

# Caliper Business Location Data - June 2017

## Business & Point of Interest (POI) Layers are Now Available for Maptitude 2017!

Point files with the locations for some of the largest U.S. businesses are now downloadable for free to Maptitude 2017 users only. Don't have Maptitude 2017? [Purchase or upgrade Maptitude 2017](#) to use this premium business data.

The download includes point layers for 402 U.S. businesses, including many of the largest bank, restaurant, and retail chains. These new layers are perfect for site location, competitive analysis, routing, and real estate reports. The layers have company logos and can be added to any Maptitude 2017 map.



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.

REQUIREMENTS:	Requires Maptitude 2017 software and a 2017 USA Country Package.
USING THE LAYERS:	The layers are typically installed to your c:\ccdata folder. You can add any of these layers to a map by choosing Map > Layers > Add Layer, browsing to the install folder, typically c:\ccdata, and choosing the layers that you would like to map.
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.

Download Business Locations  
(Maptitude 2017 Required)


Buy/Upgrade Maptitude 2017  
(Required to download business locations)

## Tips and Tricks for Using the Business Layers

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 business layers for Maptitude 2017

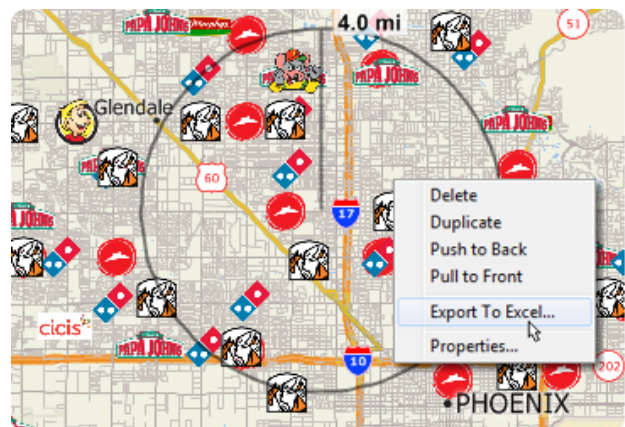
The business point of interest map layers for Maptitude 2017 are accessible as a free download. In this tech tip we describe how to install the layers and add them to a map.

1. Download the data from the [Caliper Store](#). NOTE, you must have Maptitude 2017 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 one or more of the layers to a Maptitude map, open the map, 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 several subfolders by category (e.g., Automotive, Grocery, Restaurant). Choose one or more of the POI data layers from these folders, and click **Open** in the File Open dialog box.
5. Maptitude adds the layer(s) to the map. Close the layers dialog box to see the layers 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(s) 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 US Stores Layers

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

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 sheets for each store layer showing the attributes of the stores as well as the straight-line distance and travel-time from each 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).