

Data coverage

- ◆ Preliminary analysis indicates good coverage of geocoded data
 - ~80% of census blocks coded
 - ~70% of households in coded blocks
- ◆ However, coverage in rural areas is less comprehensive
 - ~77% of census blocks coded
 - ~44% of households in coded blocks



Hatfield Associates, Inc.

Consulting in Telecommunications Technology and Economics



Modeling areas with missing data

- ◆ Currently investigating characteristics of CBs with missing data
- ◆ If missing areas are interspersed with good data:
 - may be able to extrapolate clustering characteristics of adjacent areas, using known population data
- ◆ If missing areas are contiguous
 - would require alternative modeling approach, locating customers by census block
 - would assume “town” and “road” population fractions per current HM algorithms, but at CB level



Why two phases?

- ◆ Cluster analysis is a necessary prerequisite to strand mapping process
 - need to define areas within which strand will be placed
 - need to define distribution areas
- ◆ Computational requirements for strand mapping require that problem be stated in smaller “chunks”

