

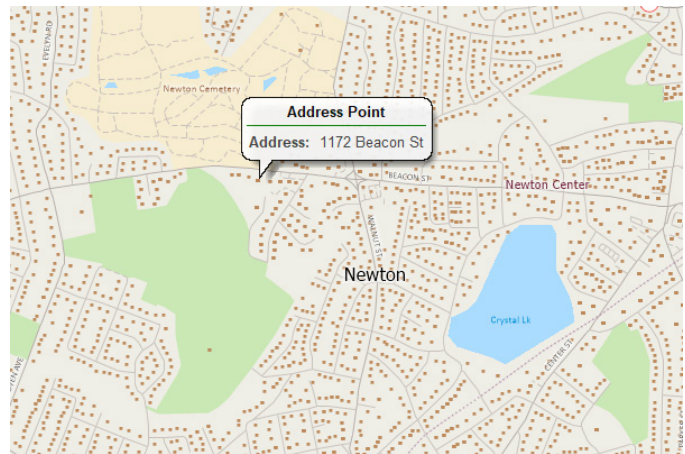
# Caliper Address Point Rooftop Data - 2020

## U.S.A. Address Points for 23 States are Now Available for Maptitude!

A point file with the locations for most addresses in each State covered is now downloadable for free to users of the latest version of Maptitude. Don't have the latest version of Maptitude? [Purchase or upgrade to the latest version of Maptitude to use this premium data.](#)

The download includes a point layer with 48,644,837 address locations for the United States. The address location layer is perfect for direct mail campaigns, door-to-door canvassing, rooftop accuracy visualizations, and in assisting with deliveries.

Maptitude includes a vast amount of business-critical data at no additional cost. Maptitude includes demographics, boundaries, streets, and the most accurate ZIP Code/postal boundaries available.



[Download the Address Point Data](#)  
(Most recent version of Maptitude required)

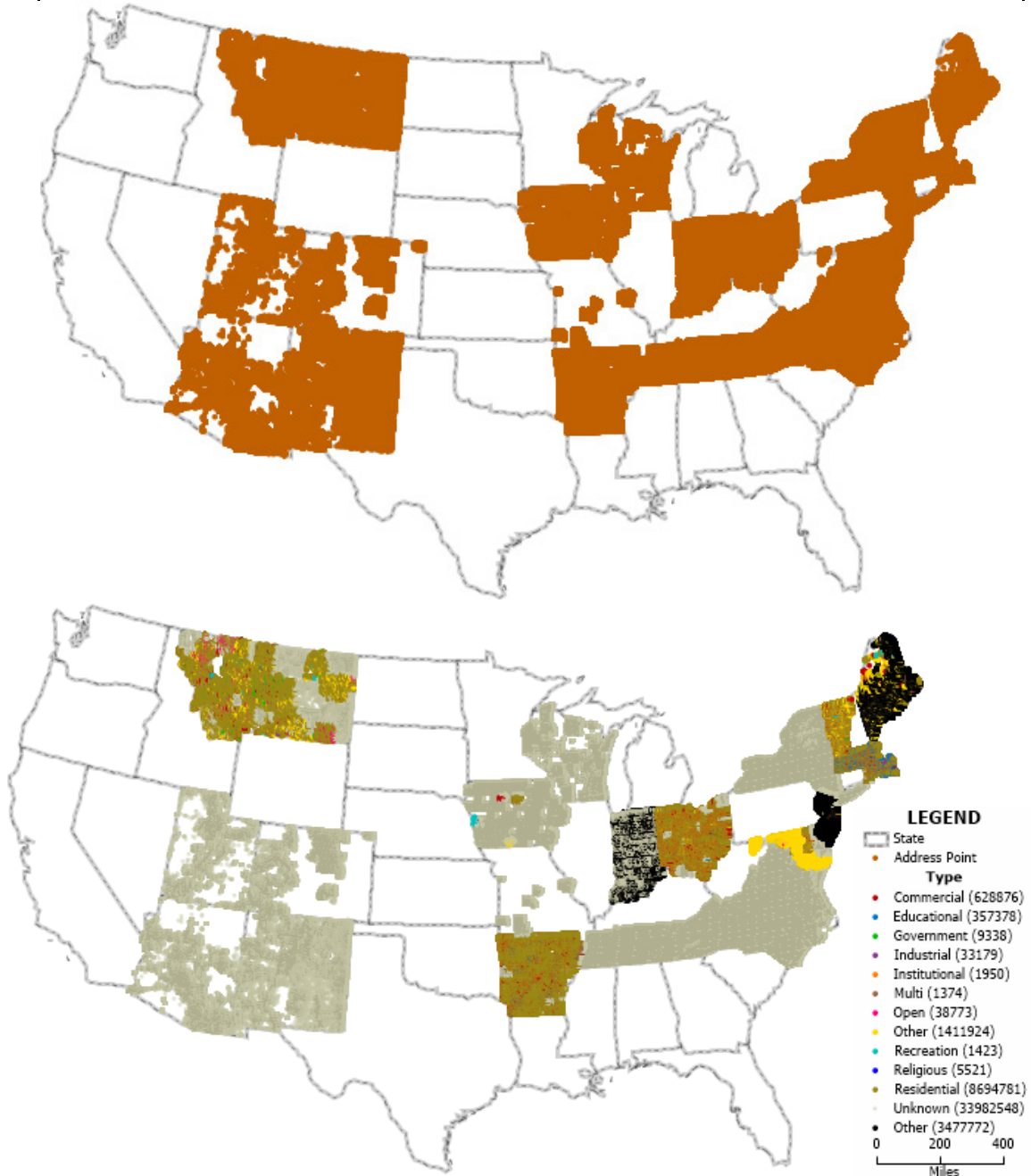
[Buy/Upgrade Maptitude](#)  
(Required to download the Address Point Data)

REQUIREMENTS:	Requires the most recent version of Maptitude and a USA Country Package.
USING THE LAYERS:	You can add this layer to a map by choosing <b>Map&gt;Layers</b> , clicking <b>Add Layer</b> , browsing to the install folder, typically c:\ccdata, and choosing ccAddressPoint.Cdf.
ABOUT THE DOWNLOAD:	The install codes and instructions for downloading are emailed after the shipping confirmation email. Download orders received after 3pm are usually processed the same business day, but may be processed on the next business day, excluding US federal holidays.

## Data Coverage

The table shows the states covered and the number of address points in each state.

State	Number of Addresses	State	Number of Addresses	State	Number of Addresses	State	Number of Addresses
VT	313,950	ME	628,320	AR	1,420,282	TN	3,411,847
DC	367,082	NM	924,317	WI	1,426,684	MA	3,505,319
RI	374,760	MO	1,019,133	CO	2,054,711	VA	3,600,590
DE	499,004	IA	1,105,143	NJ	2,949,447	OH	4,669,233
MT	531,505	UT	1,206,303	IN	2,962,063	NC	4,769,514
		MD	1,404,217	AZ	3,250,942	NY	6,250,443




## Tips and Tricks for Using the Address Point Layer

Our monthly newsletter and website have tips and tricks to help users effectively use the data. We have included some relevant tips below for your reference.


### Downloading the free Address Point layer for Maptitude

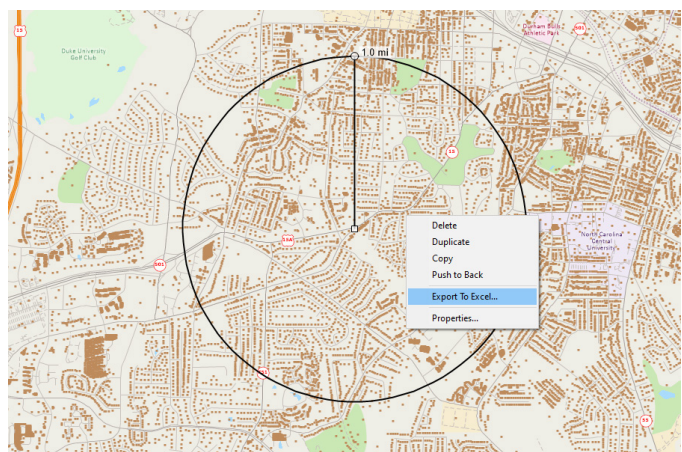
The address point map layer is accessible as a free download. In this tech tip we describe how to install the layer and add it to a map.

1. Download the data from the [Caliper Store](#). NOTE, you must have the most recent version of Maptitude and a USA Country Package in order to download the layers.
2. Once the files are downloaded, click **OK**, and then click the **Install** button. Follow the prompts to install the layers.
3. To add the layer to a Maptitude map, open the map, choose **Map>Layers** or click  on the Standard toolbar, and click **Add Layer** in the Layers dialog box.
4. Browse for the folder where the downloaded data are located (e.g., c:\ccdata). Within this folder will be a subfolder **Address Points**. Choose the layer from this folder and click **Open** in the File Open dialog box.
5. Maptitude adds the layer to the map. Close the layers dialog box to see the layer on the map. Note, you may have to zoom in or turn off autoscaling if your map scale is outside of the autoscale settings for the layer you chose. You can turn off autoscaling in the Display Manager by right-clicking on a layer and choosing **Show Layer** or by clicking the red magnifying glass icon next to the layer.


### Performing a Drive-Time & Radius Analysis Using the Address Point Layer

When you have added the layer to your map as described in the above Tech Tip, you can then perform a drive-time and radius analysis on the layer.


Using the Drawing Toolbar (**Edit>Drawing>Toolbar**) you can use the Freehand Radius  tool to click and drag a circle or to single click and enter a radius. You can then right click on the circle and choose **Export to Excel**. The resulting report will contain a demographics (overlay) sheet, and a sheet for the address point layer showing the addresses within the radius as well as the straight-line distance and travel-time from each address location to the circle center.

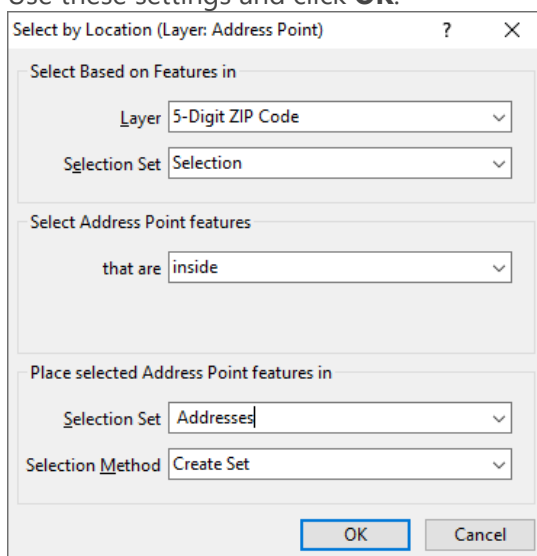


If you do not want a certain layer to appear in the report then you can turn the layer off in the Display Manager (e.g., Hide the City/Town layer before exporting to Excel to exclude city/town information).

You can also perform a drive-time analysis using drive-time rings. Using the Drive-Time Rings toolbar (**Tools>Routing & Directions>Drive-Time Rings**) you can create a drive-time ring around your target location. You can then make the new drive-time layer the working layer and click  on the Standard toolbar. The resulting Excel file will contain a sheet for the address point layer showing exactly which addresses are within the drive-time study area.

## Identifying Addresses in ZIP Codes for a Direct Mail Campaign

1. Identify one or more ZIP Code areas in the **5-Digit ZIP Code** layer and use the Select by Pointing  tool to select those area(s).
2. Make **Address Point** the Working Layer.
3. Choose **Selection>Select by Location**.
4. Use these settings and click **OK**:



Select by Location (Layer: Address Point) ? X

Select Based on Features in

Layer 5-Digit ZIP Code

Selection Set Selection

Select Address Point features

that are inside

Place selected Address Point features in

Selection Set Addresses

Selection Method Create Set

OK Cancel

If no records are found, then there are no address points for your ZIP Codes. Otherwise, proceed to the next step.

5. Make **Address Point** the Working Layer.
6. Choose **Selection>Select by Condition**.

7. Use these settings and click **OK**:

Select by Condition (Dataview: Address Point) ? X

Enter a Condition

Type = "Residential"

Condition Builder

Field List... ▾

Operator List... ▾

Function List... ▾

Values... ▾

Set Name

Addresses ▾

Selection Method

Subset ▾

Other Sets

▾

Previous Conditions

▾

Select from visible features only

OK

Cancel

Verify

Clear

Save...

Load...

If no records are found, then there are no address points of type residential for your ZIP Codes.

8. Choose **Dataview > New Dataview**.
9. In the Selection drop-down list at the top of the screen, choose "Addresses" as the working selection set.
10. Choose **File > Export > Table**.
11. Save the file of exported residential addresses to use in a marketing campaign.

## **Caliper Address Point Data**

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