

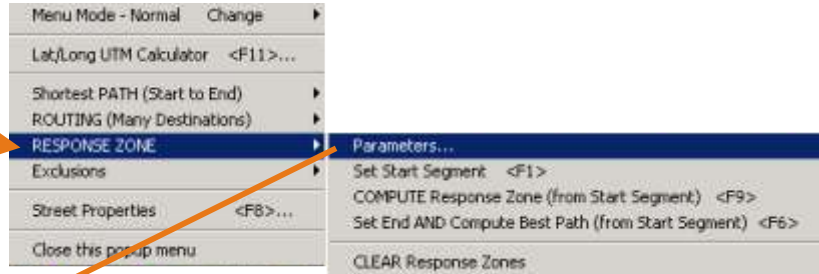
# Pathfinder MapEdge™ - Response Zones

## MapEdge™ Analyst

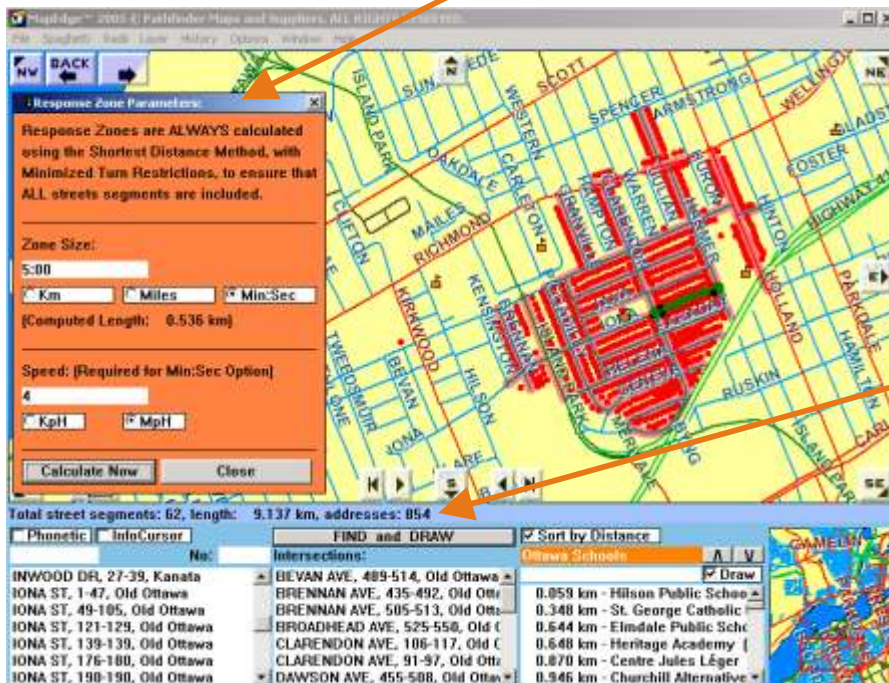
Determine what streets and how many addresses (houses and buildings) are within a traveling time or distance of any given location. For example, compare 2 potential store locations to see which one has the potential for more customers within a 5 minute walk.

*Response zones* provide a means for determining what streets are within a *time* or *distance*. It is better than using the Radius tool because the distance is measured along streets, which means areas cut off by rail tracks or major highways are taken into account. With this tool you can find answers to questions like: "What streets are within 10 minutes walking distance?" or, "What streets are within 5 km driving distance?" These questions can be re-phrased as: *What potential customers are within 10 minutes walking distance?* or, *What clients can I serve within a 7 minute driving zone?* Marketing campaigns and resource positioning can be planned better with this information. Pathfinder MapEdge™ gives you a great advantage in planning and verifying these decisions within seconds and minutes.

- 1) Set Response Zone Parameters using the Right Click menu. The Parameters dialog stays "up" until you explicitly close it.
- 2) Set the start segment by selecting a street and pressing <F1>. It will be highlighted in thick transparent green.



- 3) Press **Calculate Now** or <F9> to calculate the response zone. You can try different locations without closing the Parameters dialog box, by repeating steps 2) and 3). All street segments that are "reachable" within the response *time* or *distance* are highlighted and the total length of those street segments and the total number of address points on those segments is shown on the status line.



### Tip

Response zones may be easier to see with the Air Photos turned off. Press <F12> to toggle them on or off.