & coats](#)  
[Women's sweaters](#)  
[Women's slacks](#)  
[Women's dresses](#)  
[Women's skirts](#)  
[Women's blouses & shirts](#)  
[Women's underwear & nightwear](#)  
[Women's hosiery](#)  
[Women's accessories](#)  
[Women's active sportswear](#)  
[Women's other clothing](#)  
[Women's footwear](#)  
[Girls' jackets, coats, and suits](#)  
[Girls' sweaters](#)  
[Girls' slacks & shorts](#)  
[Girls' dresses & skirts](#)  
[Girls' blouses & shirts](#)  
[Girls' underwear & nightwear](#)  
[Girls' hosiery](#)  
[Girls' accessories](#)  
[Girls' active sportswear](#)  
[Girls' other clothing](#)  
[Girls' footwear](#)  
[Infants' outerwear](#)  
[Infants' underwear](#)  
[Infants' sleep garments](#)

### Sample Data Table

'93 Households (Estimated)  
Exp/hh Men's suits/coats/jackets  
Exp/hh Men's sweaters  
Exp/hh Men's trousers/slacks/shorts  
Exp/hh Men's shirts  
Exp/hh Men's underwear/nitewear  
Exp/hh Men's socks  
Exp/hh Men's accessories  
...  
...  
Exp(T) Men's suits/coats/jackets  
Exp(T) Men's sweaters  
Exp(T) Men's trousers/slacks/shorts  
Exp(T) Men's shirts  
Exp(T) Men's underwear/nitewear  
Exp(T) Men's socks  
Exp(T) Men's accessories  
...  
...

Jewelry & accessories



## CS4: Home Furnishings and Equipment

[Product Database](#)

[To order or for more information](#), please call (800) 272-2687.

[Pricing](#)

Each Consumer Spending data table includes estimates for '93 Households, expenditure per household for each merchandise line and a total expenditure for each merchandise line.

### Merchandise Lines

[Refrigerators & freezers](#)

[Washers & dryers](#)

[Microwaves](#)

[Kitchen & other appliances](#)

[Electric kitchen appliances](#)

[Vacuum cleaners](#)

[Other household appliances](#)

[Living & dining room furniture](#)

[Bedroom furniture](#)

[Infants furniture](#)

[Outdoor furniture](#)

[Other furniture](#)

[Carpeting & rugs](#)

[Clocks, lighting, & accessories](#)

[Storage items](#)

[Leather & travel goods](#)

[Plastic dinnerware](#)

[China & other dinnerware](#)

[Flatware & serving pieces](#)

[Glassware](#)

[Cookware, non-electric](#)

[Window & furniture covers](#)

[Textiles, bedroom linens](#)

[Textiles, other linens](#)

### Sample Data Table

'93 Households (Estimated)

Exp/hh Refrigerators/freezers

Exp/hh Washers/dryers

Exp/hh Microwaves

Exp/hh Kitchen/other appliance

Exp/hh Electric kitchen appliances

...

...

Exp(T) Refrigerators/freezers

Exp(T) Washers/dryers

Exp(T) Microwaves

Exp(T) Kitchen/other appliance

Exp(T) Electric kitchen appliances

...

...

## CS5: Home Electronics

[Product Database](#)

[To order or for more information](#), please call **(800) 272-2687**.

[Pricing](#)

Each Consumer Spending data table includes estimates for '93 Households, expenditure per household for each merchandise line and a total expenditure for each merchandise line.

### Merchandise Lines

[Televisions](#)

[VCRs, video cameras, & players](#)

[Radios](#)

[Sound equipment](#)

[Musical instruments](#)

[Videos, tapes, disks \(purchase\)](#)

[Videos, tapes, disks \(rental\)](#)

[Audio CDs records, tapes](#)

[Computer hardware](#)

[Computer software](#)

[Video game hardware & software](#)

[Telephone equipment](#)

[Home office equipment](#)

### Sample Data Table

'93 Households (estimated)

Exp/hh Televisions

Exp/hh VCRs, video cameras, & players

Exp/hh Radios

Exp/hh Sound equipment

...

...

Exp(T) Televisions

Exp(T) VCRs, video cameras, & players

Exp(T) Radios

Exp(T) Sound equipment

...

...

## CS6: Auto Aftermarket

[Product Database](#)

[To order or for more information](#), please call (800) 272-2687.

[Pricing](#)

Each Consumer Spending data table includes estimates for '93 Households, expenditure per household for each merchandise line and a total expenditure for each merchandise line.

### Merchandise Lines

[Auto fuels](#)

[Oil](#)

[Additives etc.](#)

[Tires](#)

[Batteries](#)

[Accessories](#)

[Lube & oil change](#)

[Tune-up](#)

[Brake repairs](#)

[Front end repairs](#)

[Exhaust system repairs](#)

[Clutch & transmission repairs](#)

[Electric system repairs](#)

[Bodywork & glass](#)

[Motor & carburetor repairs](#)

[Other equipment & repairs](#)

### Sample Data Table

'93 Households (estimated)

Exp/hh Auto fuels

Exp/hh Oil

Exp/hh Additives etc.

Exp/hh Tires

Exp/hh Batteries

...

...

Exp(T) Auto fuels

Exp(T) Oil

Exp(T) Additives etc.

Exp(T) Tires

Exp(T) Batteries

...

...

## CS7: Specialty Store Merchandise

[Product Database](#)

[To order or for more information](#), please call (800) 272-2687.

[Pricing](#)

Each Consumer Spending data table includes estimates for '93 Households, expenditure per household for each merchandise line and a total expenditure for each merchandise line.

### Merchandise Lines

[Stationery & giftwrap](#)

[Sewing materials: home furnishings](#)

[Sewing materials: clothing](#)

[Computer hardware](#)

[Computer software](#)

[Leather & travel goods](#)

[Photographic equipment](#)

[Photographic supplies & processing](#)

[Toys](#)

[Hobbies](#)

[Video game hardware & software](#)

[Optical goods](#)

[Newspapers](#)

[Magazines](#)

[Books](#)

### Sample Data Table

'93 Households (estimated)

Exp/hh Stationery/giftwrap

Exp/hh Sewing materials: home furnishings

Exp/hh Sewing materials: clothing

Exp/hh Computer hardware

...

...

Exp(T) Stationery/giftwrap

Exp(T) Sewing materials: home furnishings

Exp(T) Sewing materials: clothing

Exp(T) Computer hardware

...

...

## CS8: Sporting Goods

[Product Database](#)

[To order or for more information](#), please call **(800) 272-2687**.

[Pricing](#)

Each Consumer Spending data table includes estimates for '93 Households, expenditure per household for each merchandise line and a total expenditure for each merchandise line.

### Merchandise Lines

[General sport equipment](#)

[Health & exercise equipment](#)

[Camping, hunting, and fishing equipment](#)

[Other recreation equipment](#)

[Bicycles](#)

[Childrens play equipment](#)

### Sample Data Table

'93 Households (estimated)

Exp/hh General sport equipment

Exp/hh Health/exercise equipment

Exp/hh Camping, hunting, and fishing equipment

...

...

Exp(T) General sport equipment

Exp(T) Health/exercise equipment

Exp(T) Camping, hunting, and fishing equipment

...

...

## CS9: Food Away from Home

[Product Database](#)

[To order or for more information](#), please call (800) 272-2687.

[Pricing](#)

Each Consumer Spending data table includes estimates for '93 Households, expenditure per household for each merchandise line and a total expenditure for each merchandise line.

### Merchandise Lines

[Food away from home](#)

[Beer & ale away from home](#)

[Wine away from home](#)

[Other alcoholic beverages away from home](#)

### Sample Data Table

'93 Households (estimated)

Exp/hh Food away from home

Exp/hh Beer/ale away from home

Exp/hh Wine away from home

Exp/hh Other alcoholic beverages away from home

...

...

Exp(T) Food away from home

Exp(T) Beer/ale away from home

Exp(T) Wine away from home

Exp(T) Other alcoholic beverages away from home

...

...

## CS10: Entertainment

[Product Database](#)

[To order or for more information](#), please call **(800) 272-2687**.

[Pricing](#)

Each Consumer Spending data table includes estimates for '93 Households, expenditure per household for each merchandise line and a total expenditure for each merchandise line.

### Merchandise Lines

[Theater & musical events](#)

[Sporting events](#)

[Participant sport fees](#)

[Recreation lessons](#)

### Data Table

'93 Households (estimated)

Exp/hh Theater/musical events

Exp/hh Sporting events

Exp/hh Participant sport fees

Exp/hh Recreation lessons

Exp(T) Theater/musical events

Exp(T) Sporting events

Exp(T) Participant sport fees

Exp(T) Recreation lessons

## CS11: Personal Care Products & Services

[Product Database](#)

[To order or for more information](#), please call (800) 272-2687.

[Pricing](#)

Each Consumer Spending data table includes estimates for '93 Households, expenditure per household for each merchandise line and a total expenditure for each merchandise line.

### Merchandise Lines

[Cosmetics](#)

[Toiletries, other hygiene](#)

[Electric personal care appliances](#)

[Personal care services: females](#)

[Personal care services: males](#)

### Data Table

'93 Households (estimated)

Exp/hh Cosmetics

Exp/hh Toiletries, other hygiene

Exp/hh Electric personal care appliances

Exp/hh Personal care services: females

Exp/hh Personal care services: male

Exp(T) Cosmetics

Exp(T) Toiletries, other hygiene

Exp(T) Electric personal care appliances

Exp(T) Personal care services: females

Exp(T) Personal care services: males



## CS12: Pet Services & Products

[Product Database](#)

[To order or for more information](#), please call (800) 272-2687.

[Pricing](#)

Each Consumer Spending data table includes estimates for '93 Households, expenditure per household for each merchandise line and a total expenditure for each merchandise line.

### Merchandise Lines

[Pet food](#)

[Pet supplies](#)

[Pet non-veterinarian services](#)

[Pet veterinarian services](#)

### Data Table

'93 Households (estimated)

Exp/hh Pet food

Exp/hh Pet supplies

Exp/hh Pet non-veterinarian services

Exp/hh Pet veterinarian services

Exp/hh Pet food

Exp/hh Pet supplies

Exp/hh Pet non-veterinarian services

Exp/hh Pet veterinarian services

## CS13: Miscellaneous Retail Services

[Product Database](#)

[To order or for more information](#), please call (800) 272-2687.

[Pricing](#)

Each Consumer Spending data table includes estimates for '93 Households, expenditure per household for each merchandise line and a total expenditure for each merchandise line.

### Merchandise Lines

[Clothing repair & alterations](#)

[Laundry & dry cleaning \(coin-operated\)](#)

[Laundry & dry cleaning \(service\)](#)

[Shoe repair](#)

[Furniture rental](#)

[Furniture repair](#)

[Watch or jewelry repair](#)

[Nursery & day care](#)

### Sample Data Table

'93 Households (estimated)

Exp/hh Clothing repair/alterations

Exp/hh Laundry/dry cleaning (coin-operated)

Exp/hh Laundry/dry cleaning (service)

Exp/hh Shoe repair

...

...

Exp(T) Clothing repair/alterations

Exp(T) Laundry/dry cleaning (coin-operated)

Exp(T) Laundry/dry cleaning (service)

Exp(T) Shoe repair

...

...

## '90 Census Demographics

[Product Database](#)

[CACI Data Dictionary](#)

For more information on the data, please call **1 (800) 292-2224**.

CACI Marketing Systems provides 1990 census data for states, counties, MSAs, ADIs, DMAs, census places and ZIP codes. Below is a list of variables.

**Price: \$1500** (includes Scan/US BasePak, national ZIP code boundaries, '90 Census Demographics and ['94/'99 Demographic Update](#))

### Population

'90 [Population](#)

'90 Population, Male

'90 Population, Female

### Households

'90 [Households](#)

'90 Population, in households

'90 [Average household size](#)

'90 Households, [family](#)

'90 Households, [nonfamily](#)

'90 Population, in families

'90 Families, w/ children

'90 [Average family size](#)

### Population by Race

'90 Population ([by race](#))

'90 Population, [Hispanic](#)

### Population by Age

'90 Population ([by age](#))

'90 [Median age](#)

### Household Income

'90 Households ([income base](#))

'90 Households ([by income](#))

'90 [Median household income](#)

'90 Average household income

'90 [Per capita income](#)

'90 Aggregate income, pop 15+ (M)

'90 Aggregate household income, hh inc <150t (M)

'90 Aggregate household income, hh inc 150T+ (M)

### Housing

'90 Population, [group quarters](#)

'90 [Housing units](#)

'90 Housing units, owner-occupied

'90 Housing units, renter-occupied

'90 Aggregate [home value](#) (M)

'90 Average home value

'90 Aggregate rent (th)

'90 Average contract [rent](#)

### Labor Force

'90 Population 16+

'90 Pop 16+, in [labor force](#)

Labor force, civilian employed

Labor force, unemployed  
Employed population,  
    Managerial and professional  
    Technical, sales, and administrative  
    Service  
    Operatives and laborers

**Education Attained**

'90 Population 25+ yrs  
'90 Population 25+,  
    High school graduate  
    Bachelor's degree  
    Graduate or professional degree

## '94/'99 Demographic Update

[Product Database](#)

[CACI Data Dictionary](#)

For more information on the data, please call 1 (800) 292-2224.

CACI Marketing Systems provides 1994/1999 estimates and projections for states, counties, MSAs, ADIs, DMAs, census places and ZIP codes. Below is a list of variables.

**Price: \$1500** (includes Scan/US BasePak, national ZIP code boundaries, ['90 Census Demographics](#) and '94/'99 Demographic Update)

### Population

'94 [Population](#)

'99 Population

'94-'99 Population growth rate

### Households

'94 [Households](#)

'99 Households

'94-'99 Household growth rate

'94 Population, in households

'94 [Average household size](#)

'99 Population, in households

'99 Average household size

'94 Households, [families](#)

'99 Households, families

'94-'99 Family growth rate

'94 Population, in families

'94 Average family size

'99 Population, in families

'99 [Average family size](#)

### Income

'94 [Per capita income](#)

'99 Per capita income

'94-'99 Per capita income growth rate

### '94 Population by Sex

'94 Pop, Male

'94 Pop, Female

### '94 Population by Race

'94 Population ([by race](#))

'94 Population, [Hispanic](#)

### '99 Population by Sex

'99 Pop, Male

'99 Pop, Female

### '99 Population by Race

'99 Population ([by race](#))

'99 Population, Hispanic

### Population by Age

'94 Population ([by age](#))

'94 Median age

'99 Population ([by age](#))

'99 Median age

**Household Income**

'94 Households ([income base](#))

'94 Households ([by income](#))

'94 [Median household income](#)

'94 Average household income

'99 Households (income base)

'99 Households ([by income](#))

'99 Median household income

'99 Average household income

**[Disposable Income](#)**

'94 Households ( disposable income base)

'94 Households ([by disposable income](#))

'94 Median disposable income

'94 Average disposable income

**[Net Worth](#)**

'94 Households (net worth base)

'94 Households ([by net worth](#))

'94 Median net worth

'94 Average net worth

**By Income (11)**

<15T

15T-24.9T

25T-34.9T

35T-42.5T

42.5T-49.9T

50T-59.9T

60T-74.9T

75T-99.9T

100T-124.9T

125T-149.9T

150T+

**By Age (20)**

<5 yrs

5-9 yrs

10-14 yrs

15-19 yrs

20-24 yrs

25-29 yrs

30-34 yrs

35-39 yrs

40-44 yrs

45-49 yrs

50-54 yrs

55-59 yrs

60-64 yrs

65-69 yrs

70-74 yrs

75-79 yrs

80-84 yrs

85+ yrs

18+ yrs

21+ yrs



**By Race (5)**

White

Black

American Indian

Asian/Pacific Islander

Other Race

See also [Race](#)

**By Disposable Income (8)**

<15T

15T-24.9T

25T-34.9T

35T-49.9T

50T-74.9T

75T-99.9T

100T-149.9T

150T+

**By Net Worth (9)**

<15T

15T-29.9T

30T-49.9T

50T-74.9T

75T-99.9T

100T-149.9T

150T-249.9T

250T-499.9T

500T+

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**ADI**

An Area of Dominant Influence is a television market as defined by Arbitron. The ADI name is determined by the station with the largest market share of viewing hours. Areas covered exclude Hawaii and Alaska. Note: Arbitron has announced that it will discontinue updates of the ADIs after the current (1993-1994) series.

**Age**

Age is presented here for five-year age groups and select summary groups.

See [Age reporting](#)

## **Age Reporting**

In 1990, there are some discrepancies. According to the Census Bureau, respondents tended to report their age at the time they completed the questionnaire, not as of April 1, 1990. Additionally, there may have been a tendency to round up the age reported, especially for infants under 1 year of age (to avoid reporting their age as 0).

As a result of this misreporting, about 10 percent of the persons in any age group are probably 1 year younger than reported. For most single years of age, the differences are offsetting. The problem is most pronounced for the 0-1 year age group.

This problem is not as prevalent in previous censuses since the quarter of birth was asked in addition to age and year of birth. Quarter of birth was dropped in 1990.



**Median Age**

The median is calculated from the distribution of age by five-year groups for the total population.

See also [Median](#)

**Census Tract**

Tracts are small, statistical subdivisions of a county. The boundaries are delineated by local committees to represent relatively homogeneous neighborhoods and to maintain stable boundaries. Census tracts have about 2,500 to 8,000 residents. In counties where local census statistical area committees have not been established, BNAs represent the statistical subdivisions of the county for the purpose of numbering and grouping census blocks.

See [ZIP Code Update Methodology](#)

**County**

Counties are the primary political and administrative subdivisions of a state and are identified by a two-digit state [FIPS code](#) and a three-digit county FIPS code.

**DMA**

A Designated Market Area is a television market defined by Nielsen Media Research. DMAs are revised annually. Current definitions are 1993 series.

**Disposable Income**

Disposable income represents an estimate of a household's purchasing power or, simply, after-tax income. The proportion of household income left after taxes is estimated from special studies conducted by the Census Bureau to simulate household taxes. Four types of taxes are deducted: Federal individual income taxes, State individual income taxes, FICA (Social Security) and Federal retirement payroll taxes, and property taxes for owner-occupied housing. Capital gains/losses are excluded from CACI's estimates.

See also [Income](#)

**Average Disposable income**

Average disposable income is calculated from the distribution of [disposable income](#).

**Educational Attainment**

Shows the highest level completed by persons aged 25+ years (sample count). For persons still enrolled in school, the previous year/level completed is shown. Percent high school graduate includes persons who have completed high school (including equivalency) and higher.

For the first time, census data also show college degrees earned. Percent bachelor's degree includes persons who have completed a bachelor's degree or higher. Diplomas from trade or business schools are not reported unless they are the equivalent of a college degree.

**Employment**

Data on employment status and journey to work reflect the week preceding census enumeration. Employment characteristics are reported for persons 16 years and older who were employed during the reference week. If a person held more than one job, then the data were reported for the job at which the person worked the greatest number of hours. Census data are collected by household and differ from the annual employment data series collected by place of business.



**Family**

A [household](#) in which the [householder](#) and one or more persons in the household are related by birth, marriage or adoption. The census tabulates only one family per household.

households include married couples and other families--a male or female householder with no spouse present.

See also [Nonfamily](#)

### **Average Family Size**

Average [family](#) size is obtained by dividing the number of persons in families by the number of families. All persons in a [household](#) who are related to the [householder](#) are members of the family.

**FIPS Code**

Federal Information Processing Standards for numeric codes used to identify states and counties.

### **Group Quarters Population**

Ten or more unrelated persons who are living together are classified in either institutional or noninstitutional group quarters. Institutional group quarters such as prisons or psychiatric hospitals include restrictions of the resident population, identified as patients or inmates, under "formally authorized, supervised care or custody".

Noninstitutional group quarters include living quarters such as college dormitories, military barracks, group homes, or boarding houses. The group quarters population also includes persons enumerated in emergency shelters for the homeless or "visible street locations".

**Hispanic Origin**

Defined by self-identification, Hispanic origin refers to ethnicity, not [race](#). Persons of Hispanic origin may be of any race.

**Home Value**

Home value is reported only for specified owner-occupied units, which include "one-family houses on less than 10 acres without a business or medical office on the property". The reported value represents the owner's estimate.

**Average Home Value**

Represents the owner's estimate of [value](#) for specified owner-occupied units. The average is calculated from aggregate value divided by all specified owner-occupied units by mortgage status.

**Median Home Value**

The median is calculated from the detailed distribution of value for specified owner-occupied units.



**Household**

A household is an occupied [housing unit](#). Household type is classified by the presence of relatives and the number of persons.

See also [Family](#) and [Nonfamily](#)

**Nonfamily**

Nonfamily [households](#) may be a group (2-9) of unrelated persons or a single person living alone. A unit with 10 or more unrelated persons is classified as [group quarters](#), not as a [housing unit](#).

**Average Household Size**

Average size is calculated by dividing the number of persons in [households](#) by the number of households.

**Householder**

One person in each [household](#) is designated as the householder. In most cases, this is the person, or one of the persons, in whose name the home is owned, being bought, or rented. If no such person in the household exists, any adult household member 15 years old and over is designated as the householder.

**Housing Units**

All occupied and vacant units, year-round and seasonal, are presented in 1990. In 1980, year-round housing units were the universe for most tables.

## **Income**

Income in 1994 and 1999 is a forecast based upon 1990 census income tabulations. Income amounts are expressed in 1993 dollars. For a discussion of income projections, see [Income Update Methodology](#).

Census data on income refer to the total income received in calendar year 1989 by persons 15 years and older from wages, self-employment, interest and dividends, Social Security, public assistance, retirement, disability, and other sources such as alimony, child support and unemployment.

Total income does not include tax refunds, borrowed money, income from the sale of property (unless engaged in that business), lump-sum payments such as from gifts, insurance, inheritance, or "in-kind" payments such as food stamps or medical care.

**Household Income Base**

The sum of the household income distribution.

**Median Household Income**

The value that divides the distribution of household income into two equal parts. Pareto interpolation is used if the median falls in any income intervals except "less than \$15,000". For the "less than \$15,000" interval, linear interpolation is used. If the median falls in the upper income interval, \$150,000+, it is represented by the value \$150,001.



**Per Capita Income**

The average income for all persons, calculated from the aggregate income of persons 15 years and older.

**Labor Force**

Includes civilian employed, unemployed, and the U.S. Armed Forces. Specific to the reference week prior to census enumeration, "employed" includes all persons who were at work or temporarily absent; "unemployed", persons seeking work in the previous 4 weeks and able to work.

**Median**

A value that divides a distribution into two equal parts. A median is a positional measure that is unaffected by extremely high or low values in a distribution that can affect an average.

## **MSA**

The Metropolitan Statistical Areas in this edition represent the June 30, 1993 metropolitan areas defined by the Office of Management and Budget. MSAs are represented by counties that meet specific criteria regarding population size, density and commuting sites. Generally, MSAs include a central city or urbanized area of 50,000 with a total area population of 100,000. MSAs are identified by four-digit [FIPS codes](#) that are independent of state/county codes since many MSAs cross state lines.

The Metropolitan Areas presented here include MSAs, PMSAs or Primary Metropolitan Statistical Areas, and NECMAs or New England County Metropolitan Areas. When a Metropolitan Area has a million or more residents, PMSAs may be delineated. The entire area is designated as a CMSA or Consolidated Metropolitan Statistical Area.

NECMAs are the county equivalents of Metropolitan Areas in New England, which are actually defined by cities and towns.

**Net Worth**

Total [household](#) wealth minus debt, secured and unsecured. Net worth includes home equity, net equity in vehicles, IRAs and Keogh accounts, business equity, interest-earning assets and mutual fund shares, stocks, etc. Examples of secured debt include home mortgages and vehicle loans; examples of unsecured debt include credit card debt, certain bank loans, and other outstanding bills. Forecasts of net worth are based on the Survey of Income and Program Participation, U.S. Bureau of the Census.

**Occupancy**

The classification of all [housing units](#) as occupied or vacant. The number of occupied housing units equals the total [households](#).

(See Tenure)

**Occupation**

Describes the kind of work done by a person on the job. Classification is based on the 1980 Standard Occupational Classification Manual, published by the Office of Federal Statistical Policy and Standards. There are 13 occupational groups on STF 3; only select occupations are included here.

**Occupied Housing Units**

The number of occupied [housing units](#) equals total [households](#). Occupied housing units are also a complete-count variable and may differ slightly from the sum in sample tabulations due to sampling variability. Percents calculated with sample data (telephone and vehicles available) are based upon the sample total for the variable.



**Percentile**

Another measure which can be used to locate the position of a value, such as [median household income](#), for a select area relative to that value for other areas in a state or the U.S. Percentiles show the proportion of areas that have a lower value. For example, a [ZIP Code](#) with a rank of 95 on median household income has a higher median value than 95 percent of the ZIP Codes in a state or the U.S.

**Population**

The total number of residents of an area. Residence refers to the "usual place" where a person lives, which is not necessarily the legal residence. For example, college students are counted where they attend school.

**Post Office Name**

Typically, the post office name is the name which appears on the city/state address line. If multiple post office names have been assigned to a [ZIP Code](#), then the city name is used.

**Race**

Defined by self-identification, race detail from the 1990 census includes 25 groups with the addition of 10 more Asian or Pacific Islander groups in 1990. The race categories presented here are White, Black, American Indian or Alaska Native, Asian or Pacific Islander and Other Races.

CACI's race projections in the Demographic Update are consistent with 1990 census tabulations.

See also [Hispanic origin](#)

**Rate, Annual Percent**

Calculated as an average annual compound rate of change from 1990 to 1994 for population, households, and families.

**Rent**

Contract rent is the monthly amount, regardless of any utilities, furnishings, or fees, that may be included. Rent is reported for specified renter-occupied units, which exclude single-family homes on 10+ acres and renter units that are occupied without payment of cash rent.

**Median Rent**

Median rent is calculated from the detailed distribution of contract [rent](#).

**State**

States are identified by a two-digit [FIPS code](#). The District of Columbia is included as a state-equivalent area in CACI's data base.



**Tenure**

The classification of occupied [housing units](#) as owner- or renter-occupied.

**ZIP Code**

Created by the U.S. Postal Service to deliver the mail, ZIP Codes do not represent standard geographic areas for data reporting. Because the boundaries of ZIP Codes are neither contiguous with census geographic areas nor stable over time, data estimated for ZIP Codes are also subject to change. The ZIP Codes in this Sourcebook are current as of August, 1993.

See [ZIP Code Update Methodology](#) for a description of data estimation for ZIP Codes.

## CACI Methodology

CACI Marketing Systems presents 1994/1999 forecasts of [population](#) and income for the U.S. and component areas. Current-year forecasts, or updates, for 1994 plus five-year forecasts to 1999 are provided for the total population and select characteristics. These include age, sex, race, [Hispanic origin](#); [households](#) and families; [income](#), including household and family income distributions, household income by age of householder, and [per capita income](#). Updates of household income are also extended to provide after-tax [\(disposable\) income](#) and a measure of household wealth, net worth.<sup>1</sup>

Forecasts are prepared initially for [counties](#) and [census tracts](#) or block numbering areas (BNAs) in noncontracted counties. From the county data base, forecasts are aggregated to metropolitan areas, Arbitron's Areas of Dominant Influence (ADIs), Nielsen's Designated Market Areas (DMAs), states and higher levels.<sup>2</sup> From the tract/BNA data base, forecasts are retrieved for ZIP Codes, places, county subdivisions (MCDs or CCDs), or block groups. Demographic and income forecasts can also be derived for any user-defined site, circle, or polygon.

CACI's forecasts are developed from the 1990 census base. The distribution and composition of the population in 1990 are updated through a combination of past (1980-1990) and present (1990-1993) trends. Since 1990, population change has been estimated annually for states (to 1993) and counties (to 1992) and biennially for places (1992 only).<sup>3</sup> Periodic surveys (to 1993) also measure changes in the distribution and characteristics of the population.

With this forecast series, CACI has revised the update methodology to add recent data and to capture local trends more accurately. Many of the trends described in this series are different from earlier forecasts. For further information, please call CACI Marketing Systems, **(800) 292-2224**.

For a summary of the 1994/1999 forecasts and a description of the methodology, see:

[Demographic Update Methodology](#)

[Income Update Methodology](#)

[ZIP Code Update Methodology](#)

[Use of Projections](#)

# Demographic Update Methodology

## [CACI Methodology](#)

For more information, please call 1 (800) 292-2224.

### **Total Population: Counties**

Forecasting changes in the size and distribution of the [population](#) begins at the [county](#) level. Extensive testing after the 1990 census covered the rules of thumb on projection accuracy such as the effects of population size, rate of change, and length of projection interval.[4](#) County testing also featured another rule of thumb--the unlikely continuation of extreme rates of change--and emphasized the importance of assumptions regarding the likely course of future population change. One way or another, the population at a future date, including July 1, 1994, must be extrapolated from the past. The future may be projected simply as an illustration of a past trend, or base line, such as population change from 1980 to 1990. Or, the most likely course of change may be plotted from a review of the past.

Selection of an appropriate trend line for a county depends upon population size, past change, and the projection date, one, five, or ten years in the future. For example, projections for smaller counties (less than 5,000) or counties that are experiencing a loss of population, benefit from a longer trend line, characteristic of several years of change rather than one or two years. More recent data provide more accurate forecasts for areas that are growing rapidly, at least in the short run.[5](#)

Choice of the best projection technique is also guided by testing. Past studies have not shown more complex methods to be more accurate; however, the measure of population change, whether total or by component, can make a difference in projection accuracy. As noted earlier, rapid rates of change, positive or negative, do not continue indefinitely. In fact, small areas like counties can experience sharp annual fluctuations in rates of change. More conservative measures, such as a linear "model", tend to be more accurate for the extremes than techniques that can exaggerate the amount of change, like exponential extrapolation.

To calculate 1994 and 1999 county forecasts, CACI applies test results to the data from the Bureau of the Census' intercensal county population estimates, 1981-1989, plus the 1991-1992 postcensal county estimates and 1993 state estimates.[6](#) Although county population estimates for 1993 are not available, county totals are calculated first for 1993 and then controlled to state estimates. Next county populations for the current year, 1994, and a five-year forecast, to 1999, are calculated. Longrange projections which are based upon the trends forecasted through 1999 are prepared for counties to 2000, 2005, and 2010.

Excepting 1993, state population totals are not derived independently. County populations are summed to represent state forecasts. Controlling county projections to state totals was a common practice, derived from the belief that projection accuracy for smaller areas could be improved by controlling the totals to independently calculated totals for parent areas. Recent testing disproved the accuracy of this assumption for counties and states. CACI's U.S. totals in 1994 and 1999 are slightly higher than the middle series projections published by the Census Bureau in 1993.[7](#)

### **Total Population: [Tracts](#) and [BNAs](#)**

Forecasts of subcounty population trends start with the local change from 1980 to 1990. The first step in gauging that change was the creation of a correspondence from 1980 to 1990--a means of measuring demographic change at the tract level. CACI developed a correspondence by drawing on all available sources of information through 1992 and by complementing the geographic data with demographic analysis of the shifts in population and housing among small areas. Treating the distribution of the population as continuous rather than discrete and unique to each small, statistical area clarified the correspondence between 1980 and 1990 geography and provided a consistent 1980 data base in 1990 geography.

The next step was a comprehensive analysis of 1980-1990 change and the best techniques for capturing demographic trends at the tract level. Analysis was conducted in both 1980 and 1990 geography to study not only current population change, but also its antecedents. Reaching back to the 1970s, the study revealed a pattern of change in subcounty areas that was remarkably similar to counties and larger areas.

The rules of thumb on projection accuracy developed from studies of larger areas are applicable to tracts, too. The effects of population size and rate of change are evident. The probability of extremes in population change, loss or growth, continuing is also remote at the tract level. From the 1970s to the 1980s, for example, rapid change was likely to shift to a more moderate pace in 3 out of 4 tracts/CSDs. By extension, more recent data can also be expected to improve forecast accuracy at the tract level--especially among growing tracts. To update historical trends, CACI has incorporated current subcounty estimates of change--the Census Bureau's 1992 place estimates and surveys of residential address changes, where applicable.

Testing also identified the best techniques for extrapolating population change at the tract level. Like the counties, forecasts for tracts are improved by the use of conservative measures of extreme trends in lieu of techniques that can exaggerate the amount of change, like exponential extrapolation. Specific to the tracts, however, is the stabilizing influence of controlling projections to independent totals for larger areas. Projection accuracy improves with use of a technique that relates local change to county change.

Selection of the best techniques is derived finally from a combination of models that are based upon size and population change in tracts and counties, past (1980-1990) and current (1990 ) trends at the tract level. No single techniques are used; averages reduced overall error, bias, and the occurrence of outliers, extremely high or low projections. Totals for tracts and BNAs are finally controlled to the county projections.

### **Population Characteristics**

The population by age and sex is projected via a cohort survival model that calculates the components of population change separately, by age and sex. The 1990 population for each tract and BNA is carried forward by applying survival rates specific to the population characteristics of the tracts. Changes in the population by age/sex diverge at the tract level. For example, an area that is losing population can age more rapidly with the loss of population in prime migrant ages, 20-35 years--unless there is a college nearby. An influx of college students can offset the loss of youthful outmigrants. To capture these variations, CACI's model is keyed to the size and characteristics of the population. This stratification identified several different patterns of change by age and sex which are applied in the cohort survival model. Births are projected from area-specific, child-woman ratios. Migration is computed as a residual, the difference between the survived population and independent projections of tract/BNA total populations.

Adjustments for age misreporting in the 1990 census are incorporated primarily through the use of census survival rates in lieu of life table survival rates. Census survival rates measure mortality and the differences between the 1980 and 1990 censuses in coverage and in reporting errors. Usually, these rates are not computed for the population born during the decade. Birth cohorts were adjusted for age misreporting separately, using data from the 1990 Census Modified Age/Race, Sex and Hispanic Origin (MARS) State and County File, STF S3.

**Race** is forecast first at the county level. The Census Bureau's intercensal county estimates provide a time series from which the distribution of race by county is modelled. Two different regression models are applied. As expected with time series' regression, the fit is excellent for both. Predicted values are subsequently shifted and combined with 1980-1990 changes for detailed race groups to provide forecasts for five race groups that are consistent with 1990 census tabulations. Forecasts by tract combine local changes in the distributions by race and projected change for counties. Tract/BNA race distributions are controlled to county projections.

Forecasts of the **Hispanic origin** population, enabled by the inclusion of Hispanic origin as a complete-count question in the 1990 census, also derive from analysis of local change in this population. Local trends combine with change in the Hispanic origin population for larger areas. At the county level, projections of the Hispanic origin population incorporate county-level change with estimates from the Census Bureau's March, 1993 Current Population Survey (CPS). Tract totals incorporate local trends and county forecasts.

### **Households and Families**

Size and distribution of **households** and **families** changed dramatically during the 1970s when the Baby Boom came of age. **Average household size** dropped with the decrease in fertility rates and the increase in single-parent and single-person households. As a result, households increased more rapidly than the

population, and families, especially the traditional married-couple family, decreased proportionately. National change was significant; local change was radical--and no basis for projection. As expected, these trends continued in the 1980s, but the pace slackened as the Baby Boom, and the rest of the population, aged. To capture the deceleration in household change through the 1980s, national data were used to forecast local trends.

In the 1990s, household change is stabilizing. The 1990 census provided detailed profiles of household and family change and quantified the moderation of household change locally in the 1980s. Regional changes in households and families from the March, 1993 CPS indicated that the long-term decline in average household size may be ending; local trends showed an increase in average size for many areas. Local change is emphasized in the 1994/1999 forecasts of households and families for counties and tracts. National trends are monitored. Divisional and local changes in the composition of the population are applied to track household and family change.

# Income Update Methodology

## [CACI Methodology](#)

For more information, please call 1 (800) 292-2224.

### **Data Sources**

To estimate household [income](#), CACI uses several governmental and independent sources, including: (i) the Bureau of Economic Analysis (BEA), U.S. Department of Commerce; (ii) the National Planning Association Data Service (NPA Data Service), Washington D.C.; (iii) the U.S. Bureau of the Census' Current Population Survey (CPS); and (iv) the 1980 and 1990 Censuses of Population and Housing.

Every year, the BEA releases new personal income data for every [county](#) in the U.S. These data are the best source of intercensal income estimates. NPA Data Service updates the BEA's data to the current year and forecasts income for counties with an econometric model. The model incorporates conditions in local labor markets, including employment by type and by industry, earnings by industry, and the components of personal income.

CACI's projection base is the income reported in the 1990 census. Technically, 1990 income data represent income in 1989 because the Census Bureau tabulates income received in the "last year" before the census. The income reported in the 1990 census is expressed in 1989 dollars. Similarly, CACI's 1994 income updates represent income received in 1993, expressed in 1993 dollars. Projections for 1999 are in constant 1993 dollars.

Rates from 1990 to 1994 show nominal growth, including the effects of inflation; 1994-1999 change in income represents real growth, excluding inflation. Nominal rates of change appear to be much higher because the effect of inflation is included.

### **Income Methods**

CACI first estimates county income distributions and then the distributions for [tracts/BNAs](#). The 1994 county income forecasts are the result of a three-step process. The first step applies the lognormal probability distribution to represent the distribution of income within each county. This technique is a modification of the method presented by Fonseca and Tayman.<sup>8</sup> The model is calibrated against the 1990 census income distribution.

The second step calculates rates of change in per capita personal income and in [median household income](#). Using NPA Data Service's forecasts of personal income, CACI derives a rate of change for every county in the U.S. These rates are adjusted by the historical relationship between change in per capita personal income and change in median household income and then applied to generate a preliminary distribution of income.

The third and final step combines results to derive the predicted distributions. Results are compared to the income reported from the March, 1993 Current Population Survey. The CPS is used to check and adjust the income estimates, producing the income distributions for every county. The use of CPS income ensures that the data reflect current trends in labor markets, industry, and the economy.

To estimate the income distributions for tracts/BNAs, CACI employs the rates-of-change approach, as for the counties. The lognormal probability model is not used for tracts/BNAs since this method is more appropriate for geographic areas with a larger number of households or families. The resulting tract/BNA estimates are adjusted via iterative proportional fitting to match the county income distributions.

### **Differences from Other Sources of Income Data**

CACI uses income data from both the Bureau of Economic Analysis and the Census Bureau. There are, however, substantial differences between BEA and Census Bureau estimates of income. Care should be taken when comparing CACI estimates with other data sources, since many income estimates are based solely on BEA data. Table 1 summarizes the differences:

Table 1: Sources of Differences between BEA and Census Bureau Income Estimates

Bureau of Economic	Census
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	<b>Analysis</b>	<b>Bureau</b>
1. Income definition	Personal income	Household income
2. Collection method	Administrative records	Survey of households
3. Place of tabulation	Business or tax address with a residence adjustment	Residential address

Different definitions and methods of data collection generate different counts and measures of income. BEA calculates personal income as part of its mission to produce national income accounting estimates such as the gross national product (GNP). The Census Bureau collects money income statistics to satisfy its objective to enumerate and describe the population of the United States.

Personal income includes wages and salaries, proprietors' income, dividends, interest, rent, and transfer payments. Personal income excludes personal contributions to social insurance, and includes a "residence adjustment" to adjust income that is not earned in the county of residence.

Money income includes the incomes covered by BEA's personal income, but contributions to social insurance are not subtracted, and no residence adjustment is needed since the data are collected from the household directly. To learn more about the techniques employed by each data source, consult the Census Bureau's glossary and the BEA's publication, Local Area Personal Income.

CACI uses the Census Bureau's definition of household income, which enables direct comparison of income updates and decennial census data. The methods employed by CACI are designed to adjust the BEA data to match, as closely as possible, the Census Bureau's estimates of income.

### **Disposable Income**

Disposable income represents an estimate of a household's purchasing power or, simply, after-tax income. The proportion of household income left after taxes is estimated from special studies conducted by the Census Bureau to simulate household taxes. Four types of taxes are deducted: Federal individual income taxes, State individual income taxes, FICA (Social Security) and Federal retirement payroll taxes, and property taxes for owner-occupied housing. Capital gains/losses are excluded from CACI's estimates.

Using the Current Population Survey with a sample size of about 57,000 households, CACI applies the proportions of after-tax income to income intervals crosstabulated by age of householder for each state. State-specific proportions account for the variation in taxes by state. The proportions, or multipliers, are then applied to CACI's updates of income by age for census tracts and counties to calculate disposable income.



## Use of Projections

### [CACI Methodology](#)

For more information, please call **1 (800) 292-2224**.

Projections are necessarily based upon past events. The past and the present are known; the future must be extrapolated from this knowledge

base. While projections represent the unknown, they are not uninformed. Guidelines to the development of projections also inform the use of those projections:

1. The recent past provides a reasonable clue to the course of future events, especially if that information is tempered with a historical perspective.
2. A stable rate of growth is easier to anticipate than rapid growth or decline.
3. The risk inherent in projections is inversely related to the size of an area: the smaller the area, the greater the risk.
4. The risk increases with the length of the projection interval. Any deviation of the projected trends from actual events is amplified over time.
5. Due to a maturing population and economy, growth is slowing in the United States. Rates of growth for 1990-1994 are likely to be smaller than rates for 1980-1990.

CACI revises its projections annually to draw upon the most recent estimates and projections of local trends. However, this data can be complemented with personal knowledge of an area to provide the qualitative, anecdotal detail that is not captured in a national data base. It is incumbent upon the data user, as well as the producers, to incorporate as much information as possible when assessing local trends, especially areas that are subject to "boom-bust" cycles.

**Notes:**

1. All forecasts are mid-year, for July 1 of the forecast year.
2. Arbitron has announced that it will discontinue updates of the ADIs. The 1993-94 ADIs are the last series.
3. U.S. Bureau of the Census.
4. A copy of CACI's test results of 1990/1995 forecasts against the 1990 census, Evaluating Population Projections, is available upon request.
5. Lynn Wombold, 1992, The Long and Short of Population Forecasting: A Test of County Populations against the 1990 Census, paper presented at 1992 Annual Meeting of the Population Association of America.
6. Annual, postcensal estimate series for states and counties are produced jointly by the Census Bureau and States through the Federal State Cooperative Program for Population Estimates.
7. U.S. Bureau of the Census, Current Population Reports, P25-1104, Projections of the Population of the United States by Age, Sex, Race, and Hispanic Origin: 1993 to 2050, U.S. Government Printing Office, Washington, DC, 1993.
8. Lois Fonseca and Jeff Tayman, 1989, Postcensal Estimates of Household Income Distributions, Demography 26:149-159.

# ZIP Code Update Methodology

## [CACI Methodology](#)

For more information, please call 1 (800) 292-2224.

Data for residential [ZIP Codes](#) are estimated by CACI. The building blocks of CACI's ZIP Codes are census geographic areas. Because ZIP Code boundaries change frequently, census geography provides a comparatively stable base for the development of ZIP Code data.

ZIP Code data have been estimated from [tracts](#) and, in nontraced counties, block numbering areas (BNAs). Tracts/BNAs are assigned to residential ZIP Codes by overlaying the centroids of component blocks on ZIP boundaries. Expressed as latitude/ longitude coordinates, centroids approximate the geographic centers of blocks. If the centroid of a block falls within the ZIP Code, it is included. Blocks are then aggregated, and the ratio of block totals to tracts/BNAs is used to apportion demographic characteristics to a ZIP Code.

This geodemographic method does not provide data for ZIP Codes that are assigned to a single address or business or post office box only ZIPs. If a polygon is not defined for a ZIP Code, data cannot be retrieved. Information about post office box ZIP Codes or single address ZIPs is incorporated with the data for the enclosing, residential ZIP Code. See the Nonresidential ZIP Codes by State chapter in the "Sourcebook of ZIP Code Demographics."

### **Source for Boundaries**

The boundary files for ZIP Codes are created by Geographic Data Technology (GDT), the acknowledged industry leader in computer-readable geographic boundary files. ZIP Code boundaries are current as of August, 1993.

### **Comparisons over Time**

ZIP Codes are not amenable to time series analysis. Changes in the past year include 72 new residential ZIP Codes, 48 deleted ZIPs, and boundary revisions in another 268 ZIP Codes. The changes incorporate the U.S. Postal Service's revisions of ZIP Codes plus GDT's corrections.

Although a time series cannot be maintained with successive updates, CACI does enable trend analysis by recalculating 1980 and 1990 census data for current ZIP Codes. This feature is a singular benefit of CACI's ZIP Code Update Methodology. Change can be measured over time for a specific ZIP Code with historical data for 1980, base data for 1990, and forecasts to 1994 and 1999.

### **Reporting Data for ZIP Codes**

Because the demographic data for a ZIP Code are apportioned from the data reported for standard geographic areas, there may be some rounding differences in the totals. For example, the sum of an age-sex distribution may be slightly different than the population total due to rounding within each age group.

If the estimated [population](#) of a ZIP Code is less than 10 or estimated [households](#) are less than 5, only the population and household totals are shown in the sourcebook. All other data are suppressed and shown as zeroes.

### **Comparisons with Delivery Statistics Data**

The U.S. Postal Service publishes and sells counts of residential deliveries for every ZIP Code. Post office delivery counts are not the same as [housing units](#) in a ZIP Code, especially a rural ZIP Code. Rural areas tend to have post office box ZIPs because there are few rural addressing systems and little comparability to urban, street delivery.

Since housing counts from the 1990 census represent virtually all dwelling units and not just the units with a residential, deliverable address, an exact correspondence between the census base and USPS statistics is not expected. However, delivery statistics for ZIPs are compared to the housing unit estimates developed from CACI's correspondence as an additional check on the ZIP Code polygons.



# Demographics USA Dictionary

## Product Database

### **A**

Achievers (ACH)  
Actualizers (ACT)  
All Other Stores  
American Indian, Eskimo, or Aleut  
Ancestry  
Apparel and Accessories Stores  
Area  
Asian  
Automotive Dealers  
Average Household Effective Buying Income

### **B**

Believers (BEL)  
Black  
Blue Collar Employment  
Building Materials, Hardware Dealers  
Buying Power Index

### **C**

Census Regions and Census Divisions  
Central city  
City/town  
Civilian Labor Force  
Consolidated Metropolitan Statistical Area (CMSA)  
Consumer Expenditures  
Contract Rent  
County

### **D**

Density  
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Designated Market Area (DMA)  
Dining Out Index  
Disposable personal income  
Drug Store Sales

### **E**

Earnings  
Eating and Drinking Places  
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Educational Attainment  
Effective Buying Income (EBI)  
Employed  
Employment Status  
Enclosing ZIPs  
Establishments  
Examples of job-seeking activities  
Experiencers (EXP)

### **F**

[Family](#)  
[Federal Information Processing Standards \(FIPS\) Code](#)  
[Food Stores](#)  
[Fulfilleds \(FUL\)](#)  
[Furniture, Home Furnishings, and Appliance Stores](#)  
[Furniture, Home Furnishings Stores](#)

## **G**

[Gasoline Service Stations](#)  
[General Merchandise Stores](#)  
[Geographic Code](#)  
[GeoVALS segments](#)  
[GeoVALS™](#)  
[Graduated Buying Power Indexes](#)  
[Group Quarters](#)

## **H**

[Hi-Tech Buying Power Index](#)  
[Highest GeoVALS Index](#)  
[Hispanic Origin](#)  
[Homeowner Households](#)  
[Household](#)  
[Householder](#)  
[Households by Age of Householder](#)  
[Households by Effective Buying Income Group](#)  
[Households by Number of Persons](#)  
[Households with Cars](#)  
[Households with Children](#)  
[Housing Unit](#)

## **I**

[Income](#)  
[Income of Households](#)  
[Independent Cities](#)  
[Industry](#)

## **L**

[Labor Force](#)

## **M**

[Makers \(MAK\)](#)  
[Manufacturing Buying Power Index](#)  
[Market Quality Index](#)  
[Married-Couple Family](#)  
[Median Age](#)  
[Median Age Index](#)  
[Median Household Effective Buying Income](#)  
[Merchandise Line Sales](#)  
[Metropolitan Area \(MA\)](#)  
[Moderately Priced Products BPI](#)

## **N**

[New England County Metropolitan Area \(NECMA\)](#)  
[Nonstore Retailers](#)  
[Not in Labor Force](#)

**O**

[Occupation](#)  
[Office Equipment Demand Buying Power Index](#)  
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**P**

[Pacific Islander](#)  
[Per Capita Effective Buying Income](#)  
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[Premium Priced Products BPI](#)  
[Primary GeoVALS Segment](#)

**R**

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[Retail Sales](#)  
[Rural](#)

**S**

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[Separate Living Quarters](#)  
[Service Employment](#)  
[Standard Industrial Classification \(SIC\)](#)  
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[Strugglers \(STG\)](#)  
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**T**

[Television Market](#)  
[Total Business Buying Power Index](#)  
[Total income](#)

**U**

[Unemployed](#)  
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**V**

[VALS 2](#)  
[Value](#)

**W**

[White](#)  
[White Collar Employment](#)  
[Working Women](#)

**Z**

[ZIP code](#)

**All Other Stores**

The mathematic difference between Total Retail Sales and the aggregate sales of the 9 major store types represents the sales of "All Other Stores." Such outlets include nonstore retailers (vending machines, for example), liquor stores, sporting goods dealers, hobby stores, book, gift, and stationery stores, luggage shops, florists, and news dealers and news stands.



**Ancestry**

The data on ancestry represent self-classification by people according to the ancestry group(s) with which they most closely identify. Ancestry refers to ethnic origin or descent, heritage or place of birth of a person or that person's parents or ancestors before their arrival in the United States. Some ethnic identities, such as "Egyptian" or "Polish," can be traced to geographic areas outside the United States, while other ethnic groups such as "Pennsylvania Dutch" or "Cajun" evolved in the United States.

See also [Race](#)

## **Apparel and Accessories Stores**

### **(SIC Major Group 56)**

Includes sales for [establishments](#) primarily engaged in selling new clothing, shoes, hats, underwear, and related articles. It is a broadly inclusive group that aside from men's and women's clothing and accessory stores also encompasses children's and infants' wear stores, bridal shops, furriers, handbag stores, lingerie stores, custom tailors, and sports apparel stores. However, apparel and accessories sold in Department and General Merchandise stores are not included in this group.

**Area**

The size, in square miles, recorded for each geographic entity for which Market Statistics tabulates data. Square miles may be multiplied by 2.59 to convert an area measurement to square kilometers. Land Area was calculated by the Census Bureau from the specific set of boundaries recorded for each entity in its geographic data base.

[ZIP code](#) area is calculated by Geographic Data Technology, Inc.

The reliability of any area measurement figure is limited by the inaccuracy inherent in:

1. the location and shape of the various boundary features in the data base, and
2. rounding affecting the last digit in all operations that compute and/or sum the area measurements.

## **Automotive Dealers**

**(SIC Major Group 55; excluding Industry Group 554, Gasoline Service Stations)**

Included are retail outlets selling automobiles, new and used, both domestic and imported. In addition, sales for auto and home supply stores (tire dealers and parts & accessories stores), boat dealers, recreational vehicle dealers, motorcycle dealers, and miscellaneous automotive dealers selling aircraft, dune buggies, snowmobiles, and utility trailers are included.

**Average Household Effective Buying Income (EBI)**

Total EBI divided by the total number of households for a given geographic area. Often used as an indicator of market quality, this figure can nonetheless be misleading, particularly in areas where there is a disproportionate share of college, military, or other institutional-style populations housed in group quarters. Since such quarters are not considered households, and because total EBI includes the incomes of these residents, a per-household average sometimes credits households with income that is not really theirs.

See [Effective Buying Income](#) and [Median Household EBI](#)

## **Blue Collar Employment**

Summary total of the following [occupations](#):

- Precision production, craft and repair occupations; production occupations
- Plant and system occupations
- Operators, fabricators and laborers
- Hand workers, including assemblers and fabricators
- Transportation and materials-moving machine and vehicle operators
- Helpers, laborers and material movers.

See also [White Collar Employment](#)

## **Building Materials, Hardware Dealers**

### **(SIC Major Group 52)**

Includes sales from retail [establishments](#) primarily engaged in selling lumber and other building materials; paint, glass, and wallpaper; hardware; lawn and garden supplies; and mobile homes.

Dealers in building materials, paint, glass, and wallpaper, if known in the trade as retail, are included even if sales to contractors account for a greater proportion of all sales.

## **Buying Power Index (BPI)**

A weighted index that converts three basic elements: population (the demographic factor), Effective Buying Income (the economic factor) and retail sales (the distribution factor) into a measurement of a market's "ability to buy," and expressing it as a percentage of the national total (100.0000%).

The BPI is calculated by first producing a ratio of local population, income, and retail sales to the comparable U.S. totals, then assigning a weight of .5 to an area's income; .3 to retail sales; and .2 to population. These weights are then multiplied by the appropriate ratios and the resulting figures added together to produce the BPI for a state, metro, county, or ZIP code.

The BPI is one of the most important measures used to estimate potential for mass-marketed items sold at popular prices.



## **Census Regions and Census Divisions**

A census division is a group of states belonging to one of the four census regions. There are nine divisions, which the Census Bureau adopted in 1910 for the presentation of data.

The regions, divisions, and their constituent states are listed below. Codes are in parentheses.

--(1) Northeastern Region

New England Division (1): Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut

Middle Atlantic Division (2): New York, New Jersey, Pennsylvania

--(2) Midwestern Region

East North Central Division (3): Ohio, Indiana, Illinois, Michigan, Wisconsin

West North Central Division (4): Minnesota, Iowa, Missouri, North Dakota, South Dakota, Nebraska, Kansas

--(3) Southern Region

South Atlantic Division (5): Delaware, Maryland, District of Columbia, Virginia, West Virginia, North Carolina, South Carolina, Georgia, Florida

East South Central Division (6): Kentucky, Tennessee, Alabama, Mississippi

West South Central Division (7): Arkansas, Louisiana, Oklahoma, Texas

--(4) Western Region

South Atlantic Division (8): Montana, Idaho, Wyoming, Colorado, New Mexico, Arizona, Utah, Nevada

Pacific Division (9): Washington, Oregon, California, Alaska, Hawaii

**Central city**

In each MSA or CMSA, the largest place and, in some cases, additional places are designated as "central cities."

**Note:** Several PMSAs do not have central cities.

See also [Metropolitan Area Methodology](#)

**City/town**

Generally, a political unit incorporated as a city, town, village, or borough, and having a 1990 Census population of 2,500 or more.

See also [City Methodology](#)

## City Methodology

The towns of certain states are minor civil divisions (that is, akin to townships) which may be partly or wholly [rural](#). Those of New York and Wisconsin are not included in this product; those in the New England states are included only if their 1990 populations were at least 10,000 and they do not contain within their borders any of the other municipalities included in this product. Also included with a minimum population of 10,000 are New Jersey and Pennsylvania townships. The boroughs of New York city, being subunits, are not included, but data for them can be obtained from the listings for the counties with which they coextend. The boroughs of Alaska are equivalent to counties, so they are to be found in those listings. For Hawaii, the units shown are "census designated places," statistical entities delineated by the state in cooperation with the Census Bureau. Included in Virginia is Arlington, defined for Census purposes as coextensive with the county of the same name, which in effect functions as both municipality and county. In a few cases, cities have consolidated their governments with those of their respective counties, although other, smaller municipalities remain within those counties; such a city is considered to cover all parts of the county not lying within the smaller municipalities.

Some long names of municipalities have had to be abbreviated. Where (in rare cases) more than one of the places listed for a state have the same name, they have been numbered; their respective county locations may be found in the Geographic Correspondence section of the City Edition book.

For a [city/town](#) situated in more than one county, the county given as its location is the one with the greatest part of the city/town population, except in a few cases (e.g., New York) where the center of government and commerce lies in a different county.

Since the estimates of Retail Sales (and the [Buying Power Indexes](#) which incorporate those estimates) are updated from the 1987 Census of Retail Trade, no such estimates have been made for certain cities/towns which newly qualify for Retail Census tabulation on the basis of their 1990 Census populations. Future editions will contain estimates for those cities/towns, updated from forthcoming data from the 1992 Census of Retail Trade.

The city/town data on business [establishments](#) and employment (together with those measures derived from them) are compiled from information summarized by ZIP code; consequently, they represent geographic approximations built up of whole [ZIP code](#) areas. Each such approximation comprises:

1. the ZIP code with the greatest part of the population of the city/town, unless another city/town has a greater part of that ZIP code's population,
2. any other ZIP code with at least half of its population in the city/town, and
3. any "point" ZIP code (post office boxes only or nonresidential) located within the area covered by the ZIP codes satisfying conditions (1) and (2).

As a result of this approximation, no establishment/employment data are shown for some small cities/towns which share the ZIP codes of neighboring cities/towns.

**Consolidated Metropolitan Statistical Area (CMSA)**

See [Metropolitan Area](#)

## **Consumer Expenditures**

Based on a survey, conducted by the Bureau of the Census for the Bureau of Labor Statistics, to collect information on the buying habits of American consumers, these data are required for periodic revision of the Consumer Price Index (CPI).

Market Statistics has analyzed these surveys to produce the Consumer Expenditure data in Demographics USA. The expenditure amounts include all sales and excise taxes for all items purchased by the consumer unit. Excluded from both surveys are all business-related expenditures and expenditures for which a family is reimbursed.

See also [Consumer Expenditure Methodology](#)

### **Consumer Expenditure Methodology**

Based on a survey, conducted by the Bureau of the Census for the Bureau of Labor Statistics, to collect information on the buying habits of American consumers, these data are required for periodic revision of the Consumer Price Index (CPI).

The survey consists of two components:

1. a Diary or record keeping survey completed by participating consumer units for two consecutive 1-week periods; and
2. an Interview survey in which the expenditures of consumer units are obtained in five interviews conducted every 3 months.

Over 52 weeks, 5,000 consumer units are sampled for the Diary survey. With each unit maintaining a detailed diary for two 1-week periods, this yields approximately 10,000 diaries per year. The Interview sample is selected on a rotating panel basis, targeted at 5,000 consumer units each quarter. The data are collected on an ongoing basis in 101 U.S. markets.

**Note:** In addition to those appearing in Demographics USA, Market Statistics annually updates hundreds of other consumer expenditure variables.

**Contract Rent**

The monthly rent agreed to or contracted for, regardless of any furnishings, utilities, fees, meals, or services that may be included. For vacant rental units, it is the monthly rent asked.

See also [Value](#)



## **County**

The primary political administrative subdivision of a state, the county is widely used for marketing purposes for the following reasons:

- The range and reliability of currently available data below the state level is greatest at the county level.
- County geographic boundaries are rarely altered.
- Complete national coverage is achieved by summarizing all counties.
- Demographics USA's 3,141 county units are manageable building blocks for alignment of sales territories.
- County boundaries are readily identifiable.

For Louisiana, parishes are used in lieu of counties; for Alaska, boroughs and census areas. The District of Columbia is treated as a single county unit. In Virginia, all cities are by law independent of counties; hence, Demographics USA treats them as county units. The cities of Baltimore, MD, St. Louis, MO, and Carson City, NV, are also independent and therefore classified as counties.

**Density**

Population divided by the city's square miles of land area. A simple basis for relating population to a city's size. Thus, two cities with the same population can have sharply divergent densities because of difference in land area. The figure may suffer because the land area will include railroad freight yards, wildlife preserves, industrial parks and other nonresidential areas, resulting in a misleading density level. Density data are not provided for some cities with significant annexations since 1990.

## **Department stores**

### **(SIC Industry Group 531)**

**Establishments** that employ 50 or more persons and have combined sales of soft goods and apparel totalling at least 20% of sales. Furthermore, establishments must sell minimum amounts of 1) furniture, home furnishings, appliances, radios and TV sets; 2) a general line of apparel; 3) household linens and dry goods. So-called mass merchandisers and discount stores are included if they meet the above criteria. Department stores are included in the General Merchandise Stores sales totals.

**Designated Market Area (DMA)**

See [Television Market](#)

**Dining Out Index**

This index indicates how inclined local residents are toward dining out. It is calculated as the percent of US eating and drinking place sales divided by the percent of U.S. food store sales, expressed as an index. An index greater than 100 indicates a greater than average tendency to eat out rather than at home.

## **Drug Store Sales**

### **(SIC Industry Group 591)**

A 3-digit subgroup of SIC 59 Miscellaneous Retail Stores. Totals here reflect sales from [establishments](#) engaged in the retail sale of prescription drugs, proprietary drugs, and nonprescription medicines. Stores in this category may also carry a number of related lines, such as cosmetics, toiletries, tobacco, and novelty merchandise, and may include soda fountains or lunch counters.

## **Eating and Drinking Places**

### **(SIC Major Group 58)**

Includes [establishments](#) selling prepared foods and drinks for consumption on the premises or for take out, as well as lunch counters and refreshment stands selling prepared foods and drinks for immediate consumption. Also included under Eating Places are caterers and institutional food services; concession stands at stadiums, amusement parks, and airports; fast-food restaurants and custard stands; and pizzerias, oyster bars, commissaries, and other miscellaneous eating establishments. Drinking Places include bars, beer gardens, cocktail lounges, discos serving alcoholic beverages, nightclubs, taprooms, wine bars, and other miscellaneous establishments.

**Educational Attainment**

Years of grade school completed, high school graduation (diploma or equivalent), some college (no degree), or highest degree received.

Schooling completed in foreign or ungraded school systems is reported as the equivalent level of schooling in the regular American system. Only non-honorary, college level degrees are taken into account.



### **Effective Buying Income (EBI)**

A classification developed exclusively by Market Statistics to distinguish it from other sources reporting income data. EBI is defined as [personal income](#) less personal tax and nontax payments, a number often referred to as "[disposable](#)" or "after-tax" income. Income and all income-related fields are benchmarked to the 1990 Census.

See also [EBI Methodology](#)

**Personal income**

The aggregate of wages and salaries, other labor-related income (such as employer contributions to private pension funds), proprietor's income, rental income (which includes imputed rental income of owner-occupants of nonfarm dwellings), dividends paid by corporations, interest income from all sources, and transfer payments (such as pensions and welfare assistance).

See also [Effective Buying Income](#), [Disposable personal income](#)

**Disposable personal income**

[Personal income](#) deducted by personal taxes (federal, state, and local), nontax payments (fines, fees, penalties, etc.) and personal contributions to social insurance.

See also [Effective Buying Income](#)

## EBI Methodology

In an effort to make [Effective Buying Income](#) (EBI) a more reliable and useful marketing tool, and also to more accurately reflect the actual cash income available to consumers, Market Statistics has excluded the following additional items from the definition of EBI:

- Employer contributions to private pension funds, group life and health insurance funds, supplemental unemployment insurance funds, and privately administered workers' compensation programs. This portion was formerly included under "other labor-related income."
- Imputed personal interest income, which includes the imputed value of services (such as checking) provided by depository institutions and income earned by life insurance carriers and private noninsured pension funds on the principal amounts contributed by policyholders and pension beneficiaries.
- Imputed rental income of owner-occupied nonfarm dwellings (the owner is considered as renting to himself).

Generally speaking, EBI is a bulk measurement of market potential indicating the ability to buy, and is essential for selecting, comparing, and grouping markets. For products that appeal to more specific income classes, marketers should examine data showing the percentage of [Households by EBI Group](#) and the [Buying Power Index \(BPI\)](#).

## Employment Methodology

The primary source for employment and [establishment](#) data for Demographics USA is County Business Patterns (CBP), an annual series from the Department of Commerce, presenting data on number of establishments and total employment, with economic activity (industry) classification reflecting the principal activity at each individual location.

CBP data generally represent the types of employment covered by the Federal Insurance Contributions Act (FICA). Government employment is not included, except for workers in retail and wholesale liquor establishments operated by state and local governments and in hospitals operated by governments at all levels. Data for employees of establishments totally exempt from FICA are excluded, as are the following types of employment: railroad employment jointly covered by Social Security and railroad retirement programs, self-employed persons, domestic service, agricultural production, foreign, and ships at sea.

These statistics are tabulated on an establishment basis. An establishment is a single physical location where business is conducted or where services or industrial operations are performed.

"Unclassified establishments" included establishments, typically new businesses, that cannot be classified in any major industry group because of insufficient information.

## **Employment Status**

See [Employed](#) and [Unemployed](#)

## **Employed**

All civilians 16 years old and over who are either:

1. "at work" - those doing any work at all during the reference week as paid employees, working in their own business or profession, working on their own farm, or working 15 hours or more a week as unpaid workers on a family farm or in a family business; or
2. "with a job but not working" - those having jobs or businesses from which they are temporarily absent due to illness, bad weather, industrial dispute, vacation, or other personal reasons. Excluded from the employed are persons whose only activity consists of work around the house or unpaid volunteer work for religious, charitable, and similar organizations. Also excluded are persons on active duty in the United States Armed Forces.

**Note:** All employment estimates in Demographics USA are by place of work, not by place of residence.

See also [Unemployed](#), [Employment Methodology](#)

## **Unemployed**

All civilians 16 years old and over are classified as unemployed if they are:

- (1) neither "at work" nor "with a job but not at work,"
- (2) have looked for work during the last 4 weeks, and
- (3) are available to accept a job.

Also included are nonworking civilians waiting to return to jobs from which they have been laid off.

See [Examples of job-seeking activities](#); [Employed](#); [Employment Methodology](#)



**Examples of job-seeking activities**

- Registering at a public or private employment office
- Meeting with prospective employers
- Investigating possibilities for starting a professional practice or opening a business
- Placing or answering advertisements
- Writing letters of application
- Status on a union or professional register

See [Employed](#), [Unemployed](#)

**Civilian Labor Force**

All persons classified as [employed](#) or [unemployed](#).

**Labor Force**

All persons classified in the [civilian labor force](#) plus members of the U.S. Armed Forces (persons on active duty with the United States Army, Air Force, Navy, Marine Corps, or Coast Guard).

**Not in Labor Force**

All persons 16 years old and over who are not classified as members of the [labor force](#). This category consists primarily of students, housewives, retired workers, seasonal workers in an off season when not looking for work, institutionalized persons, and persons doing only incidental, unpaid family work (less than 15 hours a week).

## **Establishments**

An establishment is a single physical location at which business is conducted or where services or industrial operations are performed. It is not necessarily identical with a company or enterprise, which may consist of one establishment or more. All activities carried on at a location generally are grouped together and classified on the basis of the major reported activity, and all data for the establishment are included in that classification.

**Note:** For certain counties, Market Statistics may show retail sales estimates but no establishment count. This discrepancy is due to the nature of the files used to do the update. The Census of Retail Trade includes sales for establishments without payroll (referred to as nonemployer establishments); while County Business Patterns (the source for number of establishments) contains establishments with payroll only.

**Family**

Consists of a [householder](#) and one or more other persons living in the same [household](#) who are related to the householder by birth, marriage, or adoption. All persons in a household who are related to the householder are regarded as members of his or her family. (Unless actually related, foster children are not included.) By the current census definition, a household can contain only one family. Not all households contain families, since a household may comprise a group of unrelated persons or one person living alone.

**Married-Couple Family**

A family containing a [householder](#) and his or her spouse (married formally or under common law), living together as members of the same [household](#).

**Federal Information Processing Standards (FIPS) Code**

FIPS codes are assigned for a variety of geographic entities, including American Indian and Alaska Native area, congressional district, county, county subdivision, metropolitan area, place, and state.

The objective of the FIPS code is to improve the use of data and avoid unnecessary duplication and incompatibilities in the collection, processing, and dissemination of data.



## **Food Stores**

### **(SIC Major Group 54)**

Retail stores primarily engaged in selling food for home preparation and consumption. Included in this category are grocery stores; meat and fish markets; fruit and vegetable markets; candy, nut, and confectionery stores; dairy products stores; bakeries; and miscellaneous food stores such as health food, coffee, spice, vitamin, and poultry stores.

## **Furniture, Home Furnishings, and Appliance Stores**

### **(SIC Major Group 57)**

Sales from a broad array of subgroups, including furniture stores; floor covering stores (carpet, rug, and tile); drapery, curtain, and upholstery stores; home furnishing stores (bedding, china, cookware, lamps, pottery, venetian blinds, etc.); and household appliance stores (air conditioners, freezers, sinks, cabinets, stoves, refrigerators, and vacuum cleaners). Perhaps the most important subgroup, however, is that of radio, television, consumer electronics, and music stores, which includes computer and computer software stores as well as record and tape stores.

## **Furniture, Home Furnishings Stores**

### **(SIC Industry Group 571)**

A component of the Furniture, Home Furnishings, and Appliance Stores category, comprising furniture stores, floor covering stores, and drapery, curtain, and upholstery stores. Diversified furniture stores that also sell household appliances, phonographs, radios and TV sets, and floor coverings are included in this group if their sales of furniture and sleep equipment exceed sales of all other merchandise.

[Establishments](#) engaged primarily in repairing and reupholstering furniture are included in the Census of Service Industries; hence their data do not appear in Demographics USA.

## **Gasoline Service Stations**

### **(SIC Industry Group 554)**

This subgroup of SIC Major Group 55 (Automotive Dealers) is reported separately due to its marginal relation to actual car and automotive accessory sales. It is defined as service stations primarily engaged in selling gasoline and oil, although these [establishments](#) frequently sell other merchandise such as tires, batteries and parts, as well as engaging in minor repair work. Gas stations combined with other activities such as grocery stores, convenience stores, or car washes are classified according to their primary activity.

## **General Merchandise Stores**

### **(SIC Major Group 53)**

Includes retail stores that sell a number of lines of merchandise such as dry goods, apparel and accessories, furniture and home furnishings, housewares, hardware and food. Stores included in this group are department stores, limited-price variety stores and miscellaneous general merchandise stores such as general stores and catalogue showrooms. Purely catalogue and mail-order operations are not included in this category.

**Geographic Code**

Used to manage large files of geographically referenced data for analysis primarily on machine-readable data products (e.g. computer tape, computer cartridges, diskettes and CD-ROM). These codes are available from Market Statistics on printed reports as well. Call Market Statistics (212 592-6246) for availability of any geographic code.

## **GeoVALS™**

Market Statistics and SRI International have developed GeoVALS, an incredibly valuable and unique data series. GeoVALS has been created to accurately characterize geographic areas and provides several key indices of market attractiveness.

GeoVALS combines the results of SRI's extensive analysis of American consumer behaviors, values and lifestyles through its [VALS 2](#) psychographic segmentation system and a special Market Statistics tabulation of key ZIP code and county level demographics. Also included are input data from an analysis of more than 40,000 VALS-typed households in the Simmons Market Research Bureau data base.

In summary, GeoVALS provides a reliable indicator of consumer behavior for specific geographies.

See also [GeoVALS segments](#)

## **VALS 2**

SRI International's segmentation system built upon two basic consumer dimensions: self-orientation and resources. Self-orientation captures how the inner needs of the individuals press them toward external behavior. Resources captures how strongly these needs are felt and how widely they generalize over the person's consumer behavior. Together they describe the color and intensity of consumer behavior and give shape, substance and character to their identities.

See also [GeoVALS™](#)



## **GeoVALS segments**

The [GeoVALS](#) segments are described below. See also [Highest GeoVALS Index](#)

[Actualizers \(ACT\)](#)

[Fulfilleds \(FUL\)](#)

[Believers \(BEL\)](#)

[Achievers \(ACH\)](#)

[Strivers \(STV\)](#)

[Experiencers \(EXP\)](#)

[Makers \(MAK\)](#)

[Strugglers \(STG\)](#)

**Actualizers (ACT)**

Enjoy the "finer things;" Receptive to new products, technologies distribution; Skeptical of advertising; Frequent readers of a wide variety of publications; Light TV viewers.

See [GeoVALS segments](#)

**Fulfilleds (FUL)**

Little interest in image or prestige; Above-average consumers of products for the home; Like educational and public affairs programming; Read widely and often.

See [GeoVALS segments](#)

**Believers (BEL)**

Buy American; Slow to change habits; Look for bargains; Watch TV more than average; Read retirement, home and garden, and general interest magazines.

See [GeoVALS segments](#)

**Achievers (ACH)**

Attracted to premium products; Prime target for variety of products; Average TV watchers; Read business, news, and self-help publications.

See [GeoVALS segments](#)

**Strivers (STV)**

Image conscious; Limited discretionary income, but carry credit balances; Spend on clothing and personal care products; Prefer TV to reading.

See [GeoVALS segments](#)

**Experiencers (EXP)**

Follow fashion and fads; Spend much of disposable income on socializing; Buy on impulse; Attend to advertising; Listen to rock music.

See [GeoVALS segments](#)

**Makers (MAK)**

Shop for comfort, durability, value; Unimpressed by luxuries; Buy the basic; Listen to radio; Read auto, home mechanics, fishing, outdoors magazines.

See [GeoVALS segments](#)



**Strugglers (STG)**

Brand loyal; Use coupons and watch for sales; Trust advertising; Watch TV often; Read tabloids and women's magazines.

See [GeoVALS segments](#)

### **Highest GeoVALS Index**

For each level of geography, the percent of each [GeoVALS segment](#) (e.g. Believers, Makers etc.) compared to all households is calculated over the percent of the segment compared to U.S. totals. Once the index is created for each of the eight psychographic segments in that geography, the group with the highest index is reported. This index compares each specific geography with the U.S. average.

See also [Primary GeoVALS Segment](#)

**Primary GeoVALS Segment**

The [segment](#) with the largest number of households in the geography (county, cities, etc.) is referred to as the primary segment of the area.

See also [Highest GeoVALS Index](#)

## **Graduated Buying Power Indexes**

Designed to correlate product potential and buying power of households with LOW income (under \$15,000), MODERATE income (\$15,000-\$24,999), or HIGH income (\$25,000 and over).

[Economy Priced Products \(EPP\) BPI](#)

[Moderately Priced Products \(MPP\) BPI](#)

[Premium Priced Products \(PPP\) BPI](#)

Each index is calculated in the same manner as the more familiar [Buying Power Index \(BPI\)](#). That is, the market's share of the U.S. total of each indicator is multiplied by the given weight, and the results are added together. The reader can construct his or her own customized BPI if reliable data on the consumers of a product are available.

### **Economy Priced Products (EPP) BPI**

Economy Priced Products (EPP) BPI utilizes the following weights applied to the respective percents of U.S. totals:

<b>Factor</b>	<b>Weight</b>
Households with incomes <\$15,000	.6
Food Store Sales	.3
Total Number of Households	.1

For an explanation of the calculation, see [Buying Power Index](#)

See also [Graduated Buying Power Indexes](#)

### **Moderately Priced Products (MPP) BPI**

Moderately Priced Products (MPP) BPI utilizes the following weights:

<b>Factor</b>	<b>Weight</b>
Households with incomes \$15,000 - \$24,999	.6
Total Retail Sales	.3
Number of three- and four-person Households	.1

For an explanation of the calculation, see [Buying Power Index](#)

See also [Graduated Buying Power Indexes](#)

### **Premium Priced Products (PPP) BPI**

Premium Priced Products (PPP) BPI utilizes the following weights:

<b>Factor</b>	<b>Weight</b>
Households with incomes \$25,000 +	.6
Combined Apparel/Furniture/Appliance Store Sales	.3
Number of HH's w/ householder 35-64 Years Old	.1

For an explanation of the calculation, see [Buying Power Index](#)

See also [Graduated Buying Power Indexes](#)

## **Group Quarters**

All persons not living in **households** are classified as living in group quarters. Two general categories of persons in group quarters are recognized:

1. institutionalized persons, such as nursing-home residents, patients in psychiatric and other long-term-care hospitals, and prison inmates, and
2. other persons in group quarters, including residents of college dormitories, military barracks, rooming houses, and homeless shelters.



## Hispanic Origin

Persons who classify themselves in the census as being of Mexican, Puerto Rican, Cuban or "other Spanish/Hispanic" origin. Persons of "other Spanish/Hispanic" origin are those whose origins are from Spain, the Spanish-speaking countries of Central or South America, or the Dominican Republic, or are persons of Hispanic origin identifying themselves generally as Spanish, Spanish-American, Hispanic, Hispano, Latino, and so on. Origin can be viewed as the ancestry, nationality group, lineage, or country of birth of the person or the person's parents or ancestors before their arrival in the United States.

Where [households](#) or [families](#) are classified by Hispanic origin, the Hispanic origin of the [householder](#) is customarily used.

**Note:** Persons of Hispanic origin may be of any [race](#).

### **Hi-Tech Buying Power Index (BPI)**

Custom BPI designed to represent the geographic sales potential for products or services targeted to high-technology industries.

Factors and weights used to calculate the Hi-Tech BPI are:

<b>Factor</b>	<b>Weight</b>
Total Employment: Electronic and Related Equipment (SIC 36)	.2
Engineers	.4
Computer Specialists	.4

For an explanation of the calculation, see [Buying Power Index](#).

**Homeowner Households**

A [household](#) occupying a [housing unit](#) owned (or co-owned) by one of the household members. The unit may be mortgaged or not fully paid for.

**Household**

Includes all persons who occupy a [housing unit](#). The occupants may be a single family, one person living alone, two or more families living together, or any other group of related or unrelated persons who share living arrangements--unless there are nine or more persons unrelated to the person in charge, in which case the living space is classified as [group quarters](#). Occupants of group quarters (dormitories, barracks, institutions, etc., excluding any staff quarters which satisfy the housing-unit criteria) are by definition not household members.

See also [Separate Living Quarters](#)

**Housing Unit**

A housing unit is defined as a house, apartment, mobile home, group of rooms, or a single room that is occupied (or, if vacant, is intended for occupancy) as [separate living quarters](#). (A recreational vehicle, van, trailer, boat, tent, or the like, if occupied as someone's usual place of residence, also counts as a housing unit.)

**Separate Living Quarters**

Separate living quarters are those in which the occupants live and eat separately from any other persons in the building and which have direct access from the outside of the building or through a common hall.

See [Housing unit](#), [Group quarters](#)

## Householder

When the U.S. Census form for a [household](#) is filled out, one person is designated as the householder. In most cases, this is the person (or one of the persons) in whose name the home is owned, being bought, or rented. If there is no such person in the household, any adult household member at least 15 years old can be designated as the householder. Two types of householder are distinguished:

- 1) a [family](#) householder, living with one or more persons related to him or her by birth, marriage, or adoption, and
- 2) a nonfamily householder, living alone or with nonrelatives only.

## **Households by Age of Householder**

Because sales and marketing professionals are often required to position their products or services against specific age groups, Market Statistics categorizes the [household](#) total into six widely used age groups.

See also [Households by Effective Buying Income Group](#), [Households by Number of Persons](#)



## **Households by Effective Buying Income Group**

A [household's](#) available spending potential is also used by marketers to target their products or services and advertising efforts at those most likely to buy. Market Statistics categorizes the household total into seven widely used income groups.

See also [Households by Age of Householder](#), [Households by Number of Persons](#)

### **Households by Number of Persons**

A third household-related cross tab widely used by marketers is size, or number of persons in the [household](#). Theoretically, a large household will consume a mass staple at a faster rate than a small one, providing the marketer with insight into the expected repeat-purchase rate. Market Statistics categorizes the household total into six size categories.

See also [Households by Age of Householder](#), [Households by Effective Buying Income Group](#)

**Households with Cars**

The number of [households](#) with a specified number of passenger cars, vans, and pickup or panel trucks of one-ton capacity or less kept at home and available for the use of household members.

## **Households with Children**

Households with persons under age 18, regardless of family relationship.

## **Income**

Census data on income are based on information on money income received during the preceding calendar year, which was requested from persons 15 years old and over.

Receipts from the following sources are not included as income: money received from the sale of property (unless the recipient was engaged in the business of selling such property); the value of income "in kind" from food stamps, public housing subsidies, medical care, employer contributions for persons, etc; withdrawal of bank deposits; money borrowed; tax refunds; exchange of money between relatives living in the same household; gifts and lump-sum inheritances, insurance payments, and other types of lump-sum receipts.

See [Effective Buying Income](#), [Total Income](#), [Earnings](#)

**Total income**

The algebraic sum of the amounts reported separately for wage or salary income; net nonfarm self-employment income; net farm self-employment income; interest, dividend, or net rental or royalty income; Social Security or railroad retirement income; public assistance or welfare income; retirement or disability income; and all other income.

See [Income](#)

**Earnings**

The algebraic sum of wage or salary income and net income from farm and nonfarm self-employment. Earnings represent the amount of income received regularly before deductions for personal income taxes, Social Security, bond purchases, union dues, Medicare deductions, etc.

See [Income](#)

**Income of Households**

Includes the [income](#) of the [householder](#) and all other persons 15 years old and over in the [household](#), whether related to the householder or not. Because many households consist of only one person, average household income is usually less than average family income.



## **Independent Cities**

Several cities in the U.S. that do not fall within official [county](#) boundaries are treated as county equivalents by the Census Bureau; Demographics USA follows this approach.

Except for St. Louis, MO, Baltimore, MD, and Carson City, NV, all independent cities are located in the state of Virginia. These are Alexandria, Bedford, Bristol, Buena Vista, Charlottesville, Chesapeake, Clifton Forge, Colonial Heights, Covington, Danville, Emporia, Fairfax, Falls Church, Franklin, Fredericksburg, Galax, Hampton, Harrisonburg, Hopewell, Lexington, Lynchburg, Manassas, Manassas Park, Martinsville, Newport News, Norfolk, Norton, Petersburg, Poquoson, Portsmouth, Radford, Richmond, Roanoke, Salem, South Boston, Staunton, Suffolk, Virginia Beach, Waynesboro, Williamsburg, and Winchester.

**Industry**

See [Standard Industrial Classification](#) and [Employment Methodology](#)

## **Manufacturing Buying Power Index (BPI)**

Custom BPI designed to represent the geographic sales potential for products or services targeted to manufacturing industries.

Factors and weights used to calculate the Manufacturing BPI are:

<b>Factor</b>	<b>Weight</b>
Total Employment: Food & Kindred Products (SIC 20)	.2
Apparel & Other Textiles (SIC 23)	.4
Instruments & Related Products (SIC 38)	.4

For an explanation of the calculation, see [Buying Power Index](#)

**Market Quality Index**

The Market Quality Index (MQI) allows quick identification of areas with the highest sales potential. The MQI is calculated by dividing the Buying Power Index by the percent of U.S. population residing in an area.

**Median Age**

This measure divides the age distribution into two equal parts: one-half of the cases falling below the median value and one-half above the value. Median ages for counties in Demographics USA are computed from estimates of population by single years of age, while those for cities are computed by interpolation within estimates for age groups.

See [Median Age Index](#)

**Median Age Index**

Provides a measure of how youthful or aged a geographic area is as compared to the U.S. average (U.S.=100).

For example, an index of 80 indicates the [median age](#) in that geography is 20% below the average median age throughout the United States.

**Median Household Effective Buying Income**

Divides the [Effective Buying Income \(EBI\)](#) distribution of households into two equal groups, with half the households above and half below the median. The value is calculated by linear interpolation within estimated \$5,000 income groups; it will generally differ somewhat from the result of a similar interpolation in the broader income intervals shown.

**Merchandise Line Sales**

Total sales in all retail stores of twelve broad product categories, such as groceries and other food products, footwear, furniture and so on. Merchandise Line totals are becoming increasingly popular in that they give a more realistic estimate of a product's area potential than is provided by store-type sales. The Merchandise Line estimates shown in Demographics USA are based on the 1987 Census of Retail Trade Merchandise Line Series.



**Metropolitan Area (MA)**

A geographic area with a significant population nucleus, along with any adjacent communities that have a high degree of economic and social integration with that nucleus.

See [Metropolitan Area Methodology](#)

## Metropolitan Area Methodology

U.S. government criteria define a three-tiered system of Metropolitan Statistical Areas, Primary Metropolitan Statistical Areas, and Consolidated Metropolitan Statistical Areas. The primary purpose of this system is to enable federal agencies to use consistent geographic definitions when collecting and disseminating metro-area statistics. These definitions are reviewed every 10 years (as part of the Census of Population), although metro areas are provisionally added to the government's listings in the years between those decennial reviews, based on the Census Bureau's postcensal estimates of population.

[Metropolitan area](#) designations follow a set of standards prepared by the Federal Executive Committee on MAs, which advises the Census Bureau and the Office of Management and Budget (OMB) on metro-area definitions. Under the current standards an area qualifies as a Metropolitan Statistical Area (MSA) in one of two ways:

1. if it contains a city with a population of at least 50,000 or
2. if it contains an urbanized area of at least 50,000 and the total metro-area population is 100,000 or more.

In addition to the [county](#) containing the central city, an MSA may include:

- "central" counties--any county with at least half its population within the urbanized area and
- "outlying" counties that satisfy specific criteria of metropolitan character and integration with the central counties, as indicated by population density, growth, urbanization, and levels of commuting. Additional cities in the MSA may be designated as central, primarily on the basis of their strength as employment centers.

Further criteria permit the merger of adjacent MSAs. An MSA with a population of 1 million or more, whether or not the result of such a merger, may be found (through application of certain criteria) to comprise two or more subareas, each with an urban core and with strong internal economic and social links; if local opinion supports their recognition as metropolitan areas, they are designated as Primary Metropolitan Statistical Areas (PMSAs), and the subdivided MSA becomes a Consolidated Metropolitan Statistical Area (CMSA). In this system of metropolitan area definition, ordinary MSAs (outside consolidated areas) are intended to be used in conjunction either with CMSAs or with PMSAs, whichever are more fitting to the application. Since PMSAs are generally more meaningful units than CMSAs for marketing analysis, metropolitan summaries in Demographics USA are to the PMSA or MSA level.

MSAs and PMSAs are defined in terms of whole counties, except in the six New England states, where towns and cities are the standard units of definition due to the lesser importance or absence of county governments. In these states, Demographics USA substitutes metropolitan areas composed of whole counties in order to ensure a uniform system of county-based geography. In most of New England, these are the federal government's alternative [New England County Metropolitan Areas \(NECMAs\)](#). Where a CMSA (or the New England portion of a CMSA) is being approximated, however, only a single NECMA is defined; in these areas, following procedures analogous to those for NECMAs, Market Statistics has defined metropolitan areas approximating the component PMSAs (or, as is usually necessary because of the typically large county size, groups of PMSAs).

**Note:** In accordance with Market Statistics policy that recognizes only those metropolitan areas and component counties that meet the formal criteria, the metro areas in Demographics USA do not include nonconforming changes effected through legislation. For this reason, the Wichita, KS MSA as reported in this product does not reflect the legislated addition of Harvey County. (The Decatur, AL MSA was created through legislation, but on the basis of 1990 Census data it now satisfies the criteria.)

### **New England County Metropolitan Area (NECMA)**

The U.S. Office of Information and Regulatory Affairs (OIRA), a division of the government's Office of Management and Budget, designates these alternative areas, composed of whole counties, in the six New England states for use with data not available below the [county](#) level. A NECMA includes, in addition to the county containing the principal central city of an MSA, any other county with at least half its population in that MSA.

See [Metropolitan Area](#)

## **Nonstore Retailers**

### **(SIC Industry Group 596)**

Includes mail-order houses, vending machine operators, and direct sellers (e.g., telephone, house to house, or from lunch or ice cream wagon). Demographics USA includes sales of nonstore retailers as part of [All Other Stores](#).

**Occupation**

The estimates of employment by occupation in Demographics USA are based on Bureau of Labor Statistics data from the Occupational Employment Statistics survey. These data, providing information on the mix of occupations characteristic of each nonfarm industry group, are utilized to estimate the overall mix of occupations in each county, given its employment data by industry.

See [Employment Methodology](#)

### **Office Equipment Demand Buying Power Index (BPI)**

The Office Equipment Demand BPI is a custom BPI designed to represent the geographic sales potential for products and services offered for use in an office environment.

Factors and weights used to calculate the Total Office Equipment BPI are:

<b>Factor</b>	<b>Weight</b>
Employment in (SIC 73)	.5
Accountants/Auditors	.3
Lawyers	.1
Managers	.1

For an explanation of the calculation, see [Buying Power Index](#)

### **Per Capita Effective Buying Income (EBI)**

Average obtained by dividing Total Effective Buying Income by Total Population. It measures the total spending power in relation to the number of people and is useful for comparing the relative level of income of different markets because it eliminates the impact of population size. However, because population is measured as of a specific date (Dec. 31), whereas EBI is measured as a flow over the calendar year, a significant change in population during the year can distort the per capita figure.

**Percent Change in Population**

The percent change between April 1, 1990 (census) and December 31, 1993.



### **Persons Per Household**

A measure obtained by dividing the number of persons in [households](#) by the number of households.

**Cautionary note:** In prior products this statistic was calculated by dividing total population by total households. From this product on, the calculation will exclude the population in [group quarters](#), thereby giving a truer and more consistent measure of household size.

**Population**

Updated from the 1990 Census of Population and Housing, this is an estimate of how many people would have been counted in a given area by another census at the end of the year prior to this product. A Census count is by "usual residence" (not necessarily the same as legal or voting residence), which is defined as the place where a person lives and sleeps most of the time, except that children in boarding schools below the college level are counted at their parental homes. Persons with no usual residence are counted as living where they are staying (or found) at the time of the census.

### **Population by Age and Sex**

Male and female population totals for ten age groups are useful for marketers who seek to aim their products or services at specific sales targets. For example, the 12 to 17 year old population is a favorite target of those marketing soft drinks and compact disks. Several of the age groups are also associated with lifestyle stages such as the preschoolers (0-5 years), teenagers (12-17 years), and young adults (18-24 years), which are critical to the formulation of marketing strategies.

## Population Per Square Mile

See [Density](#)

## **Race**

The concept of race as used by the Census Bureau does not denote any clear-cut scientific definition of biological stock. The data for race represent self-classification by people according to the race with which they most closely identify. Furthermore, it is recognized that the categories of the race item include both racial and national origin or socio-cultural groups.

The racial categories of the 1990 census (before modification) are provided below:

[White](#)

[Black](#)

[American Indian, Eskimo, or Aleut](#)

[Asian](#) or [Pacific Islander](#)

[Other](#)

See also [Race Methodology](#)

## Race Methodology

During direct interviews conducted by census enumerators, if a person could not provide a single response to the [race](#) question, he or she was asked to select, based on self-identification, the group which best described his or her racial identity. If a person could not provide a single race response, the race of the mother was used. If a single race response could not be provided for the person's mother, the first race reported by the person was used. Where households or families are classified by race, the race of the householder is customarily used.

The racial classification used by the Census Bureau generally adheres to the guidelines in Federal Statistical Directive No. 15, issued by the Office of Management and Budget, which provides standards on ethnic and racial categories for statistical reporting to be used by all Federal agencies.

The [Other race](#) category is an exception. In order to provide alternative numbers more consistent with data from other government agencies, the Census Bureau has issued a set of "modified" census data--the Modified Age/Race, Sex and Hispanic Origin (MARS) State and County File--tabulated from re-edited census records. For the purpose of this tabulation, each "Other race" person was assigned to the specific race reported by a nearby person with an identical response to the Hispanic origin question. (Over 95 percent of the "Other race" persons were of Hispanic origin.) The race estimates in Demographics USA are updates from those modified census counts.

**White**

Includes persons who indicated their [race](#) as "White" or reported entries such as Canadian, German, Italian, Lebanese, Near Easterner, Arab, or Polish.

**Black**

Includes persons who indicated their [race](#) as "Black or Negro" or reported entries such as African American, Afro-American, Black Puerto Rican, Jamaican, Nigerian, West Indian, or Haitian.



### **American Indian, Eskimo, or Aleut**

Includes persons who classified themselves as such in one of the specific [race](#) categories identified below:

**American Indian** Includes persons who indicated their race as "American Indian," entered the name of an Indian tribe, or reported such entries as Canadian Indian, French-American Indian, or Spanish-American Indian.

**Eskimo** Includes persons who indicated their race as "Eskimo" or reported entries such as Arctic Slope, Inupiat, and Yupik.

**Aleut** Includes persons who indicated their race as "Aleut" or reported entries such as Alutiiq, Egegik, and Pribilovian.

**Asian**

Includes persons who classified themselves as such in one of the specific [race](#) categories below:

- [Chinese](#)
- [Filipino](#)
- [Japanese](#)
- [Asian Indian](#)
- [Korean](#)
- [Vietnamese](#)
- [Cambodian](#)
- [Hmong](#)
- [Laotian](#)
- [Thai](#)
- [Other Asian](#)

**Chinese**

Includes persons who indicated their race as "Chinese" or who identified themselves as Cantonese, Taiwanese, Formosan, Tibetan, or Chinese American.

**Filipino**

Includes persons who indicated their race as "Filipino" or reported entries such as Philipino, Philippine, or Filipino American.

**Japanese**

Includes persons who indicated their race as "Japanese" and persons who identified themselves as Nipponese or Japanese American.

**Asian Indian**

Includes persons who indicated their race as "Asian Indian" and persons who identified themselves as Bengalese, Bharat, Dravidian, East Indian, or Goanese.

**Korean**

Includes persons who indicated their race as "Korean" and persons who identified themselves as Korean American.

**Vietnamese**

Includes persons who indicated their race as "Vietnamese" and persons who identified themselves as Vietnamese American.



**Cambodian**

Includes persons who provided a write-in response such as Cambodian or Cambodia.

**Hmong**

Includes persons who provided a write-in response such as Hmong, Laohmong, or Mong.

**Laotian**

Includes persons who provided a write-in responses such as Laotian, Laos, or Lao.

**Thai**

Includes persons who provided a write-in response such as Thai, Thailand, or Siamese.

**Other Asian**

Includes persons who provided other write-in responses such as Bangladeshi, Burmese, Indonesian, Pakistani, Sri Lankan, Amerasian, or Eurasian.

**Pacific Islander**

Includes persons who indicated their [race](#) as "Pacific Islander" or reported entries such as:

[Hawaiian](#)

[Samoan](#)

[Guamanian](#)

[Other Pacific Islander](#)

**Hawaiian**

Includes persons who indicated their race as "Hawaiian" as well as persons who identified themselves as Part Hawaiian or Native Hawaiian.

**Samoa**

Includes persons who indicated their race as "Samoa" or persons who identified themselves as American Samoa or Western Samoa.



**Guamanian**

Includes persons who indicated their race as "Guamanian" or persons who identified themselves as Chamorro or Guam.

**Other Pacific Islander**

Includes persons who provided a write-in response of a Pacific Islander group such as Tahitian, Northern Mariana Islander, Palauan, Fijian, or a cultural group such as Polynesian, Micronesian, or Melanesian.

**Other Race**

Includes all other persons not included in the [White](#), [Black](#), [American Indian/Eskimo/Aleut](#), and the [Asian](#) or [Pacific Islander](#) race categories. Persons reporting in the "Other race" category and providing write-in entries such as multiracial, multiethnic, mixed, interracial, Wesort, or a Spanish/[Hispanic origin](#) group (such as Mexican, Cuban, or Puerto Rican) are included here. (As indicated in [Race Methodology](#), in the census tabulation upon which the [race](#) estimates are based, the persons of this category have been reassigned to the other categories. In most areas, most are reclassified as white.)

## **Retail Sales**

Total Retail Sales reflects net sales (minus refunds and allowances for returns) for all **establishments** primarily engaged in retail trade. Retail sales by wholesalers and service establishments are not included.

**Note:** Although retail sales are frequently used to gauge the purchasing power of the residents in a market, they are only an approximation because the market's volume may be affected by the movement of shoppers to and from adjacent areas. They are actually a measure of the drawing power of local retail establishments.

Demographics USA Retail Sales data are updated from 1987 Census of Retail Trade benchmarks.

**Rural**

All territory, population, and housing not classified as [urban](#).

**Sales Opportunity Index**

Based on a comparison of actual sales versus total potential sales ([BPI](#)), Sales Opportunity indicates the dollar amount of increased sales necessary to reach potential.

## **Service Employment**

Summary total of the following [occupations](#):

- Cleaning and building service occupations
- Food preparation and service occupations
- Health services
- Personal services
- Protective services
- Agricultural service
- Forestry, fishing and related occupations
- All other service occupations.

**Standard Industrial Classification (SIC)**

Federal government censuses classify individual business **establishments** by the type of primary activity in which they are engaged. For example, retail outlets are classified by two-digit major groups, such as General Merchandise Stores (SIC 53); three-digit industry groups, such as Department Stores (SIC 531); and four-digit detailed industries, such as Mail-Order Houses (SIC 5961).



**Supermarkets**

Supermarket sales are listed as a component of total Food Store sales because this type of outlet dominates that field. Although the Census Bureau's retail censuses provide no data for supermarkets per se, Market Statistic's Supermarket category is closely related to the Census Bureau's Grocery Stores subgroup (SIC 541).

## Television Market

Designated Market Area (DMA) - Formal term for what is more commonly known as a TV or broadcast market. Definitions for DMAs are supplied by Nielsen Media Research--a company of The Dunn & Bradstreet Corporation--that generates ratings for broadcast programming.

Basically, DMAs are selected by totaling the viewer hours of TV stations whose signals reach a particular [county](#), with total hours then converted to a percentage share of all viewing hours. The name of an DMA is assigned according to the market of origin of the station(s) with the largest share of viewer hours, and all counties whose largest viewer share is given to stations in that same market of origin are grouped together under that particular DMA.

**Note:** Because of the reach of broadcast signals, DMAs don't always conform to whole-county geography like metro markets or newspaper markets. In certain cases, Nielsen splits counties, treating each portion as if it were a separate county. Each county, or portion thereof, is allocated exclusively to a single DMA, thus eliminating any geographic overlap. DMAs cover all U.S. states, with the exception of part of Alaska.

### **Total Business Buying Power Index (BPI)**

Custom BPI designed to represent the geographic sales potential for generalized products or services targeted to businesses.

Factors and weights used to calculate the Total Business BPI are:

<b>Factor</b>	<b>Weight</b>
Total Establishments With	
1-19 Employees	.1
20-99 Employees	.2
100-499 Employees	.4
500+ Employees	.3

For an explanation of the calculation, see [Buying Power Index](#)

## Urban

The Census Bureau defines "urban" as comprising all territory, population, and housing in urbanized areas and in places of 2,500 or more persons outside urbanized areas. More specifically, "urban" consists of territory, persons, and housing in:

1. Places of 2,500 or more persons incorporated as cities, villages, boroughs (except in Alaska and New York), and towns (except in the six New England states, New York, and Wisconsin), but excluding the rural portions of "extended cities."
2. Census designated places of 2,500 or more persons.
3. Other territory, incorporated or unincorporated, included in urbanized areas.

Territory, population, and housing not classified as urban constitute [rural](#).

**Value**

In the census, owner-occupants (including those still paying for their homes) are asked for an estimate of how much their property (house and lot, mobile home and lot, or condominium unit) would sell for if it were for sale. If the house or mobile home is owned (or being bought), but the land on which it sits is not, the respondent is asked to estimate the combined value of the house or mobile home and the land. For vacant housing units that are for sale, the price asked for the property is taken to be the value.

See also [Contract Rent](#)

**Working Women**

All civilian nonagricultural [employed](#) females 16 years of age and over by place of work. Included are civilian government workers.

## **White Collar Employment**

Summary total of the following [occupations](#):

- Executive, administrative and managerial occupations
- Professional specialty occupations
- Technicians and related support occupations
- Marketing and sales occupations
- Administrative support occupations, including clerical.

See also [Blue Collar Employment](#)

**ZIP code**

Administrative units established by the United States Postal Service (USPS) for the efficient distribution of mail. ZIP codes generally do not respect political or census statistical area boundaries, nor do they usually have clearly identifiable boundaries. In addition, ZIP codes often serve a continually changing area, are changed periodically to meet postal requirements and do not cover all the land area of the United States. The first three digits of the five-digit code identify a major city or sectional distribution center while the last two digits signify a specific post office delivery area or point.

Market Statistics conducts an extensive analysis and review of all current ZIP codes on an annual basis. Extensive computer files are also maintained which relate ZIP codes to other levels of geography (call 212-592-6246 for details).

See also [Point ZIPS](#), [Enclosing ZIPS](#)



## **Point ZIPs**

Many [ZIP codes](#) are identified as points rather than polygons. In other words they appear as dots on a map and have no area and, therefore, no boundaries. These are ZIPs which have no geographic extent defined in terms of street segments, or which correspond to geography not defined in any Postal Service data files.

Examples of point ZIPs include Post Office (P.O.) boxes, company addresses and APO/FPOs (Army and Air Force Post Office/Navy Fleet Post Office).

Two main criteria are applied to define point ZIPs:

1. There are no street delivery locations or rural route deliveries, P.O. boxes only.
2. The ZIP is defined as 'unique' in the USPS City/State File. A unique ZIP is one assigned to a single organization.

See also [Enclosing ZIPs](#)

## Enclosing ZIPs

For all [point ZIPs](#), the 5-digit ZIP code inventory file provides an enclosing ZIP to which data can be mapped. The enclosing ZIP will be identical for all entries that are located within the same ZIP.

An area calculation in square miles and a centroid in latitude/longitude coordinates is calculated for each [ZIP code](#). Point ZIPs by definition have no area and have the same centroid as their enclosing ZIP.

Enclosing ZIPs are particularly important for boundary file users who want to map point ZIPs to enclosing ZIPs.

To assign the enclosing ZIP, the actual location of the point is determined on a map. The boundary ZIP associated with the geographic location is the enclosing ZIP.

**Note:** There are times when one university, military base, large hospital, etc. is defined as a point while another is defined as a polygon.

# City Edition

[Product Database](#)  
[Demographics USA Dictionary](#)

**Price:** \$1295

The City Edition data are provided for each city with a population over 2,500, as well as states, counties, MSAs, and DMAs. The City Edition is unlike other city databases because its city definitions go beyond the Census Bureau's definition of census designated places (CDPs). Cities are defined by aggregations of ZIP code areas, and therefore, include townships, unincorporated cities, and other places normally thought of as cities by most people, but which are not CDPs. As a result, the City Edition covers the economic centers of America.

Below is a list of the City Edition data variables:

## Demographics

### '94 [Population](#)

Percent of U.S. population

'90 Census population

### '94 [Households](#)

'94 [Effective Buying Income](#) (Th)

'94 [Average household EBI](#)

'94 [Per capita EBI](#)

'94 [Retail sales](#)(Th)

'94 Population, [Black](#)

'94 Population, [Hispanic](#)

'94 Population, [Asian](#) or [Pacific Is.](#)

'94 [Median age](#), male

'94 Median age, female

'94 Population [density](#), (pop/sq.mi)

## Economics & Projections

'94 [Consumer Expenditures](#) (CEX),

Food at-home (Th)

Food away from home (Th)

Personal care products & services (Th)

Over-the-counter drugs(Th)

Major appliances(Th)

Entertainment(Th)

'94 [Sales Opportunity Index](#)

'94 [Market Quality Index](#)

'94 Business Demand Index

'94 [Dining-out Index](#)

'99 [Population](#)

'99 [Households](#)

'99 [Effective Buying Income](#) (Th)

'99 [Retail sales](#) (Th)

'99 [Buying Power Index](#)

## Business Characteristics

'94 Total [establishments](#)

'94 Total [employment](#)

'94 Establishments

<100 employees

100-499 employees

500 plus employees

'94 Establishments

Manufacturing  
Transportation & utilities  
Wholesale  
Retail  
Finance, insurance, real estate  
Services  
Other

### **Lifestyles & Market Potential**

[Highest Geovals index](#)  
[Primary Geovals segment](#)  
'94 [Buying Power Index](#)  
'94 [Economy-priced products BPI](#)  
'94 [Moderate-priced products BPI](#)  
'94 [Premium-priced products BPI](#)  
'94 [Total business BPI](#)  
'94 [Manufacturing BPI](#)  
'94 [Office equipment BPI](#)  
'94 [Employed, women](#)  
'94 [Employed, white collar](#)  
'94 [Households, with 2 plus cars](#)  
'94 [Population 25 yrs+, college grads](#)  
'94 [Households, owner](#)  
'94 [Households, with children](#)

### **Geocodes**

For every city and town, the City Edition also includes a geographic reference to its:

State  
[Metropolitan area](#) name  
Metropolitan area code  
[DMA](#) Market Statistics code  
DMA Nielsen name

# County Edition

[Product Database](#)  
[Demographics USA Dictionary](#)

**Price:** \$4750

The County Edition data provides more than 200 variables for [counties](#), MSAs, DMAs, and states. Below is a list of the County Edition data variables:

## Basic Demographics

- '94 [Population](#)
- % Population change '90-'94
- '94 Population,
  - [White](#)
  - [Black](#)
  - [Asian](#) or [Pacific Islander](#)
- '94 Population, [Hispanic](#)
- '94 Population [density](#), (pop/sq.mi)
- '94 [Households](#)
- '94 [Effective Buying Income](#) (EBI) (\$000)
- '94 [Buying Power Index](#) (BPI)
- '94 [Economy priced BPI](#)
- '94 [Moderate priced BPI](#)
- '94 [Premium priced BPI](#)

## Population by Age and Sex

- '94 Population, Male
  - [\(by age\)](#)
- '94 Population, Female
  - [\(by age\)](#)
- '94 [Median age](#),
  - Male
  - Female
- '94 [Median age index](#),
  - Male
  - Female

## Households by Age of **Householder** & No. of Persons

- '94 Households [\(by householder age\)](#)
- '94 Households [\(by size\)](#)
- '94 Average household size

## Households by Effective Buying Income

- '94 Households [\(by EBI\)](#)
- '94 [Average household EBI](#)
- '94 [Median household EBI](#)
- '94 Median EBI index
- '94 [Per Capita EBI](#)

## Retail Sales & Establishments by Store Group

- '94 [Retail sales per household](#) per household
- '94 Total retail sales (RTS) (\$000)
  - [\(by store group\)](#)
- '94 Total retail stores
  - [\(by store group\)](#)
- '94 Sales [\(by merchandise line\)](#) (ML)(\$000)

## 5 Year Projections

- '99 [Population](#)
- [% Population change](#) '94-'99
- '99 [Households](#)
- % Household change '94-'99
- '99 [Effective Buying Income](#) (\$000)
- % EBI change '94-'99
- '99 [Average household EBI](#)
- '99 Total [Retail Sales](#)
- % Retail sales change '94-'99
- '99 Retail sales per household
- '99 [Buying Power Index](#)

## Consumer Expenditures

- '94 [Consumer expenditures](#) (\$000)  
(by CEX type)

## Establishments & Employment Data

- '94 [SIC](#) employment  
(by SIC)
- '94 SIC [establishments](#)  
(by SIC)
- '94 [Total Business BPI](#)
- '94 [High Tech BPI](#)
- '94 [Manufacturing BPI](#)

## Occupation Employment Data

- '94 [Occupation employment](#) employment  
[White Collars\\_White\\_Collar\\_Employment](#)  
[Blue Collar](#)  
(by occupation)
- '94 Federal workers
- '94 State and local workers

## GeoVALS Data

- '94 [Highest GeoVALS Index](#)
- '94 [Primary GeoVALS Segment](#)
- '94 Households by [GeoVALS](#) segment
  - [Actualizer](#)
  - [Fulfilleds](#)
  - [Believer](#)
  - [Achiever](#)
  - [Striver](#)
  - [Experiencer](#)
  - [Maker](#)
  - [Strugglers\\_Strugglers\\_STG](#)

## Geocodes

For county, the County Edition also includes a geographic reference to its:

- County name
- State abbreviation
- [Census region](#) code
- Census region name
- [Census division](#) code
- Census division name
- [Metropolitan area](#) code
- Metropolitan area name
- [DMA](#) Market Statistics code

DMA Nielsen name

**By Age (10)**

0-5 yrs

6-11 yrs

12-17 yrs

18-24 yrs

25-34 yrs

35-44 yrs

45-54 yrs

55-64 yrs

65-74 yrs

75 Plus yrs



## Householders By Age (6)

<25 yrs

25-34 yrs

35-44 yrs

45-54 yrs

55-64 yrs

65 Plus yrs

## Households By Size (6)

- 1 Person
- 2 Persons
- 3 Persons
- 4 Persons
- 5 Persons
- 6 Or More Persons

**By Effective Buying Income (7)**

< \$15,000  
\$15,000-\$24,999  
\$25,000-\$49,999  
\$50,000-\$74,999  
\$75,000-\$99,999  
\$100,000-\$149,999  
\$150,000 and over

**By CEX Type (13)**

Food at Home

Food Outside Home

Housing

Apparel

Health care

Transportation

Entertainment

Personal care products & services

Reading

Education

Tobacco products & supplies

Personal insurance & pensions

Housekeeping supplies

**By Store Group (12)**

[Food stores](#) (SIC 54)

Grocery stores(SIC 541)

[Eating & drinking places](#) (SIC 58)

[General merchandise stores](#) (SIC 53)

[Department stores](#) (SIC 531)

[Apparel & accessories stores](#) (SIC 56)

[Furniture, furnishings, and appliance stores](#) (SIC 57)

[Furniture & furnishings stores](#)

[Auto dealers](#) (SIC 55 Less SIC 554)

[Gas stations](#) (SIC 554)

[Building materials & garden supplies](#) (SIC 52)

[Drug & proprietary stores](#) (SIC 591)

**By Merchandise Line (12)**

Groceries & other Foods  
Packaged alcoholic beverages  
Men's & boys' wear, ex. shoes  
Women's & girls' wear, ex. shoes  
Drugs, health, & beauty aids  
Footwear, ex. infants & toddlers  
Major household appliances  
TV, video recorders and tapes  
Furniture & sleep equipment  
Floor coverings  
Computer hardware, software, etc.  
Jewelry

**By SIC (9)**

Agriculture services, forestry, fishing

Mining

Contract Construction

Manufacturing

Transport & public utilities

Wholesale Trade

Retail Trade

Finance, insurance, and real estate

Services

## **By Occupation (8)**

### Service

Administrative support

Operators, fabricators, and laborers

Professional

Precision production, craft & repair

Marketing & sales

Executive, administrative, and managerial

Agriculture, forestry, fishing



## ZIP Edition

[Product Database](#)  
[Demographics USA Dictionary](#)

**Price:** \$4750

The ZIP Edition provides more than 50 data variables for ZIP codes, MSAs, DMAs, counties, and states. An enhanced set of data variables is also in the ZIP Plus Edition.

Below is a list of the ZIP Edition data variables:

### Basic Demographics

- '94 [Population](#)
- '94 Pop [density](#) (pop/sq.mi)
- '90 Census population
- '99 Population
- '90-'94 % Population change
- '94-'99 % Population change
- '90-'99 % Population change
- '94 [Households](#)
- '99 Households
- '94-'99 % Household change
- '93 [Effective Buying Income](#) (EBI)(Th)
- '93 [Per capita EBI](#)
- '98 Effective Buying Income (Th)
- '98 Per capita EBI
- '93-'98 % EBI change
- '93 Total [retail sales](#) (Th)
- '98 Total retail sales (Th)
- '93-'98 % change in Total Retail Sales
- '94 [Buying Power Index](#) (BPI)
- '99 Buying Power Index
- '94 [Economy-priced BPI](#)
- '94 [Moderate-priced BPI](#)
- '94 [Premium-priced BPI](#)

### Detailed Demographics

- '94 [Median age](#)
- '93 [Median household EBI](#)
- '94 Population, Male
- '94 Population, Female
- '94 Population, [Black](#)
- '94 Population, [Asian](#) or [Pacific Islander](#)
- '94 Population, [Hispanic](#)
- '94 Households, [Families](#)
- '94 Pop 25 yrs+, college grads
- '94 [Highest Geovals Index](#)
- '94 [Primary Geovals Segment](#)
- '94 [Consumer expenditures](#) (CEX),
  - Food at-home (Th)
  - Food away from home (Th)
  - Health care (Th)
  - Reading (Th)
  - Education (Th)

### Business Characteristics

- '94 Total [establishments](#)

- '94 Total [employment](#)
- '94 Employment,
  - Manufacturing
  - Retail
  - Finance, insurance, real estate
  - Services
- '94 [Total business BPI](#)
- '94 [High tech BPI](#)
- '94 [Manufacturing BPI](#)
- '94 Employed,
  - White collar
  - Blue collar
  - Service
  - Managerial, administrative, support
  - Marketing & sales

### **Geocodes**

For each ZIP code, the ZIP Edition also includes a geographic reference to its:

- [Enclosing ZIP](#)
- Post office name
- [FIPS](#) State/County code
- County name
- State abbreviation
- [Census region](#) code
- Census region name
- [Census division](#) code
- Census division name
- [Metropolitan area](#) code
- Metropolitan area name
- [DMA](#) Market Statistics code
- DMA Nielsen name

## **ZIP Plus Edition**

[Product Database](#)  
[Demographics USA Dictionary](#)

**Price:** \$7250

The ZIP Plus provides an enhanced set of data variables for ZIP codes, MSAs, DMAs, counties, and states. The data variables are listed below:

## Combination Edition

[Product Database](#)  
[Demographics USA Dictionary](#)

**Price:** \$9950 (with Scan/US)

The Combination Edition includes the [City Edition](#), [County Edition](#), and enhanced [ZIP Plus Edition](#).

## PRIZM 62 Lifestyle Clusters

[Product Database](#)

[PRIZM Data Dictionary](#)

[To order or get more information.](#), please call **1-800-272-2687**.

The PRIZM segmentation system classifies all U.S. neighborhoods into 62 demographically and behaviorally distinct [clusters](#). Analyzing PRIZM data helps you identify, understand, and target customers according to their lifestyle, product, and media preferences.

Each cluster belongs to one of 15 [social groups](#). Both clusters and groups have nicknames that describe its consumers. The PRIZM data--provided for states, counties, ADIs, DMAs, ZIP codes, census tracts, and Scan/US MicroGrids--shows you the number of households within each group and within each cluster. The data are listed by the socioeconomic rank of each cluster:

'93 PRIZM [households](#)

'93 PRIZM households, [Elite Suburbs \(S1\)](#)

[Blue Blood Estates](#)

[Winner's Circle](#)

[Executive Suites](#)

[Pools & Patios](#)

[Kids & Cul-de-Sacs](#)

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- '93 PRIZM households, [Heartlanders \(R2\)](#)
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# PRIZM social groups

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[PRIZM cluster rankings, nicknames and captions](#)

The social groups are categorized by 'degree of urbanization' --C for 2nd City; R for Rural; S for metro Suburb; T for small Town; U for metro Urban. A group's socioeconomic rank within a category is indicated by 1 for high, 2 for mid, 3 for low.

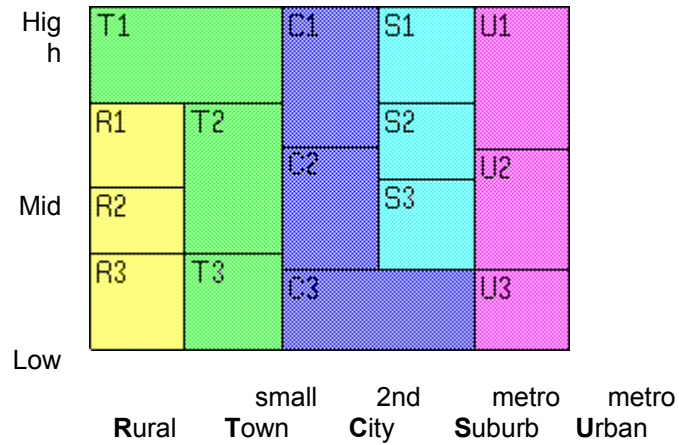
- C1 [2nd City Society](#)
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## PRIZM cluster rankings, nicknames and captions

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The number preceding the [cluster's](#) nickname indicates its socioeconomic rank.

Cluster Nickname by Group	Cluster Demographic Caption
S1 <a href="#">Elite Suburbs</a>	
01 <a href="#">Blue Blood Estates</a>	Elite Super-Rich Families
02 <a href="#">Winner's Circle</a>	Executive Suburban Families
03 <a href="#">Executive Suites</a>	Upscale White-Collar Couples
04 <a href="#">Pools &amp; Patios</a>	Established Empty Nesters
05 <a href="#">Kids &amp; Cul-de-Sacs</a>	Upscale Suburban Families
U1 <a href="#">Urban Uptown</a>	
06 <a href="#">Urban Gold Coast</a>	Elite Urban Singles & Couples
07 <a href="#">Money &amp; Brains</a>	Sophisticated Townhouse Couples
08 <a href="#">Young Literati</a>	Upscale Urban Singles & Couples
09 <a href="#">American Dreams</a>	Established Urban Immigrant Families
10 <a href="#">Bohemian Mix</a>	Bohemian Singles & Couples
C1 <a href="#">2nd City Society</a>	
11 <a href="#">Second City Elite</a>	Upscale Executive Families
12 <a href="#">Upward Bound</a>	Young Upscale White-Collar Families
13 <a href="#">Gray Power</a>	Affluent Retirees in Sunbelt Cities
T1 <a href="#">Landed Gentry</a>	
14 <a href="#">Country Squires</a>	Elite Exurban Families
15 <a href="#">God's Country</a>	Executive Exurban Families
16 <a href="#">Big Fish, Small Pond</a>	Small Town Executive Families
17 <a href="#">Greenbelt Families</a>	Young, Middle-Class Town Families
S2 <a href="#">The Affluentials</a>	
18 <a href="#">Young Influentials</a>	Upwardly Mobile Singles & Couples
19 <a href="#">New Empty Nests</a>	Upscale Suburban Fringe Couples
20 <a href="#">Boomers &amp; Babies</a>	Young White-Collar Suburban Families
21 <a href="#">Suburban Sprawl</a>	Young Suburban Townhouse Couples
22 <a href="#">Blue-Chip Blues</a>	Upscale Blue-Collar Families
S3 <a href="#">Inner Suburbs</a>	
23 <a href="#">Upstarts &amp; Seniors</a>	Middle Income Empty Nesters
24 <a href="#">New Beginnings</a>	Young Mobile City Singles
25 <a href="#">Mobility Blues</a>	Young Blue-Collar/Service Families
26 <a href="#">Gray Collars</a>	Aging Couples in Inner Suburbs
U2 <a href="#">Urban Midscale</a>	
27 <a href="#">Urban Achievers</a>	Mid-Level, White-Collar, Urban Couples
28 <a href="#">Big City Blend</a>	Middle-Income Immigrant Families
29 <a href="#">Old Yankee Rows</a>	Empty-Nest, Middle-Class Families
30 <a href="#">Mid-City Mix</a>	African-American Singles & Families
31 <a href="#">Latino America</a>	Hispanic Middle-Class Families
C2 <a href="#">2nd City Centers</a>	
32 <a href="#">Middleburg Managers</a>	Mid-Level White-Collar Couples
33 <a href="#">Boomtown Singles</a>	Middle Income Young Singles
34 <a href="#">Starter Families</a>	Young Middle-Class Families
35 <a href="#">Sunset City Blues</a>	Empty Nests in Aging Industrial Cities
36 <a href="#">Towns &amp; Gowns</a>	College Town Singles
T2 <a href="#">Exurban Blues</a>	
37 <a href="#">New Homesteaders</a>	Young Middle-Class Families



38	<a href="#">Middle America</a>	Midscale Families in Midsize Towns
39	<a href="#">Red, White &amp; Blue</a>	Small Town Blue-Collar Families
40	<a href="#">Military Quarters</a>	GIs, & Surrounding Off-Base Families
R1	<a href="#">Country Families</a>	
41	<a href="#">Big Sky Families</a>	Midscale Couples, Kids & Farmland
42	<a href="#">New Eco-topia</a>	Rural White/Blue-Collar/Farm Families
43	<a href="#">River City, USA</a>	Middle-Class, Rural Families
44	<a href="#">Shotguns &amp; Pickups</a>	Rural Blue-Collar Workers & Families
U3	<a href="#">Urban Cores</a>	
45	<a href="#">Single City Blues</a>	Ethnically-Mixed Urban Singles
46	<a href="#">Hispanic Mix</a>	Urban Hispanic Singles & Families
47	<a href="#">Inner Cities</a>	Inner-City, Solo-Parent Families
C3	<a href="#">2nd City Blues</a>	
48	<a href="#">Smalltown Downtown</a>	Older Renters & Young Families
49	<a href="#">Hometown Retired</a>	Low-Income, Older Singles & Couples
50	<a href="#">Family Scramble</a>	Low-Income Hispanic Families
51	<a href="#">Southside City</a>	African-American Service Workers
T3	<a href="#">Working Towns</a>	
52	<a href="#">Golden Ponds</a>	Retirement Town Seniors
53	<a href="#">Rural Industria</a>	Low-Income, Blue-Collar Families
54	<a href="#">Norma Rae-Ville</a>	Young Families, Bi-Racial Mill Towns
55	<a href="#">Mines &amp; Mills</a>	Older Families, Mine & Mill Towns
R2	<a href="#">Heartlanders</a>	
56	<a href="#">Agri-Business</a>	Rural Farm-Town & Ranch Families
57	<a href="#">Grain Belt</a>	Farm Owners & Tenants
R3	<a href="#">Rustic Living</a>	
58	<a href="#">Blue Highways</a>	Moderate Blue-Collar/Farm Families
59	<a href="#">Rustic Elders</a>	Low-Income, Older, Rural Couples
60	<a href="#">Back Country Flats</a>	Remote Rural/Town Families
61	<a href="#">Scrub Pine Flats</a>	Older African-American Farm Families
62	<a href="#">Hard Scrabble</a>	Poor Isolated Areas of Older Families

**Income Levels      Average Annual Household Income**

Elite/Wealthy	\$65,000 and over
Affluent	\$50,000 - \$64,999
Upper Middle	\$37,000 - \$49,999
Middle	\$28,000 - \$36,999
Lower Middle	\$20,000 - \$27,999
Poor	under \$20,000

Each cluster number represents its socioeconomic rank (based on income, education attained, family size, occupation, etc.) Each cluster's rank based on income alone is shown in parentheses next to the income level--for example, Affluent (8).

**Age**

25-34 years

<35 years

35-54 years

55-64 years

>55 years

65+ years

**Ethnicity**

White

Black

Asian

Hispanic

Foreign born

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## **U**

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Urban Gold Coast (6)  
Urban Midscale (U2)  
Urban Uptown (U1)

**W**

Winner's Circle (2)  
Working Towns (T3)

**Y**

Young Influentials (18)  
Young Literati (8)

**social group**

A number of clusters which share a similar socioeconomic status and degree of urbanization. See also [PRIZM social groups](#)



**cluster**

A group of neighborhoods which share common characteristics. PRIZM (Potential Rating Index for Zip Markets) clusters were initially developed to target markets by matching zip codes with census data and consumer surveys. Each cluster belongs to a [social group](#) and is assigned a number, representing its socioeconomic rank (based on income, education attained, family size, occupation, etc.)

## **Elite Suburbs (S1)**

The five clusters of [group S1](#) all rank in the 1st & 2nd deciles of Claritas' education and affluence scale making this the nation's most affluent social group. Group S1 is concentrated in our major metros, with over 90% of total households in the Top 25 TV Markets. As a group, S1 clusters share high income, education, investment, and spending levels. Also, with groups [U1](#) & [U2](#), and despite low incidence levels, they now share high index concentrations of wealthy Asian and Arabic immigrants. Beyond these shared patterns, there are marked differences.

Clusters 01 thru 05

## **01 Blue Blood Estates**

### Elite Super-Rich Families

These are America's wealthiest suburbs, populated by super-upper established executives, professionals, and heirs to "old money," who are accustomed to privilege, and live in luxury, supported by servants. One in ten residents is a multi-millionaire, and there is a sharp drop from these heights to the next level of affluence.

Income: Elite (1)

Age: 35-54

Ethnicity: Dominant White, High Asian

## **02 Winner's Circle**

### Executive Suburban Families

As its name implies, cluster 2 is Number 2 in American affluence, a fortune-Winner's Circle, typified by "new money," living in expensive new mansions in the suburbs of the nation's major metros. These are well-educated, mobile, executives & professionals with teen-aged families. Big producers, prolific spenders, and global travelers.

Income: Wealthy (2)

Age: 35-54, 55-64

Ethnicity: Dominant White, High Asian

### 03 Executive Suites

#### Upscale White-Collar Couples

Cluster 3 describes yesterday's Young Influentials, on their way to join tomorrow's Winner's Circle. Many have married, and moved into condos or starter homes. Unique for [S1](#), the cluster is above average in pre-school kids. While they rank well below [cluster 2](#) in affluence, they are not less educated, or competent, or ambitious, simply ten years younger.

[Income:](#) Affluent (8)

[Age:](#) 25-34, 35-54

[Ethnicity:](#) Dominant White, High Asian

## **04 Pools & Patios**

### Established Empty Nesters

On the other side of middle age is cluster 4, composed of older, established couples in executive, professional, sales, and communications fields. As many have reached their "golden" post-child years, cluster 4 shows a high index for dual incomes, which in turn supports a rich, active life of travel, leisure, and entertainment.

Income: Affluent (9)

Age: 55-64, 65+

Ethnicity: Dominant White, High Asian

## **05 Kids & Cul-de-Sacs**

### Upscale Suburban Families

Close to clusters [3](#) and [4](#) on all measures of affluence, cluster 5 is ranked number 1, of all 62 PRIZM clusters, in married couples with children, and large, 4+ person families. As this governs every aspect of their lives and activities, one can rightly picture cluster 5 as a noisy medley of bikes, dogs, carpools, rock music, and sports.

[Income:](#) Affluent (10)

[Age:](#) 35-54

[Ethnicity:](#) Dominant White, High Asian

## **Urban Uptown (U1)**

With three of its five clusters in the 1st affluence decile plus two in the 3rd decile, [group U1](#) is ranked as the nation's second most affluent social group. Major market concentrations are extreme, with over 94% of total households in the Top 10 TV Markets. Consistent for over two decades, these clusters show high concentrations of executives and professionals in the fields of business, finance, entertainment and education. More recently, they have absorbed a wave of upscale immigrants from Eastern Europe, Asia, and Middle East.

Clusters 06 thru 10



## **06 Urban Gold Coast**

### Elite Urban Singles & Couples

Cluster 6 is altogether unique. It is the most densely populated per square mile, with the highest per-capita income, the greatest concentration of singles in multi-unit, high-rise buildings, the lowest incidence of auto ownership, and the fewest children.

Cluster 6 is tops in urbania, and 67% of its population lives in New York City.

Income: Affluent (3)

Age: 25-34, 35-54

Ethnicity: Dominant White, High Asian

## 07 Money & Brains

### Sophisticated Townhouse Couples

Cluster 7 is just behind [cluster 6](#) on most measures of affluence, but is otherwise very different. These are neighborhoods of expensive townhouses and condos, owned by older married couples, with relatively few children. Many enjoy dual incomes, they are sophisticated consumers of adult luxuries, travel, and entertainment.

[Income:](#) Affluent (5)

[Age:](#) 55-64, 65+

[Ethnicity:](#) Dominant White, High Asian

## 08 Young Literati

### Upscale Urban Singles & Couples

Cluster 8 is below [cluster 7](#) in affluence, but leads in education. For these are younger neighborhoods, with a mix of executives, professionals, and students, living in multi-unit apartments, condos, and townhouses, often in the surrounds of private urban universities. With very few kids, these bon vivants are free to pursue art, fitness, and travel.

[Income:](#) Upper Middle (6)

[Age:](#) 25-34, 35-54

[Ethnicity:](#) Dominant White, High Asian

## 09 American Dreams

### Established Urban Immigrant Families

If any cluster typifies the dream of success in America, it is cluster 9. These are multi-racial, multi-lingual neighborhoods populated by immigrants and descendants of many ancestries. Unique in [group U1](#), they tend to big families. Multiple incomes from trade and public service have raised them to the 2nd decile of affluence.

[Income:](#) Upper Middle (14)

[Age:](#) 35-54

[Ethnicity:](#) Mixed Ethnic Diversity

## 10 Bohemian Mix

### Bohemian Singles & Couples

It's a short trip from the "East Side" to the "Village", yet the shifts in lifestyle and perspective are dramatic. For cluster 10 is America's Bohemia, a truly integrated, singles-dominated, educated, upscale, high-rise hodge-podge of executives, students, actors, artists, writers, and races, with the nation's 2nd lowest index for kids.

Income: Middle (17)

Age: Under 24, 25-34

Ethnicity: Mixed Ethnic Diversity

## **2nd City Society (C1)**

The three clusters of social group C1 comprise the upper deck in hundreds of America's "second" and "edge" cities. As a group, they share high educations and incomes, having one cluster in the 2nd, and two in the 3rd affluence deciles. They also share high home ownership, employment as executives and professionals in essential local industries, such as business, finance, health, law, communications, and wholesale. They are far more conservative than their upscale [S1](#) peers in the suburbs of major metros.

Clusters 11 thru 13

## **11 Second City Elite**

### Upscale Executive Families

As its name implies, cluster 11 represents the movers and shakers of our second cities, found coast to coast with its archetypical example in the wealthy enclaves of Huntsville, Alabama. Primarily married, with teenaged children, they give first attention to their families, homes and clubs, then steal away to play in Europe.

Income: Affluent (7)

Age: 35-54, 55-64

Ethnicity: Dominant White

## 12 Upward Bound

### Young Upscale White-Collar Families

Equally ubiquitous as [cluster 11](#) is cluster 12, found in over 100 TV markets covering 75% of total U.S. population. These are younger, college-educated, computer-literate, dual income, frequent-flying, executives and professionals. They are primarily married, with pre-school and school-aged kids, in new, owner-occupied single family homes.

[Income:](#) Upper Middle (13)

[Age:](#) 25-34, 35-54

[Ethnicity:](#) Dominant White, High Asian



### **13 Gray Power**

#### Affluent Retirees in Sunbelt Cities

Cluster 13 represents over 2 million senior citizens who have chosen to pull up roots, move to the country, the sunbelt, or both, and retire amongst their peers. While such neighborhoods are found across the nation, almost half are concentrated in 13 retirement meccas. They are health and golf fanatics with fat portfolios.

Income: Middle (16)

Age: 65+

Ethnicity: Dominant White

## **Landed Gentry (T1)**

The four [clusters](#) of [social group](#) T1 are found in 180 of 212 TV markets, covering a vast amount of American geography. With one cluster in the 1st, one in the 2nd, and two in the 3rd affluence deciles, T1 is the fourth most affluent group. As a group, they all show large, multi-income families of school-aged kids, headed by well-educated executives, professionals, and techies. Above all they share serenity, for T1 neighborhoods lie far outside the metro beltways, many in the nation's most spectacular coastal areas and uplands.

Clusters 14 thru 17

## 14 Country Squires

Elite Exurban Families

Picture a private-mansion island off the coast of Maine, an elegant restored Colonial village in the Berkshires, lush fenced-in horse farms in Leesburg VA, or manicured gardens in Carmel by the Sea...such is cluster 14, where the wealthy have escaped urban stress to live in rustic luxury. No. 4 in affluence, big bucks in the boondocks.

Income: Wealthy (4)

Age: 35-54, 55-64

Ethnicity: Dominant White

## **15 God's Country**

### Executive Exurban Families

Dropping to the 2nd affluence decile, we find cluster 15, educated, upscale, married, executives and professionals who choose to raise their many children in the far exurbs of major metros, the outskirts of second cities, and many scenic towns. Their affluence is supported by multiple incomes. Lifestyles are family and outdoor centered.

Income: Affluent (11)

Age: 35-54

Ethnicity: Dominant White

## 16 Big Fish Small Pond

### Small Town Executive Families

Similar to [cluster 15](#) in size and national distribution, but seven rungs down the affluence ladder, is cluster 16. Though every bit as married and family oriented, these neighborhoods are older, and far more conservative. Best described as the captains of local industry, they invest in their homes and clubs, and vacation by car in the U.S.

[Income:](#) Upper Middle (18)

[Age:](#) 35-54

[Ethnicity:](#) Dominant White

## 17 Greenbelt Families

Young, Middle-Class Town Families

Just one rung below [cluster 16](#) in affluence, cluster 17 is younger, a bit more married, with more kids, is half the size, and is more concentrated in our smaller second cities and uplands. But the big difference is lifestyle, for these young pioneers, mortgaged to the hilt, devote full energy to family entertainments and outdoor sports.

[Income:](#) Upper Middle (19)

[Age:](#) 25-34, 35-54

[Ethnicity:](#) Dominant White

## **The Affluentials (S2)**

The five [clusters](#) of [social group](#) S2 represent the upper-middle income suburbs of major metros. Almost 77% of its total households are concentrated in the Top 25 TV Markets, with 90% in the Top 50. With one cluster each in the 2nd & 3rd, two in the 4th, and one in the 5th affluence deciles, S2 is our fifth most affluent group. As a group, these clusters share above average incomes and rentals, an eclectic mix of homes, condos, and apartments, a broad spectrum of business, technical, and public service jobs, daily commuting...and very little else.

Clusters 18 thru 22

## 18 Young Influentials

Upwardly Mobile Singles & Couples

Cluster 18 was hot in the eighties. Dubbed the "Young Urban Professionals," these were the educated, high-tech, metropolitan sophisticates, the "swingles" and childless live-in couples, whose double incomes bought the goodlife in Boomtown USA. But then they married. Here is what's left, at half the size, the Last of the Yuppies.

Income: Upper Middle (12)

Age: Under 24, 25-34

Ethnicity: Dominant White, High Asian



## 19 New Empty Nests

### Upscale Suburban Fringe Couples

Only three rungs down the affluence ladder from [cluster 18](#), cluster 19 is a very different place. This is a prior generation, more skewed to the northeast, and far more conservative. In cluster 19, affluence was achieved by education and career achievements in many professions and industries. They are mostly married, post-child, with dual incomes.

[Income:](#) Upper Middle (15)

[Age:](#) 55-64, 35-54

[Ethnicity:](#) Dominant White

## **20 Boomers & Babies**

Young White-Collar Suburban Families

Cluster 20 ranks No. 2 of all PRIZM clusters in married couples with children, and ties first place for total households with children, including many pre-schoolers. Skewed to the West, they are well-employed executives and techies in many fields but, with fewer high incomes, they lie at the bottom of the 3rd decile of affluence.

Income: Upper Middle (21)

Age: 25-34, 35-54

Ethnicity: Dominant White, High Asian

## **21 Suburban Sprawl**

### Young Suburban Townhouse Couples

Multi-racial, multi-lingual neighborhoods are typically found in the centers of major metros. Cluster 21 is the exception, showing above average concentrations of both native and foreign-born ethnics, who have used education to become executives, administrators, and technicians, moving up to the suburbs, and the 4th affluence decile.

Income: Middle (24)

Age: 25-34, Under 24

Ethnicity: Mixed Ethnic Diversity

## **22 Blue-Chip Blues**

### Upscale Blue-Collar Families

For two decades, cluster 22 was one of the largest PRIZM clusters, being large suburban families, headed by dual-income, high-school-educated parents, the top of the blue collar ladder. But these 20 years saw their kids grow up and leave, and a major decline in blue-collar employment. A 2% core remains, geographically centered in the Great Lakes region.

Income: Middle (30)

Age: 35-54

Ethnicity: Dominant White

### **Inner Suburbs (S3)**

The four clusters of [social group](#) S3, comprise the middle income suburbs of major metros, concentrated 59% in the Top 25, 84% in the Top 50, and 95% in the Top 75 TV Markets. With two [clusters](#) at the bottom of the 5th and two at the top of the 7th affluence decile, S3 straddles the U.S. average. Otherwise they are markedly different, two having more college-educated white collars, two with more high-school-educated blue collars, two young, one old, one mixed, and all showing distinct, variant patterns of employment, lifestyle, and regional concentration.

Clusters 23 thru 26

## **23 Upstarts & Seniors**

### Middle Income Empty Nesters

Cluster 23 shows that youths and seniors, if employable, single, and childless, have much in common. In cluster 23, they share average educations and incomes in several fields, such as business, finance, retail, health, and public service, live in condos and apartments, and prefer the nation's retirement targets in the sunbelt and west.

Income: Middle (28)

Age: Under 24, 65+

Ethnicity: Dominant White

## **24 New Beginnings**

### Young Mobile City Singles

Concentrated in the boomtowns of the southeast and Texas, the southwest and Pacific, cluster 24 is a magnet for new starts. As such, it is populated by well-educated youths, many coming from minority backgrounds, some being divorced, others being solo parents. Most live in multi-unit rentals, and work in a wide variety of low-level white-collar jobs.

Income: Middle (29)

Age: Under 24, 25-34

Ethnicity: Mixed Ethnic Diversity

## **25 Mobility Blues**

### Young Blue-Collar/Service Families

In a majority of the same markets, but two deciles down in affluence, cluster 25 is the blue-collar equivalent of [cluster 24](#), being young, ethnically mixed, highly mobile. In sharp contrast, it shows high indices for Hispanics, large families, and children, with primary employment in the military, industry, transportation, and public service.

[Income:](#) Middle (41)

[Age:](#) Under 24, 25-34

[Ethnicity:](#) Dominant Hispanic



## 26 Gray Collars

### Aging Couples in Inner Suburbs

For almost two decades, we read about the decline of the "Rust Belt," meaning the Great Lakes industrial region, decimated by foreign takeovers in steel and automobiles, and the loss of a million jobs. As a result, most of the kids took off. But the parents stayed, and here they are, highly skilled, and now enjoying a major U.S. resurgence.

Income: Middle (42)

Age: 55-64, 65+

Ethnicity: Mixed Ethnic Diversity

## **Urban Midscale (U2)**

The five [clusters](#) of [social group U2](#) collect the middle income, urban-fringe neighborhoods of America's major metros. As with [group U1](#), group U2 is highly concentrated, with 75% of total households in the Top 5 TV Markets, and 96% in the Top 25. With one cluster in the 4th, two in the 6th, and two in the 7th affluence deciles, group U2 averages below the mean.

As a group, the U2 clusters share high population densities, ethnic diversity, public transportation, and all the perks and risks of urban life, yet are otherwise unique.

Clusters 27 thru 31

## **27 Urban Achievers**

Mid Level, White-Collar Urban Couples

Cluster 27 is the most affluent of the U2 clusters, this due to its rank in the 3rd decile of college education. Often found in the surrounds of public urban universities, these neighborhoods show ethnic diversity and a bi-modal, young-old age profile, mixing single students with older professionals in business, finance, and public services.

Income: Middle (22)

Age: 25-34, 65+

Ethnicity: Dominant White, High Asian & Hispanic

## **28 Big City Blend**

### Middle-Income Immigrant Families

Cluster 28 is the most ethnically diverse in the U2 group, showing high indices for Asians, Hispanics, and other foreign-born immigrants, with a skew to the West. It also drops two deciles in affluence, shows an even mix of low-level white collar and blue-collar jobs, and big families, living in stable, old, urban row-house areas.

Income: Middle (32)

Age: 25-34, 35-54

Ethnicity: Dominant Hispanic, High Asian

## **29 Old Yankee Rows**

Empty-Nest, Middle-Class Families

Clearly geo-centered in the Northeast, cluster 29's are 'magnet' neighborhoods for recent immigrants, especially from countries in Latin America and Asia. It is the most multi-lingual cluster in U2. Five rungs below [cluster 28](#) in affluence, it has the same white/blue-collar job mix, but runs to singles in rented multi-units.

[Income:](#) Middle (37)

[Age:](#) 65+, 35-54

[Ethnicity:](#) Dominant White, High Asian

### **30 Mid-City Mix**

#### African-American Singles & Families

In the 7th decile of affluence, we find cluster 30, geographically-centered in the Northeast and Great Lakes regions. As with all [U2's](#), cluster 30 shows above average ethnic diversity and a mix of white and blue-collar employment. These neighborhoods are two-thirds black, living in urban row-house fringes, with strong college enrollments.

[Income:](#) Middle (46)

[Age:](#) 35-54

[Ethnicity:](#) Dominant Black

### **31 Latino America**

#### Hispanic Middle-Class Families

Dominated by Latin Americans, and with the nation's highest index for foreign-born immigrants, cluster 31 represents a giant step in achievement. Concentrated in New York, Miami, Chicago and the Southwest, in large young families with many children, in rented homes and blue-collar jobs, they are college bound, and moving up.

Income: Middle (44)

Age: 25-34

Ethnicity: Dominant Hispanic

## **2nd City Centers (C2)**

The five [clusters](#) of [social group C2](#) describe the midscale, middle-density, "edge" cities surrounding major metros, as well as many smaller second-tier cities, and cover all but 10 minor, agrarian TV markets in the U.S. With one cluster in the 4th, two in the 5th, and one each in the 6th and 7th affluence deciles, and with a lower cost of living, the C2 clusters are generally better off than their peers in [group U2](#). Also, with minor exceptions, they are predominantly white. Otherwise, they are fundamentally different in age, marriage, education, occupations and lifestyle.

Clusters 32 thru 36



### **32 Middleburg Managers**

#### Mid-Level White-Collar Couples

These are the people who keep the wheels rolling in our second cities, the business executives, bankers, doctors, lawyers, retailers, and city-hall chiefs. Half are older, married, post-child, half are younger, single, pre-child. This, plus above-average incomes in all dollar brackets, affords an active leisure pattern of clubs and sports.

Income: Middle (20)

Age: 65+, 55-64

Ethnicity: Dominant White

### **33 Boomtown Singles**

#### Middle Income Young Singles

Dropping a full decile in affluence we reach cluster 33, which plays host to the youth of a hundred, fast-growing second cities in the Southern, Mid-Western, and Pacific regions. These are young professionals and techies in a broad range of public and private service industries. Living in multi-unit rentals, they favor music and the Caribbean.

Income: Middle (27)

Age: Under 24, 25-34

Ethnicity: Dominant White

### **34 Starter Families**

#### Young Middle-Class Families

Cluster 34 drops another full decile in affluence, the price of early marriage and parenthood. Here we see a higher index for blue-collar jobs, for large families, and for solo parents with young children. To compensate, many live in natural beauty, with a skew to the Pacific, the Rockies, and the northwestern Canadian borderlands.

Income: Middle (36)

Age: Under 24, 25-34

Ethnicity: Mixed Ethnicity, High Hispanic

### **35 Sunset City Blues**

Empty Nests in Aging Industrial Cities

On a par with [cluster 34](#) in affluence, cluster 35 takes us to the other side of middle age. These are skilled blue-collar workers, policemen, firemen, and technicians, who have reached the end of their careers. A few retire to the mountains or "St. Pete," but most stay home and rock on porches near the Great Lakes and Mohawk Valley.

[Income:](#) Lower Middle (39)

[Age:](#) 65+, 55-64

[Ethnicity:](#) Dominant White

### **36 Towns & Gowns**

#### College Town Singles

Last, but not least in [group C2](#), is cluster 36, which describes most of our college towns and university campus neighborhoods. With a typical mix of half locals (Towns) & half students (Gowns), it is wholly unique, with thousands of penniless 18-24 year-old kids, plus highly educated professionals, all with a taste for prestige products beyond their evident means.

[Income:](#) Lower Middle (31)

[Age:](#) Under 24, 25-34

[Ethnicity:](#) Dominant White, High Asian

## **Exurban Blues (T2)**

The four clusters of social group T2 cover the midscale, low-density towns lying at the outskirts of all major metros and second cities alike, thus the group is represented in all but three small TV markets. With one cluster in the 4th, two in the 6th, and one in the 7th affluence deciles, group T2 is comparable to groups [S3](#), [U2](#), and [C2](#). Three of these clusters are predominantly white, show an even age distribution, own homes, marry and raise kids. The fourth defines lifestyles in military group quarters, and is unique.

Clusters 37 thru 40

### **37 New Homesteaders**

#### Young Middle-Class Families

Cluster 37 is the only T2 cluster showing above average college educations, with executives and professionals in most of the necessary fields of local service, such as administration, communications, health, and retail. Most are married, the young with children, the elders without, and living is homespun with crafts, camping, and sports.

Income: Middle (26)

Age: 35-54

Ethnicity: Dominant White

### **38 Middle America**

#### Midscale Families in Midsize Towns

Cluster 38 is well named, for it sits at the top of the 6th affluence decile, smack on the U.S. median income. These are family neighborhoods, with a high index for married couples with children. They are found coast to coast, in approximate balance with the U.S. population. Kids, dogs, fast food, sports, fishing, camping, and TV dominate their lifestyles.

Income: Middle (33)

Age: 25-34, 35-54

Ethnicity: Dominant White



### **39 Red, White & Blues**

#### Small Town Blue-Collar Families

Just below cluster 38 in affluence, cluster 39 is far more industrial and blue-collar, with skilled workers primarily employed in mining, milling, manufacture, and construction, and is geo-centered in the Appalachians, Great Lakes industrial region, and Western highlands. The lifestyle is very outdoor oriented.

Income: Middle (35)

Age: 35-54, 55-64

Ethnicity: Dominant White

## **40 Military Quarters**

GIs & Surrounding Off-Base Families

As cluster 40 depicts the military life, with personnel in group quarters, its demographics are wholly atypical. Located only on and near military bases, its map skews to the nation's principal harbors and defense perimeters. It has the highest index for adults under 35, is fully integrated, favors bars, fast cars, and action sports.

Income: Lower Middle (40)

Age: 25-34, 35-54

Ethnicity: Mixed Ethnic Diversity

## Country Families (R1)

The four [clusters](#) of [social group](#) R1 confirm a continuing trend to strong economic growth in rural America. For with two clusters in the 4th, one in the 6th, and one in the 8th affluence deciles, group R1 now rivals groups [S3](#), [U2](#), [C2](#) & [T2](#) in midscale affluence and, with far lower living costs, suffer less poverty. Collecting hundreds of small towns and remote exurbs, the group covers all but a few TV markets. They are largely composed of white, married couples, many with children, in industrial and agrarian occupations, living in owned houses and mobile homes.

Clusters 41 thru 44

## **41 Big Sky Families**

Midscale Couples, Kids & Farmland

With average college educations, cluster 41 has income levels well-above the U.S. median. They are well-paid, skilled craftsmen, machinists, and builders, living in scenic locales from New England and the Tidewater, to the Great Lakes and Rockies. Lifestyles are family centered, and devoted to hobbies, hunting, and boating.

Income: Upper Middle (23)

Age: 35-54

Ethnicity: Dominant White

## 42 New Eco-topia

### Rural White/Blue-Collar/Farm Families

Geographically centered in the northern Pacific, the Rocky Mountains, and northern New England, cluster 42 is the only [R1](#) cluster with above-average college educations, an even mix of white/blue-collar jobs, and a high index for personal computers, reflecting several new, hi-tech industries in these pristine, ecological sanctuaries.

[Income:](#) Middle (25)

[Age:](#) 35-54, 65+

[Ethnicity:](#) Dominant White

### **43 River City, USA**

#### Middle-Class Rural Families

Cluster 43 cuts a broad swath from New England and the Mohawk Valley, through the corn, grain and dairy belts, to the Pacific orchards. Solid blue-collar citizens, in towns like Utica, Zanesville and Butte, raising sturdy, Tom-Sawyer-ish children in decent, front-porch houses. Yes...July 4th parades are still the big event in cluster 43.

Income: Middle (34)

Age: 35-54, 55-64

Ethnicity: Dominant White

#### **44 Shotguns & Pickups**

##### Rural Blue-Collar Workers & Families

In the 8th decile, cluster 44 is the least affluent of the R1 clusters, geo-centered in the East, both north and south, in the Great Lakes and Piedmont industrial regions. They lead the group in blue-collar jobs, are mostly married with school age kids, and go to church. They also bowl, hunt, sew, and attend auto races.

Income: Middle (43)

Age: 35-54, 55-64

Ethnicity: Dominant White

### **U3 - Urban Cores**

The three [clusters](#) of [social group](#) U3 are highly concentrated with over 60% of total households in the Top 25 TV Markets, over 99% in the Top 50. With one cluster in the 9th, and two in the 10th affluence deciles, with the nation's lowest incomes, and highest poverty ratios, U3 is the least affluent group. Together, these clusters share multi-racial, multi-lingual communities of dense, rented row and high-rise apartments, show high indices for singles, solo parents with pre-school children, and perennial unemployment.

Clusters 45 thru 47



## **45 Single City Blues**

### Ethnically-Mixed Urban Singles

Cluster 45 is found in most Eastern mega-cities, also in the new West, and is the third most single place in America. Often found near urban universities, it hosts a fair number of students. With very few children, its mixture of races, transients, and night trades, it is best described as 'poor man's Bohemia'.

Income: Lower Middle (51)

Age: < 24, 25-34, & 65+

Ethnicity: Mixed, High Asian

## **46 Hispanic Mix**

### Urban Hispanic Singles & Families

Cluster 46 collects the nation's bi-lingual, Hispanic barrios, which are chiefly concentrated in the Atlantic metro corridor, Chicago, Miami, Texas, Los Angeles, and the southwest. The neighborhoods are populated by large families with many small children. They rank second in percent foreign-born, first in transient immigration.

Income: Poor (60)

Age: Under 24, 25-34

Ethnicity: Dominant Hispanic

## **47 Inner Cities**

Inner City, Solo-Parent Families

These are among the nation's poorest neighborhoods, with over twice its unemployment level, and many times their share in public assistance dollars. Eight out of ten households are African-American. Seven in ten households with children have solo parents.

Income: Poor (61)

Age: Under 24, 65+

Ethnicity: Dominant Black

## **2nd City Blues (C3)**

The four [clusters](#) of [social group](#) C3 cover the downtown neighborhoods of hundreds of second cities and edge cities on the fringes of major metros. With one cluster in the 8th, one in the 9th, and two in the 10th affluence deciles, and with lower costs of living, these clusters are better off than their big-city cousins in [group U3](#). Coupled with pockets of unemployment, broken homes, and solo parents, we also see a wide range of occupations, including clerical, retail, labor, transportation, agrarian, public & private services.

Clusters 48 thru 51

#### **48 Smalltown Downtown**

Older Renters & Young Families

Highly skewed west of the Mississippi, cluster 48 has received a flood of migrants from the East, most being very young and single. Often found near city colleges, the cluster has many students but, in the main, it is a place for fresh starts and first jobs, most as lower-echelon white-collar salespeople, clerks, and technicians.

Income: Lower Middle (49)

Age: < 24, 25-34, 65+

Ethnicity: Dominant White, Some Hispanic

## **49 Hometown Retired**

Low-Income, Older Singles & Couples

Three rungs down from cluster 48, and at opposite ends of the nation and of the age spectrum, is cluster 49. Barring a few hot spots in the West, it is highly concentrated in the Appalachians and central Florida. It ranks 3rd in singles, 2nd in ages over 65, and 1st in retirement. They do bus tours, collect stamps, play cards & chess.

Income: Lower Middle (52)

Age: 65+

Ethnicity: Dominant White

## **50 Family Scramble**

### Low-Income Hispanic Families

Cluster 50 is found in over 170 TV Markets, but is geographically centered across the Southwest and Pacific. So located, it ranks third in Hispanic population, with an overlay of Native Americans. Ranked last in higher educations, the cluster shows all the scars of poverty, but many are employed in transport, labor, and service.

Income: Lower Middle (59)

Age: Under 24, 25-34

Ethnicity: Dominant Hispanic

## **51 Southside City**

African-American Service Workers

Cluster 51 is almost entirely concentrated in the Southeast, in the smaller cities of the Mississippi delta, the Gulf and Atlantic states. Over 70% of its households are black. Ranking 61st in median household incomes, cluster 51 is very poor, but low living costs, and a mix of labor and service jobs, keep it afloat.

Income: Poor (62)

Age: Under 24, 65+

Ethnicity: Dominant Black



### **Working Towns (T3)**

The four [clusters](#) of [social group](#) T3 collect thousands of remote exurbs and satellite towns, lying well outside our major metros and second cities, and in all but four TV Markets. With one cluster in the 6th, one in the 8th, and two in the 9th affluence deciles, T3 is considerably better off than groups U3 & C3. As a group, these clusters share lower educations and incomes, with predominant blue-collar occupations, an equal mix of owned and rented single-unit houses, religion, home crafts, and a lot of awesome scenery. Otherwise, they are distinctly different.

Clusters 52 thru 55

## **52 Golden Ponds**

### Retirement Town Seniors

Found coast to coast and corner to corner, cluster 52 collects a myriad of rustic towns and villages in scenic coastal, mountain, lake and valley areas, where seniors in cottages choose to retire amongst country neighbors. Not as old, urban, or affluent as other retirees, a few play golf, but most prefer to adopt local customs.

Income: Lower Middle (38)

Age: 65+

Ethnicity: Dominant White

### **53 Rural Industria**

Low-Income, Blue-Collar Families

Dropping two deciles in affluence, we reach cluster 53, the most industrial of the T3 clusters. Once dependent on railroads and major markets, light industry was freed by "18-wheelers" to move ever outward seeking low-cost, non-union labor. They found it in cluster 53--hundreds of blue-collar mill towns on America's rural backroads.

Income: Lower Middle (50)

Age: < 24, 25-34

Ethnicity: Dominant White, High Hispanic

## **54 Norma Rae-ville**

Young Families, Bi-Racial Mill Towns

Cluster 54 is geographically centered in the South, in the Mississippi delta, and in the Gulf and Atlantic states, which have become the center of the nation's non-durable industries, such as clothing and home furnishings. With minimal educations, a black/white population mix, and unskilled labor, it falls in the 9th affluence decile.

Income: Poor (54)

Age: Under 24, 65+

Ethnicity: Dominant Black

## 55 Mines & Mills

Older Families, Mine & Mill Towns

On a par with [cluster 54](#) in income, cluster 55 is a much different place. Following a line down the Appalachians, across the Ozarks to Arizona, and up the Missouri to the coal fields of Montana, cluster 55 is exactly what its name implies. The population is older, largely single, with fewer children, all in the midst of scenic splendor.

[Income:](#) Poor (56)

[Age:](#) 65+

[Ethnicity:](#) Dominant White

## Heartlanders (R2)

The two [clusters](#) of [social group](#) R2 describe the nation's agrarian heartland, broadly geo-centered in the Great Plains, South Central, Mountains and Pacific, with a few pockets East. With one cluster each in the 8th and 10th affluence deciles, the group is hardly the jet set. But as they are comparatively self-sufficient, with a low cost of living, they are not deprived. As a group, they share large, multi-generation families, long residential tenure in low-density houses and mobile homes, a mix of Hispanics and Native Americans, and a fierce independence.

Clusters 56 and 57

## **56 Agri-Business**

### Rural Farm-Town & Ranch Families

In census parlance, this title covers farming, forestry, fishing, ranching, mining, and other rural occupations. As a consequence, cluster 56 is more affluent, and more skewed to the greater northwest from Lake Michigan to the Pacific. It is famous for very large families with many kids, countless animals, apple pie, and going fishing.

Income: Middle (45)

Age: 65+, 55-64

Ethnicity: Dominant White

## **57 Grain Belt**

### Farm Owners & Tenants

Cluster 57 is America's breadbasket and, on occasion, the world's. It is centered in the Great Plains and South Central regions, and shows a high index for Latino migrant workers. Here, life is linked to the land, ruled by the weather, family and home-centered. Largely self-sufficient, they are poor only in money.

Income: Lower Middle (57)

Age: 65+, 55-64

Ethnicity: Dominant White, Some Hispanic



### **Rustic Living (R3)**

The five clusters of social group R3 describe thousands of remote country towns, villages, hamlets, and reservations scattered across the U.S. With two clusters in the 8th, two in the 9th, and one in the 10th affluence deciles, they are neither affluent nor destitute. In fact, as the five R3 clusters have lower-middle incomes, and their cost of living is minimal, they are a promising market. As a group, they share marriage, plus many elders, mobile homes, kids, carpools, craftsmen and laborers in agriculture, mining, transport, and construction.

Clusters 58 thru 62

## 58 Blue Highways

Moderate Blue-Collar/Farm Families

On most maps, the interstates are red, the old highways are blue. Cluster 58 follows these roads, far off the beaten track, through our mountains and coasts, deserts and lakeshores. They are R3's youngest neighborhoods, with its largest families, and the most children. They hunt and fish, love country music, camp out, and attend "tractor pulls".

Income: Lower Middle (47)

Age: 35-54

Ethnicity: Dominant White

## 59 Rustic Elders

Low-Income, Older, Rural Couples

This is the third most elderly cluster in America, with the lowest incidence of children in [group R3](#). It covers the nation, but is concentrated in Appalachia, the Great Plains, and West coast. The lifestyles are pure country, with a few surprises like high indices for country clubs, power boats, sailboats, volleyball, and health walks.

[Income:](#) Lower Middle (48)

[Age:](#) 65+, 55-64

[Ethnicity:](#) Dominant White

## **60 Back Country Folks**

Remote Rural/Town Families

Cluster 60 is centered in the Eastern uplands, along a wide path from the Pennsylvania Poconos to the Arkansas Ozarks. These are the most blue-collar neighborhoods in America, as anyone who has visited their playgrounds in Branson, MO or Gatlinburg, TN could testify. Centered in the "Bible Belt," many are hooked on Christian & country music.

Income: Lower Middle (53)

Age: 55-64, 65+

Ethnicity: Dominant White

## **61 Scrub Pine Flats**

Older African-American Farm Families

Cluster 61 is the most geo-centric of all the clusters, found mainly in the coastal flatlands of the Atlantic and Gulf states, from the James to Mississippi rivers. These are humid, sleepy rural communities with a mix of blacks and whites, most cut from similar cloth, in a seemingly timeless, agrarian rhythm.

Income: Poor (55)

Age: 65+, 55-64

Ethnicity: Dominant Black

## **62 Hard Scrabble**

Older Families in Poor Isolated Areas

The term "hard scrabble" is an old phrase meaning to scratch a hard living from hard soil, thus cluster 62 describes our poorest rural areas, from Appalachia to the Colorados, and from the Texas border to the Dakota badlands. Cluster 62 has the nation's peak indices for Native Americans, mining occupations, and chewing tobacco.

Income: Poor (58)

Age: 55-64, 65+

Ethnicity: Dominant White

## Consumer Spending Potential Data

**Beef**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

- Ground beef (excluding canned)
- Chuck roast
- Round roast
- Other roast
- Round steak
- Sirloin steak
- Other steak
- Other beef (excluding canned)



**Pork**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

- Bacon
- Pork chops
- Ham (excluding canned)
- Other pork
- Pork sausage
- Canned ham

**Lamb**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Lamb & organ meats  
Mutton, goat, & game

**Poultry**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

- Fresh whole chicken
- Fresh or frozen chicken parts
- Other poultry

**Fish & Seafood**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

- Canned fish & seafood
- Fresh & frozen shellfish
- Fresh & frozen fish

**Eggs**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Eggs

**Fresh Milk & Cream**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Fresh whole milk

Other fresh milk & cream

**Butter**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Butter

**Cheese & Other Dairy**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Cheese

Other dairy products



**Margarine**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Margarine

**Frozen Bakery**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Frozen & refrigerator bakery products

**Frozen Juice, Fruits & Vegetables**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

- Frozen orange juice
- Frozen fruit & other fruit juice
- Frozen vegetables

**Frozen Meals and Prep Foods**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Frozen meals

Frozen & prepared food other than meals

**Ice Cream Products**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Ice cream & related products

**Delicatessen**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Frankfurters

Bologna, liverwurst, & salami

Other lunchmeat

**Fresh Bakery**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

- White bread
- Bread other than white
- Fresh biscuits, rolls, & muffins
- Cakes & cupcakes
- Doughnuts, sweetrolls, & coffecake
- Fresh pies, tarts, & turnovers

**Packaged Bakery**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Cookies

Crackers

Bread & cracker products



**Fresh Fruit**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

- Apples
- Bananas
- Oranges
- Other fresh fruits

**Fresh Vegetables**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Potatoes

Lettuce

Tomatoes

Other fresh vegetables

**Cereal Products**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

- Flour
- Prepared flour mixes
- Cereal
- Rice
- Pasta (dry) & cornmeal

**Processed Fruit**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

- Fresh, canned, & bottled fruit juice
- Canned & dried fruit

**Processed Vegetables**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Canned beans

Canned corn

Other processed vegetables

## **Sugar & Sweeteners**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

- Sugar
- Artificial sweeteners
- Other sweets

**Fats & Oils**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

- Other fats, oils, & salad dressings
- Non-dairy cream substitutes
- Peanut butter

**Soft Drinks**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Cola drinks

Other carbonated drinks

Noncarbonated fruit-flavored drinks



**Coffee, Tea & Other Beverages**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Roasted coffee

Instant & freeze-dried coffee

Tea

Other noncarbonated beverages

**Soup**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Soup

**Snack Foods**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Potato chips & other snacks

Nuts

**Condiments and Misc Prepared Foods**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

- Salt & other seasonings & spices
- Olives, pickles, & relishes
- Sauces & gravies
- Other condiments
- Prepared salads & desserts
- Miscellaneous prepared foods

**Baby Food**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Baby food

**Candy & Gum**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Candy & chewing gum

**Beer and Ale**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Beer & ale at home

**Wine**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Wine at home



**Other Alcoholic Beverages**

A merchandise line in CS Table 1: Grocery--Food. The merchandise line includes:

Whiskey at home

Other alcoholic beverages at home

**Tobacco Products**

A merchandise line in CS Table 2 Grocery--General Merchandise. The merchandise line includes:

- Cigarettes
- Other tobacco products
- Smoking accessories

**Paper Products**

A merchandise line in CS Table 2: Grocery--General Merchandise. The merchandise line includes:

Paper towels, napkins, & toilet tissue

**Soaps, Detergents & Cleaners**

A merchandise line in CS Table 2: Grocery--General Merchandise. The merchandise line includes:

Soaps & detergents

Other laundry & cleaning products

**Other nonfood grocery**

A merchandise line in CS Table 2: Grocery--General Merchandise. The merchandise line includes:

Miscellaneous household products

Lawn & garden supplies

**Prescriptions**

A merchandise line in CS Table 2: Grocery--General Merchandise. The merchandise line includes:  
Prescribed medicines or drugs.

**Over-the-counter Drugs**

A merchandise line in CS Table 2: Grocery--General Merchandise. The merchandise line includes:

Over-the-counter drugs

**Health Supplies**

A merchandise line in CS Table 2: Grocery--General Merchandise. The merchandise line includes:  
Topicals & dressings



**Fresh Flowers or Potted Plants**

A merchandise line in CS Table 2: Grocery--General Merchandise. The merchandise line includes:

Fresh flowers or potted plants

**Men's suits, coats and jackets**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

- Coats, jackets, furs (Males 16+)
- Sport coats and tailored jackets (Males 16+)
- Suits (Males 16+)
- Vests (Males 16+)

**Men's Sweaters**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Sweaters and sweater sets (Males 16+)

**Men's Trousers, Slacks and Shorts**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Trousers, slacks, jeans and dungarees (Males 16+)

**Men's Shirts**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Shirts, blouses and tops (Males 16+)

**Men's Underwear and Nightwear**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Undergarments (Males 16+)

Nightwear and loungewear (Males 16+)

**Mens' Socks**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Hosiery (Males 16+)

**Men's Accessories**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:  
Accessories (Males 16+)



**Men's Active Sportswear**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Active sportswear (Males 16+)

Shorts and short sets (Males 16+)

**Men's Other Clothing**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Uniforms (for which not reimbursed) (Males 16+)

Other clothing (Males 16+)

**Men's Footwear**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:  
Footwear (Males 16+)

**Boys' Jackets, Coats, Suits**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

- Coats, jackets, furs (Males 2-15)
- Sport coats and tailored jackets (Males 2-15)
- Suits (Males 2-15)
- Vests (Males 2-15)

**Boys' Sweaters**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Sweaters and sweater sets (Males 2-15)

**Boys' Pants and Shorts**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Trousers, slacks, jeans and dungarees (Males 2-15)

Shorts and short sets (Males 2-15)

**Boys' Shirts**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Shirts, blouses and tops (Males 2-15)

**Boys' Underwear and Nightwear**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Undergarments (Males 2-15)

Nightwear and loungewear (Males 2-15)



**Boys' Socks**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Hosiery (Males 2-15)

Accessories (Males 2-15)

**Boys' Active Sportswear**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Active sportswear (Males 2-15)

**Boys' Other Clothing**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Uniforms (for which not reimbursed) (Males 2-15)

Other clothing (Males 2-15)

**Boys' Footwear**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:  
Footwear (Males 2-15)

**Women's Suits and Coats**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Coats, jackets, furs (Females 16+)

Sport coats and tailored jackets (Females 16+)

Suits (Females 16+)

**Women's Sweaters**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Vests (Females 16+)

Sweaters and sweater sets (Females 16+)

**Women's Slacks**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Trousers, slacks, jeans and dungarees (Females 16+)

**Women's Dresses**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Dresses (Females 16+)



**Women's Skirts**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Skirts and culottes (Females 16+)

Shorts and short sets (Females 16+)

**Women's Blouses and Shirts**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Shirts, blouses and tops (Females 16+)

**Women's Underwear and Nightwear**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Undergarments (Females 16+)

Nightwear and loungewear (Females 16+)

**Women's Hosiery**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:  
Hosiery (Females 16+)

**Women's Accessories**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:  
Accessories (Females 16+)

**Women's Active Sportswear**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Active sportswear (Females 16+)

**Women's Other Clothing**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Uniforms (for which not reimbursed) (Females 16+)

Other clothing (Females 16+)

**Women's Footwear**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:  
Footwear (Females 16+)



**Girls' Jackets, Coats and Suits**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

- Coats, jackets, furs (Females 2-15)
- Sport coats and tailored jackets (Females 2-15)
- Suits (Females 2-15)

**Girls' Sweaters**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Vests (Females 2-15)

Sweaters and sweater sets (Females 2-15)

**Girls' Slacks and Shorts**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Trousers, slacks, jeans and dungarees (Females 2-15)

Shorts and short sets (Females 2-15)

**Girls' Dresses and Skirts**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Dresses (Females 2-15)

Skirts and culottes (Females 2-15)

**Girls' Blouses and Shirts**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Shirts, blouses and tops (Females 2-15)

**Girls' Underwear and Nightwear**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Undergarments (Females 2-15)

Nightwear and loungewear (Females 2-15)

**Girls' Hosiery**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:  
Hosiery (Females 2-15)

**Girls' Accessories**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:  
Accessories (Females 2-15)



**Girls' Active Sportswear**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Active sportswear (Females 2-15)

**Girls' Other Clothing**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Uniforms (for which not reimbursed) (Females 2-15)

Other clothing (Females 2-15)

**Girls' Footwear**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:  
Footwear (Females 2-15)

**Infants' Outerwear**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Infants coats, jackets or snowsuits

Infants dresses and outerwear

**Infants' Underwear**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Infants underwear, including diapers

### **Infants' Sleeping Garments and Other Clothing**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Infants sleeping garments

Layettes

Infants accessories

Other infants clothing

## **Jewelry and Accessories**

A merchandise line in CS Table 3: Clothing & Footwear. The merchandise line includes:

Watches

Jewelry

**Microwave ovens**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

Microwave stove or oven



## **Washing Machines & Dryers**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

Clothes washer

Clothes dryer

**Kitchen and Other Appliances**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

- Electric stove or oven
- Gas stove or oven
- Other stove or oven
- Built-in dishwasher
- Portable dishwasher
- Garbage disposal
- Range hood
- Combined major appliance

**Electric Kitchen Appliances**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

Small electrical kitchen appliances

**Vacuum Cleaners**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

Electric floor cleaning equipment

**Other Household Appliances**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

- Smoke alarms and detectors
- Other household appliances
- Sewing machines
- Window air conditioners
- Portable cooling and heating equipment

## **Living & Dining Room Furniture**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

- Sofas
- Living room chairs
- Living room tables
- Living room furniture combinations
- All dining room and kitchen furniture
- Combined furniture expenses

**Bedroom Furniture**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

- Mattresses and springs
- Other bedroom furniture
- Bedroom furniture combinations

**Infants Furniture**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

- Infants furniture
- Infants equipment



**Outdoor Furniture and Equipment**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

Patio, porch or outdoor furniture

Outdoor equipment

**Other Furniture**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

Modular wall units, shelves or cabinets

Other living room, family or rec-room furniture including desks

All office furniture for home use

## **Carpeting and Rugs**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

- Installed wall-to-wall carpeting (original carpeting)
- Non-installed wall-to-wall carpeting (original carpeting)
- Installed wall-to-wall carpeting (replacement carpeting)
- Non-installed wall-to-wall carpeting (replacement carpeting)
- Carpet squares
- Room-size rugs and other non-permanent floor coverings

**Clocks, Lighting and Home Accessories**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

- Clocks
- Lamps, and other lighting fixtures
- Other household decorative items

**Storage Items**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

Storage items

**Leather and Travel Goods**

A merchandise line in CS Table 4: Home Furnishings & Equipment and CS Table 7: Specialty Store Merchandise. The merchandise line includes:

Travel items

**Plastic Dinnerware**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:  
Plastic dinnerware

**China and Other Dinnerware**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:  
China and other dinnerware



**Flatware and Serving Pieces**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

- Stainless, silver, and other flatware
- Silver serving pieces
- Serving pieces other than silver

**Glassware**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:  
Glassware

**Cookware (non-electric)**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

Non-electric cookware

**Window & Furniture Coverings**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

Slipcovers, decorative pillows and cushions

Curtains and drapes

Venetian blinds, window shades, other window coverings

**Textiles, Bedroom Linens**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:  
Bedroom linens

**Textiles, Other Linens**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

- Bathroom linens
- Kitchen and dining room linens
- Other linens
- Combined linens

**Refrigerators & Freezers**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

- Refrigerator
- Home-freezer

**Televisions**

A merchandise line in CS Table 5: Home Electronics. The merchandise line includes:

- Color televisions, portable and table models
- Color televisions, consoles and large screen
- Black and white TVs, and combinations



**VCRs, video cameras and players**

A merchandise line in CS Table 5: Home Electronics. The merchandise line includes:

VCR, video camera, video disc player, camcorder

**Radios**

A merchandise line in CS Table 5: Home Electronics. The merchandise line includes:

Radio, all types

**Sound Equipment**

A merchandise line in CS Table 5: Home Electronics. The merchandise line includes:

Phonographs

Tape recorders and players

Sound components, component systems and CD sound systems

Other sound equipment

**Musical Instruments**

A merchandise line in CS Table 5: Home Electronics. The merchandise line includes:

Pianos and organs

Other musical instruments and musical accessories

Combined expenses for radio, TV, sound equipment

**Videos, tapes and disks (purchase)**

A merchandise line in CS Table 5: Home Electronics. The merchandise line includes:

Video cassettes, tapes and disks (purchase)

Records or tapes purchased from a club

**Videos, tapes and disks (rental)**

A merchandise line in CS Table 5: Home Electronics. The merchandise line includes:

Video cassettes, tapes and disks (rental)

**Audio CD's, records and tapes**

A merchandise line in CS Table 5: Home Electronics. The merchandise line includes:

CD's, records, needles, and tapes expenses

**Computer Hardware**

A merchandise line in CS Table 5: Home Electronics and CS Table 7: Specialty Store Merchandise.  
The merchandise line includes:

Computers, computer systems and hardware (nonbusiness use)



**Computer Software**

A merchandise line in CS Table 5: Home Electronics and CS Table 7: Specialty Store Merchandise.  
The merchandise line includes:

Computer software and accessories (nonbusiness use)

**Video Game Hardware and Software**

A merchandise line in CS Table 5: Home Electronics and CS Table 7: Specialty Store Merchandise.  
The merchandise line includes:

- TV computer games and computer game software
- Hand held computer games and computer board games

### **Telephone Equipment**

A merchandise line in CS Table 5: Home Electronics. The merchandise line includes:

- Telephones and accessories
- Telephone answering devices

### **Home Office Equipment**

A merchandise line in CS Table 5: Home Electronics. The merchandise line includes:

- Calculators

- Typewriters and other office machines for nonbusiness use

**Automotive Fuels**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

- Quarterly expenditure on gasoline for vehicles
- Quarterly expenditure on diesel fuel for vehicles

**Oil**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

Amount paid for oil (other than included with oil change)

**Additives**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

Motor coolant, antifreeze, brake fluid, transmission fluid

**Tires**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

- Tires; new, used or recapped
- Tire replacement and mounting
- Repair to tires



**Batteries**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

- Batteries
- Battery replacement

**Accessories**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

- Audio equipment
- Floor mats and seatcovers
- Other vehicle accessories

**Lube & Oil Change**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

Lubrication, oil change, and filters

**Tune Ups**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

Motor tune-up

**Brake Repairs**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

Brake adjustment

Brake work, excluding brake adjustment

**Front End Repairs**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

- Front end alignment, wheel balancing, and wheel rotating
- Repair to steering or front end

**Exhaust System Repairs**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

Exhaust system repairs

**Clutch & Transmission Repairs**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

- Clutch or transmission repairs
- Drive shaft and rear-end repair



### **Electrical System Repairs**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

Electrical system repair

**Bodywork/Painting/Glass**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

Body work and painting

**Motor & Carburetor Repairs**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

Motor repairs and replacement

**Other Equipment & Repairs**

A merchandise line in CS Table 6: Auto Aftermarket. The merchandise line includes:

- Repair to cooling system
- Shock absorber replacement
- Any other repair work
- Any other vehicle equipment
- Combined miscellaneous expenses

**Stationery & Giftwrap**

A merchandise line in CS Table 2: Grocery--General Merchandise and CS Table 7: Specialty Store Merchandise. The merchandise line includes:

Stationery, giftwrap, etc.

**Sewing Materials: Home Furnishings**

A merchandise line in CS Table 7: Specialty Store Merchandise. The merchandise line includes:

Sewing materials for slipcovers, curtains, other home handiwork

**Sewing Materials: Clothing**

A merchandise line in CS Table 7: Specialty Store Merchandise. The merchandise line includes:

- Sewing materials for making clothing

- Sewing notions

- Other sewing materials

- Combined sewing materials

**Photographic Equipment**

A merchandise line in CS Table 7: Specialty Store Merchandise. The merchandise line includes:

Photographic equipment



**Photographic Supplies and Processing**

A merchandise line in CS Table 2: Grocery--General Merchandise and CS Table 7: Specialty Store Merchandise. The merchandise line includes:

Cost of film during reference period

Cost of film processing during reference period

**Toys**

A merchandise line in CS Table 7: Specialty Store Merchandise. The merchandise line includes:

Toys and games

**Hobbies**

A merchandise line in CS Table 7: Specialty Store Merchandise. The merchandise line includes:  
Hobbies

**Optical goods**

A merchandise line in CS Table 7: Specialty Store Merchandise. The merchandise line includes:

Purchase of eyeglasses or contact lenses

**Newspapers**

A merchandise line in CS Table 7: Specialty Store Merchandise. The merchandise line includes:

- Newspaper delivery
- Newspaper expenses

**Magazines**

A merchandise line in CS Table 2: Grocery--General Merchandise and CS Table 7: Specialty Store Merchandise. The merchandise line includes:

- Magazines or periodical subscriptions
- Magazine expenses

**Books**

A merchandise line in CS Table 2: Grocery--General Merchandise and CS Table 7: Specialty Store Merchandise. The merchandise line includes:

- Books purchased from a book club
- Encyclopedias or other sets of reference books
- Book expenses during reference period

### **General Sport Equipment**

A merchandise line in CS Table 8: Sporting Goods. The merchandise line includes:

- Ping pong, pool tables, other similar items
- General sports equipment (include athletic shoes for sports)
- Other sports, recreation and exercise equipment
- Combined expenses for sport equipment



**Health and Exercise Equipment**

A merchandise line in CS Table 8: Sporting Goods. The merchandise line includes:

Health and exercise equipment

**Camping, hunting and fishing equipment**

A merchandise line in CS Table 8: Sporting Goods. The merchandise line includes:

- Camping equipment
- Hunting and fishing equipment

**Other Recreational Equipment**

A merchandise line in CS Table 8: Sporting Goods. The merchandise line includes:

- Winter sports equipment
- Water sports equipment
- Outboard motors

**Bicycles**

A merchandise line in CS Table 8: Sporting Goods. The merchandise line includes:

Bicycles

**Children's Play Equipment**

A merchandise line in CS Table 8: Sporting Goods. The merchandise line includes:

- Tricycles and battery powered riders
- Playground equipment

**Food Away From Home**

A merchandise line in CS Table 9: Food Away from Home. The merchandise line includes:

- Lunch
- Dinner
- Snacks & non alcoholic beverages
- Breakfast & brunch

**Beer & Ale Away From Home**

A merchandise line in CS Table 9: Food Away from Home. The merchandise line includes:

Beer & ale away from home

**Wine Away From Home**

A merchandise line in CS Table 9: Food Away from Home. The merchandise line includes:

Wine away from home



**Other Alcoholic Beverages Away From Home**

A merchandise line in CS Table 9: Food Away from Home. The merchandise line includes:

Wine away from home

**Theater/musical events**

A merchandise line in CS Table 10: Entertainment. The merchandise line includes:

Theater, concert, opera or other musical series, season tickets.

Entertainment admission fees (single admissions)

**Sporting Events**

A merchandise line in CS Table 10: Entertainment. The merchandise line includes:

- Season tickets to sporting events
- Spectator sports fees (single admissions)

**Participant sport fees**

A merchandise line in CS Table 10: Entertainment. The merchandise line includes:

Participant sports fees (such as golf and tennis)

**Recreational Lessons**

A merchandise line in CS Table 10: Entertainment. The merchandise line includes:

Recreational lessons or other instructions

**Cosmetics**

A merchandise line in CS Table 2: Grocery--General Merchandise and CS Table 11: Personal Care Products & Services. The merchandise line includes:

Cosmetics, perfume, & bath preparations

**Toiletries & Other Hygiene**

A merchandise line in CS Table 2: Grocery--General Merchandise and CS Table 11: Personal Care Products & Services. The merchandise line includes:

- Hair care products
- Non-electric articles for the hair
- Oral hygiene products & articles
- Shaving needs
- Deodorant, fem hygiene & misc personal care products
- Electric personal care appliances

**Electric Personal Care Appliances**

A merchandise line in CS Table 2: Grocery--General Merchandise and CS Table 11: Personal Care Products & Services. The merchandise line includes:

Electric personal care appliances



**Personal Care Services: Females**

A merchandise line in CS Table 11: Personal Care Products & Services. The merchandise line includes:

Personal care services for females

**Personal Care Services: Males**

A merchandise line in CS Table 11: Personal Care Products & Services. The merchandise line includes:

Personal care services for males

**Pet Food**

A merchandise line in CS Table 2: Grocery--General Merchandise and CS Table 12: Pet Services & Products. The merchandise line includes:

Pet food

**Pet supplies**

A merchandise line in CS Table 12: Pet Services & Products. The merchandise line includes:

Pets, pet supplies and medicine for pets

**Pet services (non-veterinarian)**

A merchandise line in CS Table 12: Pet Services & Products. The merchandise line includes:

Pet services

**Pet veterinarian services**

A merchandise line in CS Table 12: Pet Services & Products. The merchandise line includes:

Veterinarian expenses for pets

**Clothing Repair and Alteration**

A merchandise line in CS Table 1: Miscellaneous Retail Services. The merchandise line includes:

Repair and alteration to clothing and accessories

**Laundry and Dry Cleaning (Coin-operated)**

A merchandise line in CS Table 1: Miscellaneous Retail Services. The merchandise line includes:

Non-clothing items cost at coin-op laundry & dry cleaning

Clothing item cost at coin-op laundry & dry cleaning



**Laundry and Dry Cleaning (Service)**

A merchandise line in CS Table 1: Miscellaneous Retail Services. The merchandise line includes:

Non-clothing items cost at noncoin-op laundry & dry cleaning

Clothing item cost at noncoin-op laundry & dry cleaning

**Shoe Repair**

A merchandise line in CS Table 13: Miscellaneous Retail Services. The merchandise line includes:

Shoe repair and other shoe services

**Furniture Rental**

A merchandise line in CS Table 13: Miscellaneous Retail Services. The merchandise line includes:

Cost of renting furniture during reference period

**Furniture Repair**

A merchandise line in CS Table 4: Home Furnishings & Equipment. The merchandise line includes:

Furniture repair or reupholstering

**Watch or Jewelry Repair**

A merchandise line in CS Table 13: Miscellaneous Retail Services. The merchandise line includes:

Watch or jewelry repair

**Nursery and Day Care**

A merchandise line in CS Table 13: Miscellaneous Retail Services. The merchandise line includes:

Expenses for Nursery school or day care centers

Expenses for Nursery school or day care centers

## **Miscellaneous Medical Equipment**

A merchandise line in

- Rental of medical or surgical equipment
- Combined medicine and medical supplies
- Purchase of supportive/convalescent medical equipment
- Purchase of medical equipment, general use

**Gardening services**

A merchandise line in

Gardening or lawn care services



## Scan/US Bulletin Board System

If you are equipped with a modem on your PC, you can upload/download files and communicate with our technical support staff by logging in to our electronic bulletin board system (BBS). The phone number is **(310) 826-8706**. The Scan/US BBS is a Windows-based system (Excalibur) which provides an easy-to-use graphical interface. The first time you log on to the BBS, you will need to download the client software to your PC. Our current BBS can support speeds up to 9600 BPS (modem settings: 8, N, 1).

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### See Also

[Accessing the Scan/US BBS](#)

[Using the Scan/US BBS](#)

[Product Support](#)

## Accessing the Scan/US BBS

[Product Support](#)  
[Using the Scan/US BBS](#)

To access the Scan/US bulletin board system (BBS), you must have Excalibur, client software which allows you to call up the bulletin board. Excalibur is included in the Streets & Data USA CD-ROM in your BasePak. Once you have installed Excalibur and filled in the user and modem settings, you can call the BBS at any time to:

- Copy files to your computer.
- Send us files from your computer.
- Communicate with Scan/US technical support staff.
- Communicate with other Scan/US BBS users via electronic mail.

### Installing Excalibur

- 1 From File Manager, open the \BBS directory on the CD-ROM.
- 2 Double-click on EXCALTRM.EXE
- 3 Follow the instructions to install Excalibur on your PC.

When the installation is complete, you will see the Excalibur icon on your Windows desktop.



Now you are ready to add user settings.

### Filling in user and modem settings

- 1 Double-click on the Excalibur icon.

Excalibur checks for user settings and modem settings, and if you are a first-time user, reminds you they are needed.

- 2 Fill in the "User Information" dialog.  
Fill in the required information before clicking "OK."

- 3 Fill-in the "Modem Setup and Defaults" dialog.  
Entries for the default modem are filled in. The critical options here are "Deflt Baud Rate" and "Comm Port" which describe the speed and location (relevant to your PC connections) of your modem.

- 4 Click the "Modems" button to select your modem from a list and fill in the dialog.  
Check that the "Deflt Baud Rate" and "Comm Port" are correct before clicking "OK."

The information you've entered in these dialogs is saved. Now you are ready to call the Scan/US BBS.

**Note** You can change the information you've entered in these dialogs using the "System--Settings" command in Excalibur.

### Filling in the Scan/US BBS information

- 1 Double-click on the Excalibur icon (if it's not already open).
- 2 From the System menu, choose "Dialing Dir..."
- 3 In the Dialing Directory, click the "New Entry..." button.

In the dialog, enter the following:

<u>For this option</u>	<u>Enter this</u>
System name	<b>Scan/US BBS</b>
Phone number	<b>826 8706</b> if a local call for you

**1 310 826 8706** if a long distance call for you

Password            A word of your choice. The password ensures that no one else can access your account.

4 Click "OK" to save your entries and close the dialog.

'Scan/US BBS' is added to the Host System List in the "Dialing Directory."

### **Calling the Scan/US BBS**

1 Double-click on the Excalibur icon (if it's not already open).

2 From the System menu, choose "Dialing Dir..."

3 Double-click on the Scan/US BBS entry in the Host System list.

The modem dials the phone number and the bulletin board is accessed.

4 From the opening window, click the "Go!" button to display the "Main" window

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### **See Also**

[Using the Scan/US BBS](#)

# Using the Scan/US BBS

[Product Support](#)  
[Accessing the Scan/US BBS](#)

**Note** The first time you use the bulletin board a list of proper usage instructions is displayed. You must agree to the instructions to use the bulletin board.

The "Main" window gives you the following options ([opening screen](#)):

E-Mail

General Information	Scan/US Version Upgrades
Technical Messages	General Conference Files
Sales/Product Info	Sales/Product Info Files
User's Conference	Utility/User Files

Bye!

- The **blue** column lists categories in which you may send public messages or read existing ones.
  - The black column has options to communicate with other bulletin board users, including Scan/US support staff, via electronic mail (which is private) and to exit the bulletin board.
  - The **red** column lists categories in which you may send and copy files. Note that this column contains all *file-handling* categories.
- Of these options, you will most likely copy files from the BBS, and send E-Mail to Scan/US support staff.

**Time Limits** Each user account is currently limited to 30 minutes/day, not per call. This limit ensures that the BBS is available to all users. The system tracks the amount of time used and tells you the time left at the bottom right of the screen. The system also alerts you when only 10, then 5, minutes are remaining.

## Copying files from the BBS

- 1 Access the bulletin board.
- 2 From the "Main" window, click to select the category from which you will copy files.
- 3 From the list box, click on the [library](#) name containing the desired files.
- 4 From the list box, click on the desired file.
- 5 Click the "Download" button.



The file is [downloaded](#) to the directory where you installed Excalibur.

**Tip** This directory is preset for downloaded files when you installed Excalibur. You may define a different directory before calling the BBS using the "System--Settings--Preferences" command.

## Sending files to the BBS

Files can be sent only to the Scan/US systems operator (Sysop).

- 1 Access the bulletin board.
- 2 From the "Main" window, click "Utility/User Files" to Scan/US.
- 3 From the list box, click on the "User Files" [library](#) which will contain the desired files.
- 5 From the list box, click the "Upload" button.



- 6 In the "File to Upload" dialog box, choose the file you want to [upload](#).
- 7 In the "File Information" dialog box, enter a description and/or summary of the file.
- 8 Clicking "OK" uploads the file.

The file is tagged as 'new' and is visible only to the systems operator (Sysop).

**Tip** Be sure to notify Sysop of your file when you are sending it--so he or she will be sure to get it without delay. You may also send E-Mail to accompany your file.

### **Sending E-Mail**

- 1 Access the bulletin board.
- 2 From the "Main" window, click the "E-Mail" button.
- 3 From the dialog box, choose the "Typewriter" button.



- 4 From the dialog box, enter the recipient's name.

If you are sending mail to Scan/US, enter **Sysop**.

If you are sending mail to a fellow BBS user, choose the name from the address book.



The names listed are the ones you entered using the "System--Settings--Address Book" command.

- **Optional** Fill in a subject description.
- 5 Write your message.
  - 6 Click the "Mail Box" button to send your mail.



The system alerts you that the message has been sent.

### **Reading your E-Mail**

- 1 Access the bulletin board.
- 2 From the "Main" window, click the "You Have Mail Waiting!" button.  
This button is only displayed when mail has been sent to you.
- 3 From the list, double-click on the desired mail item.

New mail is listed at the bottom without dates. Dates indicate when you read the mail. All your mail is automatically saved until you delete it.

### **Sending public messages**

- 1 Access the bulletin board.
- 2 From the "Main" window, select the category where you will place your message.
- 3 From the dialog box, click on the "Typewriter" button.
- 4 From the dialog box, enter **All** as the recipient's name and enter a subject description.
- 5 Click the "Message" button.



The system alerts you that the message has been sent.

### **Reading public messages**

- 1 Access the bulletin board.
- 2 From the "Main" window, select the category with the messages you want to read.
- 3 From the list, double-click on the desired message.

Scan/US BBS Main Window

Excalibur

System Window Help

ScanUS Online Support System

**Scan/US**  
Geomarket Analysis Software for Windows

E Mail

General Information

Technical Messages

Sales/Product Info

User's Conference

Scan/US Version Upgrades

General Conference Files

Sales/Product Info Files

Utility Files

Bye!

CONNECT 9600    Credit: \$0.00    Bytes left: 9.9M    Time left: 00:01    00:09:07

**Upload**

To copy information from your computer to the bulletin board.

**Download**

To copy information from the bulletin to your computer.



**Library**

A container that holds one or more files.

