Appendix to *Scenescapes*: Units of Analysis, Performance Score Descriptives and Sensitivity, The Core, Dependent Variables, and Other Variables

Units of analysis

Our *units of analysis* are multiple. We disagree with those analysts who eschew small locations; we agree with Durkheim who reminded us that science begins with comparison. Our general strategy is thus to acquire and preserve data at as low a level as possible, to maximize the number of cases available for analysis, and to thereby heighten the range of variations we can observe across units and variables.

We construct data files by merging data from multiple sources, including different levels (zip codes, counties, metro areas, etc.). The basic data file lists zip codes on one axis, and variables on the other. For the larger units like metro areas, this means that the values like metro population size are identical and simply repeated in the merged data file for every zip code within that metro area. But even for data from the same level, like zip codes, the number of cases varies. The biggest drop in cases involves the GeoLytics Census of Population data, which include only about 29,500 zip codes in 1990, while BIZZIP data include approximately 41,000 zip codes. Analyzing these merged data listwise helpfully censors out cases that are simply PO boxes or forested areas with too few residents for meaningful analysis.

These disparities in the number of cases from various data sources mean that the listwise complete cases for our analyses vary depending on the specific variables in our models. Such differences obviously imply that, strictly speaking, comparing the coefficients for variables across models is misleading. For this reason, however, we use our standard method of beginning with a common model across most of our analyses within any given chapter. Thus Chapter 4 models mostly include only the Core, sometimes adding specific variables of interest like technology employment concentrations, typically resulting in around 25,000 listwise complete cases.[1] Chapter 5 models add other variables affecting residential patterns such as natural amenities and county job growth, but has an N of listwise complete cases similar to Chapter 4. Because voting data are only available

at the county level, we aggregated many variables for Chapter 6 to the county, which resulted in typically some 3,000 listwise complete cases.

ZIPS and ZCTAs. Following our principle of using the lowest level units of data, for YP this was street addresses, but for Census and most other data, confidentiality prohibits micro-reporting. Our main units were thus zip codes, for the entire United States.

The term zip code comes from the US Postal Service (USPS) and is an acronym for Zone Improvement Plan. We follow colloquial usage in referring to "zip codes" rather than the more technically correct ZIP codes. The zip code tabulation area (ZCTA) is the Census Bureau's approximation of the area associated with a zip code. The problem with using zip codes for research is that the USPS only assigns zip codes to individual addresses in order to route mail more efficiently, not to designate geographic units. Despite popular reference to zip codes as geographic entities, zip codes were originally developed by the USPS to more efficiently sort and deliver mail, providing a standardized routing system where none existed before. Figure 1 – featuring "Mr. Zip" – illustrates that they were originally marketed to the public as a useful way to help mail "zip" around the country.

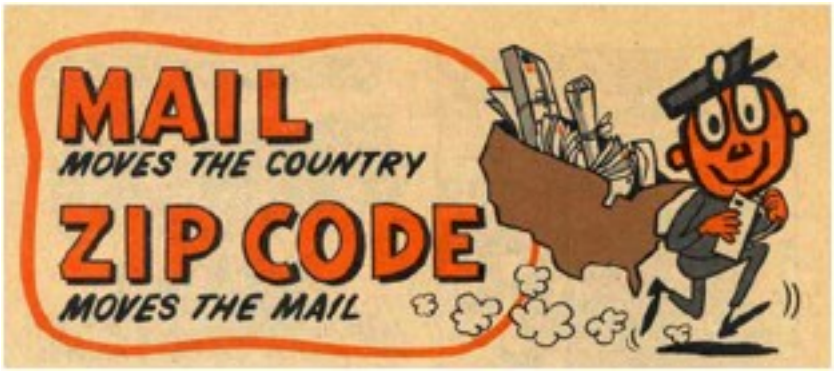

Figure 1: Advertisement for Mr. Zip by the United States Postal Service

Thus Census blocks do not have an exact zip code match – in fact, zip codes are not an areal unit. Generally, the Census Bureau matches the two by assigning a block to a zip code if a majority of its residents live in that zip code. For this reason, ZCTAs are not zip codes, so throughout *Scenescapes* we refer to them as zip codes, with the understanding that this is shorthand for ZCTAs based on zip codes.[2] To complement our

ZCTA or zip code data, we often use counties as the unit of analysis. Occasionally we use other levels such as the US region, state, metropolitan area, or clusters of zip codes.

Performance Score Descriptive Statistics and Sensitivity

Chapter 3 illustrates the considerable face validity of the performance scores for New York, Chicago, and LA, and subsequent chapters suggest their analytical value in assessing hypotheses about national social consequences. A few national descriptive statistics help to further explain how we use and interpret the performance scores from different sources.

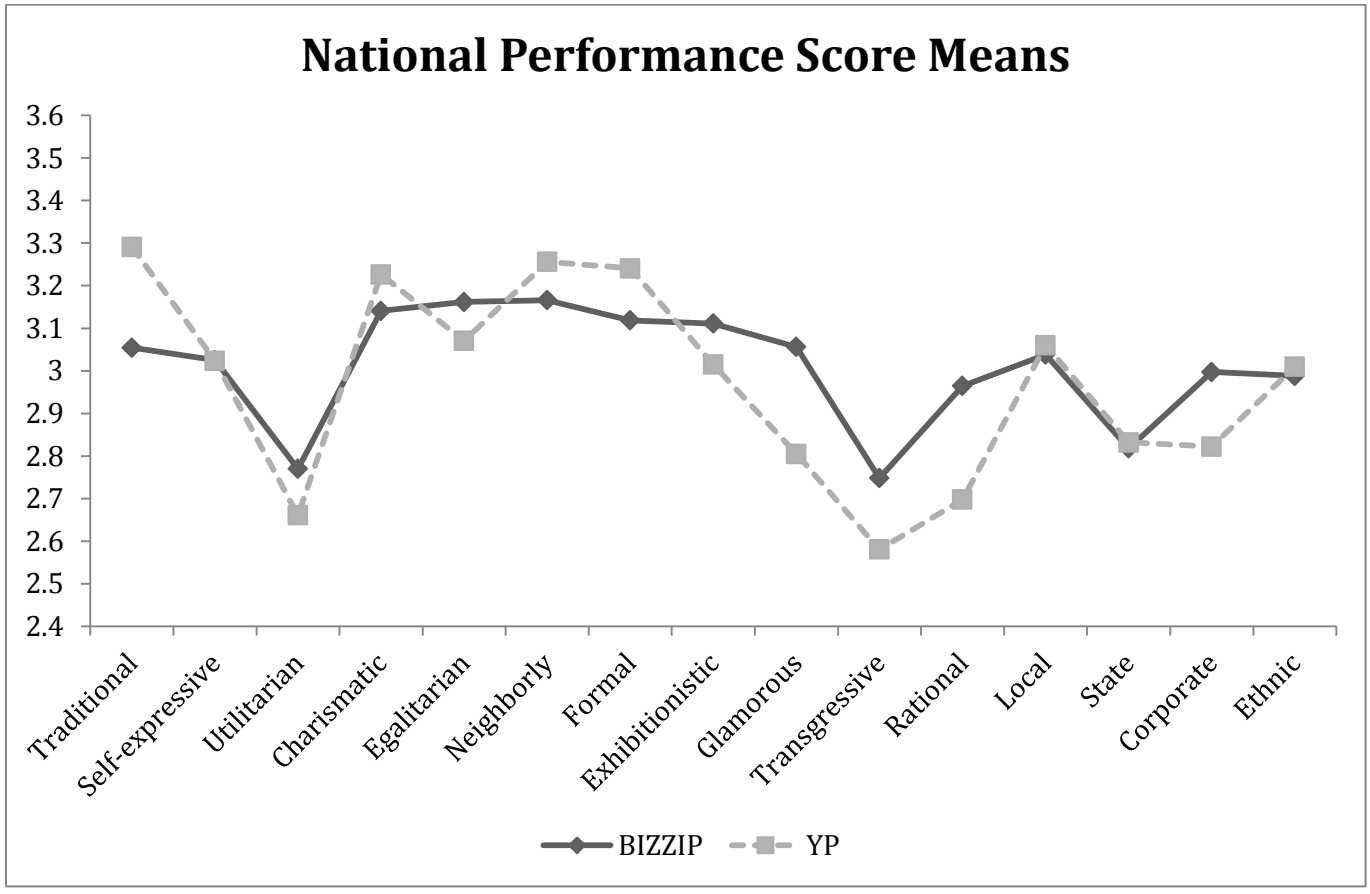

Figure 2: This figure shows average performance scores for the 15 dimensions.

Figure 2 compares the average US performance score profile as measured by BIZZIP and the Yellow Pages. Note first that the average American scene drawn by the two data sources is largely similar. The overall shape of the average profile from each source broadly aligns. And for 13 of the 15 dimensions, the measures from the two sources agree on whether the average score is positive or negative – that is, whether it is greater or

less than 3. The average US scene positively affirms the legitimacy of tradition, individual self-expression, equality, and charismatic figures but scores most negatively on utilitarian calculus and transgression.[3] Similarly, the first factors from our separate factor analyses of the 15 performance scores from the BIZZIP and YP sources show similar loadings from the urbane to communitarian.

Despite this general agreement, the two data sources do sometimes differ. They generally do so for specific reasons, however, which provide instructive cautions that inform our analyses. Consider the two examples where the national averages differ in being positive or negative, glamour and ethnic authenticity. The glamour BIZZIP score is slightly positive (3.06) while the YP score is negative (2.80). Why the difference? Some of the most numerous amenities in the BIZZIP dataset include beauty shops, cosmetics supply stores, and hair and nail salons, which were coded as somewhat positive, around 4 on glamour, as were many film, fashion, and art indicators. Many zip codes contain only a few BIZZIP amenities, often, for instance, not much more than a church, a few restaurants, and some beauty shops. YP includes similar beauty and media amenities, but its more fine-grained categories include more nightlife and fashion amenities, as well as more amenities scored somewhat low or negative on glamour that often are quite common in smaller, more rural zip codes, like truck stops, hunting and fishing lodges, fast food restaurants, nature parks, wildlife preserves, RV parks, and public libraries.

The consequence of these compositional differences is that the average national BIZZIP glamour score is mildly positive while the average YP glamour score is negative, though they come into closer agreement in larger urban areas. Similarly, the (small but statistically significant) difference in the ethnic authenticity scores likely comes from the fact that the names of the BIZZIP amenities categories contain very little information about their ethnic symbolism. More YP amenities do, mostly restaurants, but they are still few. The overall averages from both sources are thus around 3, but YP is higher especially in areas with concentrations of ethnic restaurants. These examples illustrate the typical sorts of reliability and validity issues that emerge in comparing sources: no one is wrong or better in general; each has its strengths, hence it can make sense to use multiple sources to clarify a result or evaluate an interpretation.

In some cases it can be important to be sensitive to the specific amenities that most powerfully drive a given performance score. This is especially the case for the most numerous amenities, like churches. As a sensitivity check, we therefore recomputed all of our 15 BIZZIP performance scores omitting churches in the calculations and evaluated how they change. For 7 of the 15 dimensions, the scores with and without religious organizations are correlated at .9 or higher, 4 others at .8 or higher. But three changed much more: egalitarianism, neighborliness, and state authenticity with correlations of, respectively, .5, .4, and .1. This simply alerts us to how much these three dimensions depend on local religious institutions.

Another approach is to change coding weights and observe how much these change the performance scores. YP for instance contains dozens of different types of churches, and, understandably inter-coder differences can increase with more fine-grained options and sub-categories. To check how much performance scores changed due to small variation in weights assigned to each church denomination, we reassigned all church types the same weight on glamour and recalculated the glamour performance score. The two versions of the glamour performance score were correlated .89, and the factor scores based on their correlations with the other 14 dimensions (featured in chapter 5) correlated .98 and above. Similarly, to see how sensitive the YP ethnicity measure was to small fluctuations in coding, we recomputed it with Catholic and Christian churches coded 3 rather than 2.5. The recomputed score correlated .85 with the original, and remained positively associated with the same groups: young people, artists, and non-whites.

We conducted similar sensitivity checks by altering the weights of other key amenities. How to weight "commercial artists" on self-expression generated some disagreement among coders, given that commercial artists are at once engaged in creative work but at the same time are often employed by corporate firms who give directions about design. The average (YP) weight was slightly negative (2.6). We recoded it to slightly positive (3.6) and recomputed the (YP) self-expression performance score accordingly. The two correlated .96.

Hospitals are numerous in our YP database (as we saw in Chapter 3), so one might imagine that slight differences in weights assigned to hospitals could alter the aggregate performance scores. We reassessed the

charisma score since one coder had weighted hospitals slightly positive, resulting in an average weight of 3.2. We recomputed the performance score with a weight of 3, and found that the two were correlated .99.

We performed a similar test with our Canadian data, by recoding "clubs" (i.e. social clubs) as if they were "nightclubs," and recomputing all performance scores accordingly. The resulting performance scores correlated over .98 with the originals. These examples illustrate some of the typical measurement issues arising in evaluating constructs like performance scores, and results we generally found.

Three comments on these results. First, for the bulk of our measures, removing even one of the most numerous amenities in the country barely changes them. And altering specific coding weights seems to make small differences with little analytical consequence. Performance scores, in line with our theory of scenes, that is, go beyond individual amenities. Second, we see how substantively important churches are for a crucial American scene, namely, the small town city on the hill that projects a moral community of neighbors into a higher world beyond earthly politics. Indeed, there are more than twice as many churches as grocery stores in the US, and more than in any other country we have analyzed. Churches are the exception which illustrates the rule.

Third, it can be substantively revealing to assess how correlations between performance scores and specific amenities vary in different contexts. For instance, as we noted in Chapter 3, we have found in Canada that measures of "alternative" scenes dimensions like glamour, self-expression, and transgression are more strongly associated with different sets of amenities in Toronto than in Montreal. In Toronto, correlations are higher with amenities that stress earnest personal development in marginal or specialized practices like yoga, meditation, used book stores, vintage clothing, health food stores, and natural healing centers; in Montreal correlations are higher with more visual and sexy amenities like sex shops, leather stores, discos, and modeling agencies. The general methodological point here is that our performance scores are not meant to be pure context-free measures of scenes but instead invitations to compare one place to another along common themes. This can help specify the components of uniqueness.

Finally, we note that most of our analyses use normalized versions of performance scores based on their z-scores, where the mean value across all zip codes is subtracted and the result divided by the standard deviation. These z-scores make the 15 scenes dimensions' scores more comparable since the national average is then zero and a standard deviation is one, as we saw in the Chapter 3 comparison of YP performance score z-scores in New York, Chicago, and Los Angeles. These show clear city differences as well as how all three cities consistently differ from the typical US zip code.

Core Independent Variables.

We used eight independent variables similar to those from past research. We term these our core as their goal is to control for the main variables used in standard models, so that we can see what changes when we add the scenes related items and evaluate the extent to which scenes are independent drivers of our outcomes of interest.

Table 1 summarizes the core.

Table 1. Descriptive Statistics for Core Independent Variables (the Core)

Variable	Description	Source	Level of Analysis	Year(s)	Mean	Std Dev
ITEM005	*Total Population*	Census	County	1990	427706	1121590
CollProfLv90	*Proportion of pop. 25 years or older with a Bachelors Or Higher*	Census	Zip Code	1990	0.15	0.12
LevelNonWhite_90	*Proportion Non-White*	Census	Zip Code	1990	0.12	0.19
ITEM218	*Democratic Vote Share (Clinton)*	Census	County	1992	41.46	11.28
ITEM108	*Median Gross Rent*	Census	County	1990	389.79	127.96
CrimeRate1999county	*Crime Rate (per 100,000)*	FBI	County	1999	3707.72	2163.74
ARTGOS98a	*Cultural Employment Location Quotient (Broad)*	BIZZIP	Zip Code	1998	.27	1.32
YP_FactorScore	*First Factor of Yellow Pages Performance Scores*	Yellow Pages	Zip Code	2006	0	1

Given that many of our dependent variables are change variables comparing 2000 to 1990, we follow normal practice of specifying the model using initial conditions, in time 1 (about 1990) for independent variables. Some items are for zip codes and others are for counties. This is because residents of a single zip code are still influenced by county characteristics in their choices for residence and entertainment, even if these are outside their zip code of residence.

We use rent of the county as a county area cost of living measure, which we found more useful than metro cost of living, which omits small towns and rural areas. Crime data we would prefer at both county and zip levels, but the FBI does not report crime rates below the county level. The FBI data are important to use since they are nationally adjusted from inconsistent local data.

We measured cultural industry employment clusters by creating a location quotient, which indicates zip code concentrations of cultural industry employment relative to the national average. It is calculated as the ratio of the proportion of total cultural employment in a zip code to the proportion of total cultural jobs nationwide. Thus a value above one indicates that a zip code has proportionally more culture jobs than the national average. This is a broad measure of cultural industry employment, similar to those used by others. Table 2 lists its components.

Table 2. Components of Cultural Industry Cluster Variable

NAICS Code	Category	NAICS	Description
451140	Musical instrument & supplies stores	541430	Graphic design services
451211	Book stores	541830	Media buying agencies
451212	News dealers & newsstands	541840	Media representatives
451220	Prerecorded tape, CD & record stores	541921	Photography studios, portrait
453920	Art dealers	541922	Commercial photography
512110	Motion picture & video production	611610	Fine arts schools
512131	Motion picture theaters (except drive-ins)	711110	Theater companies & dinner theaters
512191	Teleproduction & other postproduction services	711120	Dance companies
512199	Other motion picture & video industries	711130	Musical groups & artists
512210	Record production	711190	Other performing arts companies

512230	Music publishers	711510	Independent artists, writers & performers
512240	Sound recording studios	712110	Museums
512290	Other sound recording industries	712120	Historical sites
513111	Radio networks	712130	Zoos & botanical gardens
513112	Radio stations	712190	Nature parks & other similar institutions
513120	Television broadcasting	713110	Amusement & theme parks
513210	Cable networks	713120	Amusement arcades
532230	Video tape & disc rental		

This table shows components of the cultural industry cluster variable in the Core. Full descriptions for all NAICS items can be found at http://www.census.gov/naics. Cultural Industry Cluster is a general label for Cultural Employment Location Quotient (Broad) = ARTGOS98A. Broad or wide indicates whether the variable includes the classic (narrow) benchmark arts categories like museums and theater as well as (broader) related categories, such as botanical gardens. These items generally resemble those in past work, as reviewed by Currid and Stolarick (2011).

Our yellow pages factor score measure of urbanity-communitarianism is the result of a factor analysis on the 15 performance scores derived from the YP data. Weights of each dimension are in Chapter 8. We use this Urbanity factor in the core to control for the generic background scene to ensure that the more specific scenes measures we analyze are not simply expressions of this more common scene.

Main Dependent Variables

Economic Outcomes. We employ 15 different measures of economic growth and innovation, nine in our US analyses and 6 in our separate analysis of Canadian FSAs. These 15 variables are summarized in Table 3. They are key outcome variables in Chapter 4.

Table 3. Descriptive Statistics for Main Economic Growth Outcomes

Variable	Description	Source	Level Of Analysis	Year(s)	Mean	Std Dev
EntPerCapita	*Entertainment Patents per Capita*	U.S. Patent Office	County	1975-1999	.0003	.0003
otherPerCapita	*Other Patents per Capita*	U.S. Patent Office	County	1975-1999	.003	.003
HiTechperCapita	*High Technology Patents per Capita*	U.S. Patent Office	County	1975-1999	.0006	.001
zipTemploy_ratio0194	*Proportional Change in Jobs*	BIZZIP	Zip Code	1994/2001	1.58	14.57
chPop	*Proportional Change in Population*	Geolytics	Zip Code	1990/2000	1.35	3.42
ChPCI290	*Prop. Change in Per Capita Income*	Geolytics	Zip Code	1990/2000	1.59	0.4
ChGrRt2090	*Prop. Change in Median Gross Rent*	Geolytics	Zip Code	1990/2000	1.35	0.45
dflevel_collegegrads	*Difference in Proportion of College Graduates*	Geolytics	Zip Code	1990/2000	0.02	0.03
dflevel_gradprofdeg	*Difference in Proportion of Pop. With Grad/Professional Degrees*	Geolytics	Zip Code	1990/2000	-0.01	0.02
RatioAvgEmpIncome_06_96	*Ratio of average FSA employment income in 2006 to 1996*	Statistics Canada	FSA	1996/2006	1.34	0.19
RatioMedFamIncome0696	*Ratio of FSA median family income in 2006 to 1996*	Statistics Canada	FSA	1996/2006	1.40	.16
RatioAvgRent0696	*Ratio of FSA average gross rent in 2006 to 1996*	Statistics Canada	FSA	1996/2006	1.21	.25
RatioTotalPop0696	*Ratio of FSA total population in 2006 to 1996*	Statistics Canada	FSA	1996/2006	1.45	3.31
perchange_creatclass_96to06	*Difference in percentage of creative class*	Statistics Canada	FSA	1996/2006	3.42	4.73
DiffPctUni0696	*Difference in proportion of university graduates*	Statistics Canada	FSA	1996/2006	8.8	5.0

This table shows descriptive statistics for the main economic growth outcomes analyzed in Chapter 4. The creative class was defined by selecting Canadian NOC codes that approximate the specifications in the appendix to Florida (2002): Professional Occupations in Natural and Applied Sciences, Professional Occupations in Health, Judges, Lawyers, Psychologists, Social Workers, Ministers of Religion, and Policy and Program Officers, Teachers and Professors, Professional Occupations in Art and Culture, Technical Occupations in Art, Culture, Recreation and Sport, Senior Management Occupations, Specialist Managers, Managers in Retail Trade, Food and Accommodation Services, Other Managers, Professional Occupations in Business and Finance, Finance and Insurance Administration Occupations, Technical Occupations Related to Natural and Applied Sciences, Nurse Supervisors and Registered Nurses, Technical and Related Occupations In Health.

In some cases we report change as ratios (i.e. 2000 rent /1990 rent) and in some cases as change in the proportion of people who had a particular trait in 2000 compared to the proportion in 1990 (i.e. a change from 10% to 20% of a zip code's population having a college degree). The former get at absolute changes in size, the latter get at changes in the composition of an area as well. We typically analyzed in chapter 5 changes in the proportions of sub-populations (by e.g. age, race) as we were interested in investigating changes in the residential make-up of neighborhoods. We typically analyzed ratios for our chapter 4 analyses as we were interested in comparing communities' overall rates of economic growth.

Our patents variables were constructed from the publicly available data provided by the United States Patent Office. They represent the locations of individuals taking out patents from 1975-1999, aggregated to the county level and broken into three categories: entertainment patents, high technology patents and other patents. These data were originally collected and organized by Robert Cushing and used previously in Clark (2003), who coded them into the three categories and converted total patents into patents per capita, based on the total county population in 1990. The creative class was defined by selecting Canadian NOC codes that approximate the specifications in the appendix to Florida (2002), detailed in the note to Table 3.

Residential Outcomes. In Chapter 5, we measure the residential composition of neighborhoods with 21 different variables, summarized in Table 4.

Table 4. Descriptive Statistics for Main Residential Outcomes

Variable	Description	Source	Level Of Analysis	Year(s)	Mean	Std Dev
LevelAge18_24_90	*Proportion of Age Group 18-24*	Geolytics	Zip Code	1990	0.0884	0.05334
dfLevel18_24yrs	*Difference in proportion of pop. 18-24 years old*	Geolytics	Zip Code	1990/2000	-0.0059	0.03994
LevelAge25_34_90	*Proportion of Age Group 25-340*	Geolytics	Zip Code	1990	0.1574	0.0478
dfLevel25_34yrs	*Difference in proportion of pop. 25-34 years old*	Geolytics	Zip Code	1990/2000	-0.0355	0.04643
LevelBabyBoom_90	*Proportion of Baby Boomers (born 1945-1965)*	Geolytics	Zip Code	1990	0.3059	0.06281
dfLevelBabyBoomers	*Difference in proportion of Baby Boomers*	Geolytics	Zip Code	1990/2000	-0.0046	0.06576
LevelRetirees_90	*Proportion of Retirees in 1990 (65+)*	Geolytics	Zip Code	1990	0.1413	0.0702
dfLevelRetirees	*Difference in proportion of Retirees*	Geolytics	Zip Code	1990/2000	0.0006	0.05703
dflevel_collegegrads	*Difference in Proportion of College Graduates*	Geolytics	Zip Code	1990/2000	0.02	0.03
ARTGOLQ98a	*Narrow arts jobs location quotient*	BIZZIP	Zip Code	1998	.24	1.89
artjobsratio01_98_NoImpute	*Proportional change in narrow arts jobs location quotient*	BIZZIP	Zip Code	1998/2001	1.22	1.97
entropy_race_90	*Racial Diversity Entropy Index*	Geolytics	Zip Code	1990	0.1515	0.14862
diff_racial_diversity	*Difference in Racial Diversity Index*	Geolytics	Zip Code	1990/2000	0.0452	0.13712
percent_NonHispanicWhite1990	*Proportion Non-Hispanic White*	Geolytics	Zip Code	1990	0.8609	0.21119
change_percent_NonHispanicWhite	*Difference in Proportion Non-Hispanic White*	Geolytics	Zip Code	1990/2000	-0.037	0.07944
percent_NonHispanicBlack90	*Proportion Non-Hispanic Black*	Geolytics	Zip Code	1990	0.0711	0.15806
change_percent_NonHispanicBlack 2000	*Difference in Proportion Non-Hispanic Black*	Geolytics	Zip Code	1990/2000	0.0026	0.05089

This table shows descriptive statistics for the main outcomes analyzed in Chapter 5.

We measure racial diversity with a racial entropy measure, using 2000 and 1990 Census data. Census 2000 table P7 from Summary File 3 provides the population in 14 different racial categories: White, Black, Native American, Asian, Hawaiian, Other, Mixed, Hispanic White, Hispanic Black, Hispanic Native American, Hispanic Asian, Hispanic Hawaiian, Hispanic Other, Hispanic Mixed. Census 1990 table P012 from Summary

Tape File 3 provides the population in 10 different racial categories: White, Black, Native American, Asian or Pacific Islander, Other, Hispanic White, Hispanic Black, Hispanic Native American, Hispanic Asian or Pacific Islander, Hispanic Other. Racial entropy ranges from 0 to 1, where 0 represents complete racial homogeneity in a ZCTA, with the entire ZCTA population of a single race, and 1 represents maximal diversity, with a perfectly even distribution of individuals across the various racial categories. Change in racial diversity is measured as the difference between the racial diversity index in 1990 and 2000.

To analyze arts worker concentration, we used a more narrowly constructed measure than the Core's cultural industry clusters. This narrow measure is also a location quotient. Change in zip code artist concentration is the 2001 location quotient/1998 location quotient, for only zip codes with some arts employees (as discussed in Chapter 5). Table 5 lists its components.

Table 5. Components of Narrowly Constructed Arts Jobs Measure

NAICS Code	Description
453920	Art dealers
512131	Motion picture theaters (except drive-ins)
611610	Fine arts schools
711110	Theater companies & dinner theaters
711120	Dance companies
711130	Musical groups & artists
711190	Other performing arts companies
711510	Independent artists, writers & performers
712110	Museums

This table shows components of the "narrow" arts jobs measure analyzed in Chapter 5.

Political Outcomes. Table 6 lists the political outcomes analyzed in Chapter 6. New Social Movements are measured as the sum of three BIZZIP items: human rights groups, environmental groups, and social advocacy groups. Republican Vote share for 1996-2012 is measure as the proportion of the total county vote

received by the Republican Presidential nominee. Partisan Presidential contributions are measured as the ratio of Republican to Democratic Presidential contributions during the 2000 election cycle (of at least $200).

Table 6. Descriptive Statistics for Politics Outcomes

Variable	Description	Source	Level Of Analysis	Year(s)	Mean	Std Dev
DoleProp1996Atlas	*Republican Vote Share (2000)*	Atlas of US Presidential Elections	County	1996	0.51	0.12
BushProp2000Atlas	*Republican Vote Share (2000)*	Atlas of US Presidential Elections	County	2000	.59	.12
BushProp2004Atlas	*Republican Vote Share (2000)*	Atlas of US Presidential Elections	County	2004	.61	.13
McCainProp2008Atlas	*Republican Vote Share (2000)*	Atlas of US Presidential Elections	County	2008	.57	.14
RomneyProp2012Atlas	*Republican Vote Share (2000)*	Atlas of US Presidential Elections	County	2012	.60	.15
NSMs01	*New Social Movement Organizations*	BIZZIP	Zip Code	2001	0.32	1.44
RepubDemRatio2000	*Ratio of Republican to Democratic Presidential Contributions*	Opensecrets.org	Zip Code	2000	3.7	9.0
LRScale_INDIV_V2	*Left-Right Scale*	IPSOS	Individual	2011	4.3	2.5

This table shows descriptive statistics for the main outcomes analyzed in Chapter 6.

The Canadian Left-Right index comes from a survey about the 2011 Canadian federal election, conducted by IPSOS, a private polling firm. This poll is an internet-based opt-in survey of 39,236 Canadians, selected from a standing panel of over 200,000 members, who are nested within 307 electoral districts.[4] Wherever possible we have verified that the aggregate characteristics of the survey sample resemble those obtained from more reputable sources. For example, when respondents' reports of who they voted for are aggregated at the ED level, they are highly correlated with the actual proportion of votes each major national party received as reported by Elections Canada (Conservative Party =.945, Liberal Party = .922, New Democratic Party =.938).

There are some limitations of the IPSOS sample. First, all respondents reported that they had voted, either on Election Day or in an advance poll; non-voters were not surveyed. Our results thus describe active voters, and should not be generalized to non-voters or the politically disengaged. The online nature of the survey likely also excludes people without easy access to computers, or who are not web-literate. A final

limitation is that visible minorities and immigrants may be under-represented; only 7.3% of respondents identify as visible minorities, and 12% identify as immigrants. According to the 2011 National Household Survey (NHS), the actual proportions of visible minorities and immigrants in Canada are approximately 19.1% and 20.6%, respectively. Because we do not analytically focus on ethnicity and immigration, and because voters are more likely than the general population to be white and non-immigrants (suggesting that this may be partially a feature of the population, rather than a limitation of the data), we do not consider this a significant setback. Despite these limitations, we believe that this IPSOS survey can produce valid and important results, and join with other researchers who have used this same data source with similar methodological precautions. However, we caution that those results do not describe the general Canadian population, but *web-literate Canadian voters*.

The left-right scale provides a summary measure of the conservativism or liberalism of each respondent's overall political ideology. We constructed this scale using five variables from the IPSOS poll, including four general questions about the respondent's political attitudes and a concrete question about what party he or she voted for in the 2011 federal election. For individuals with missing values on one item, we used mean substitution to minimize missing data. Individuals with missing values on two or more items were assigned missing values on the scale, and excluded from analysis. Cronbach's alpha for this scale is .733.

Table 7 shows the items included in the index.

Table 7. CONSTRUCTION OF THE CANADA LEFT-RIGHT SCALE		
Item	**Question**	**Response options and coding**
1	Which candidate did you vote for today?	CPC=2, Liberal=1, Bloc or NDP=0, other=missing
2	On most political issues, do you consider yourself to be on the "left," "right," or "centre"?	Right=2, centre=1, left=0, don't know=missing
3	Which comes closer to your view?	Government is doing too many things that should be left to business=2 Government should do more to solve problems=0 Don't know/ Not sure=1
4	Do you favour or oppose the death penalty for people convicted of murder?	Yes, for all convicted murderers=2 Under most circumstances=2 Under very rare and extreme circumstances=1 No, capital punishment should never be applied in Canada=0 Don't know/ Not sure =1
5	What is your view on same-sex marriage?	Favour same-sex marriage=0 Oppose same-sex marriage, but would accept same-sex civil unions=1 Oppose entirely same-sex marriage=2 Don't know/Not sure=1

Other Independent Variables

"Other variables": scenes and economic growth. In each chapter we often add "other variables" to the core that are likely relevant to the specific outcomes we are analyzing. Table 8 summarizes the main other variables for Chapter 4.

Table 8. Descriptive Statistics for economic growth "other variables"

Variable	*Description*	Source	Level Of Analysis	Year(s)	Mean	Std. Deviation
C96_FSA_POP	*Total Population*	Statistics Canada	FSA	1996	19923.15	15070.75
C96_FSA_TOTPOP_ED_PUNIBACH	*Percentage of population 15 years or older with a university Bachelors degree or higher*	Statistics Canada	FSA	1996	14.18	9.86
C96_FSA_AVG_RENT	*Average gross rent*	Statistics Canada	FSA	1996	596.50	184.53
C96_FSA_PVISMIN	*Visible minority percentage of the population*	Statistics Canada	FSA	1996	9.89	13.87
PerLib2001	*Liberal Party Vote Share*	Elections Canada	FSA	2001	40.96	14.87
PerArtCultureProfessionals1996	*Proportion of workforce employed in professional art and culture occupations*	Statistics Canada	FSA	1996	.011	.013
LV_WalkWork2	*Walkability Measure*	Geolytics	Zip Code	1990	0.32	0.14
natamenityscale	*USDA Natural Amenities Scale*	USDA	County	-	0.59	2.85
bohemia	*Bohemian Bliss Point Scene Measure*	BIZZIP	Zip Code	2001	0.06	0.002
technarrowLG98a	*Technology Jobs Location Quotient*	BIZZIP	Zip Code	1998	.16	.64

This table shows descriptive statistics for other variables analyzed in Chapter 4 in addition to the Core. "Professionals in Arts and Culture" include librarians, conservators and curators, archivists, authors and writers, editors, journalists, professional occupations in public relations and communications, translators, terminologists and interpreters, producers, directors, choreographers and related occupations, conductors, composers and arrangers, musicians and singers, dancers, actors and comedians, painters, sculptors and other visual artists.

The first six are the main independent variables in our analysis of economic growth in Canada. Arts and culture workers are here measured as the percentage of the population who list their occupation as one of those included by Statistics Canada as "professional in arts and culture." Walkability is the ratio of the number of individuals 16 years and older who walk to work (logged) to the total population (logged). The Natural Amenities Scale is from the USDA, which provides an index constructed from six measures of climate, topology and water area. More details are at the USDA website.[5] The Bohemia bliss point measure is the distance between each zip code's performance score profile and the ideal-typical bohemian scene described in Chapter 2. The following equation illustrates the computational logic for the bliss point measures:

COMPUTE bohemiabliss = ABS (2 – traditional performance score) + ABS (5 – self-expressive performance score) + ABS (1 – utilitarian performance score) + ABS (4 – charisma performance score) + ABS (2 – egalitarian performance score) + ABS (2 – neighborly performance score) + ABS (3 – formality performance score) + ABS (3 – glamour performance score) + ABS (3 – exhibitionism performance score + ABS (5 – transgression performance score) + ABS (3 – local performance score) + ABS (2 – state performance score) + ABS (1 – corporate performance score) + ABS (2 – rational performance score) + ABS (4 – ethnicity performance score). Where ABS is the absolute value and numbers like 2 and 3 are weights we assign as discussed in Chapter 2, Figure 2.4.

"Bohemiabliss" is more "bohemian" the closer it is to 0.[6]

Components of the technology cluster variables are in Table 9, which we analyzed with location quotients. They are measured as the ratio of the proportion of technology employment in a zip code to the proportion of technology employment nationwide.

Table 9. Components of Technology Jobs Measures

NAICS	Description	NAICS	Description
511210	Software Publishers	514210	Data Processing Services
513210	Cable Networks	518112	Web Search Portals
513220	Cable & other program distribution	541420	Industrial Design Services
513310	Wireless Telecommunications Carriers	541490	Other Specialized Design Services
513321	Paging (wireless)	541511	Custom Computer Programming Services
513322	Cellular & other wireless telecommunications	541512	Computer Systems Design Services
513340	Satellite Telecommunications	541513	Computer Facilities Management Services
513390	Other Telecommunications	541519	Other Computer Related Services
514191	On-line information services	611420	Computer Training

This table shows components of the technology industry cluster variable employed in Chapter 4.

We also pursued supplementary analyses of several other variables. For example, *weather*, as the mean January temperature and mean July temperature. Both are reported at the county level by the United States Department of Agriculture (USDA) and represent the average values from 1941 to 1970. *Commute time*, from the 1990 Census, as the mean travel time to work for individuals 16 years and older who are employed. *Public*

Transportation Use, as the percentage of individuals 16 years and older who are employed and use public transportation to travel to work. *Working from Home*, as the total number of individuals 16 years and older who are working at home. For Canada we also analyzed population density, the percentage of the population that walks to work, takes public transportation to work, is single, and does not identify with a religion.

"Other variables": Scenes and Residential Patterns. The Chapter 5 "other variables" are in Table 10 and amenity indexes are in Table 11.

Table 10. Descriptive Statistics for Residential Patterns "other variables"

Variable	Description	Source	Level Of Analysis	Year(s)	Mean	Std. Deviation
CountyTotalJobRatio0194	Job growth	Geolytics	County	1994/2001	1.09	.34
ChGrRt2090	Proportional Change in Median Gross Rent	Geolytics	Zip Code	1990/2000	1.3528	0.45302
natamenityscale	USDA Natural Amenities Scale	USDA	County	-	0.59	2.85

This table shows descriptive statistics for other variables analyzed in Chapter 5 in addition to the Core.

Table 11. Components of Amenity Indexes

New Conservative	Pentecostal, Non-Denominational, Bible, Apostolic, Assembly of God, Church of Christ, Full Gospel, Seventh Day Adventist, Church of God, Church of the Nazarene
Mainline	Lutheran, Presbyterian, Episcopal, Methodist, United Church of Christ
New Age	Yoga, Meditation Centers, Metaphysical Book Stores
Pop Culture	Fast Food Restaurants, Sports Bars, Music Stores, Movie Theaters, Sports and Recreation Facilities, Warehouse and Super Stores (NAICS 452910)

This table shows the components of the amenities indexes analyzed in Chapter 5. All components of these indexes come from the yellow pages, unless they are followed by a NAICS code in parentheses, which indicates a variable comes from BIZZIP.

Other variables: Scenes and Politics. The "other variables" analyzed in Chapter 6 in addition to the Core are listed in Table 12.

Table 12. Descriptive Statistics for "other variables" in "scenes and politics" analysis

Variable	Description	Source	Level Of Analysis	Year(s)	Mean	Std. Deviation
adjrate	Adherence Rate (per 1,000 population)	RCMS*	County	2000	631	214
PropEvangelicals	Proportion Evangelical Adherents	RCMS	County	2000	0.363	0.223
PropCatholic	Proportion Catholic Adherents	RCMS	County	2000	.22	.2
Pop2000	Population Size	CCDB**	County	2000	894120	292523
MedianGrossRent2000	Median Gross Rent	CCDB	County	2000	441	122
Age20_34_2000	Proportion of Population Ages 20-34	CCDB	County	2000	.18	.04
PropPop60Plus	Proportion of Population Ages 60 and over	CCDB	County	2000	.19	.05
BachelorsOrHigher2000	Proportion Bachelor's Degree or Higher	CCDB	County	2000	0.165	0.078
PropNonWhite2000	Proportion Non-White	CCDB	County	2000	0.153	0.160
ARTGOSLG98a_mean	Cultural Employment Clusters (county mean)	BIZZIP	County	1998	-3.82	0.79
UnionsPerZip	Unions per zip code	BIZZIP	County	2000	.24	.40
Turnout1996Atlas	Voter Turnout	Atlas of US Presidential Elections	County	1996	.34	.06
Turnout2000Atlas	Voter Turnout	Atlas of US Presidential Elections	County	2000	.39	.066
Turnout2004Atlas	Voter Turnout	Atlas of US Presidential Elections	County	2004	.44	.07
Turnout2008Atlas	Voter Turnout	Atlas of US Presidential Elections	County	2008	.45	.08
Turnout2012Atlas	Voter Turnout	Atlas of US Presidential Elections	County	2012	.43	.08
CrimeRate1999county	*Crime Rate (per 100,000)*	FBI	County	1999	3707.72	2163
YPTransPerf_mean	*Transgression Performance Score (county mean)*	YP	County	2006	2.36	.21
BoboYP	*Bobo Score*	YP	County	2006	.45	1.1
BlueBloodIndexZ	*Zip Code Blue Blood Index*	YP	Zip Code	2006	1.7	3.7
BlueBloodIndexC	*County Blue Blood Index*	YP	County	2006	85	155
BlueBloodIndexS	*State Blue Blood Index*	YP	County	2006	2186	1566
popdens_zip90	*Population density*	Geolytics	Zip Code	1990	1224	6407
RntMed1990	*Median gross rent*	Geolytics	Zip Code	1990	361	173
ChGrRt2090	*Change in Median Gross Rent*	Geolytics	Zip Code	1990/2000	1.35	.45
LV_WalkWork2	*Walkability Measure*	Geolytics	Zip Code	1990	.32	.14

* Religious Congregations and Membership Study
** County City Database (U.S. Census Bureau)

This table shows descriptive statistics for the other variables analyzed in Chapter 8 in addition to the Core. Voting models also included a dummy variable for Red States, where 1 was assigned to states won by Republican candidates and 0 for states won by Democratic candidates. The Bobo score is the product of county transgression and county rent (where each was standardized before being multiplied). The Blue Blood amenities index sums: skiing facilities, boat and yacht clubs, cigar shops, Episcopal churches, equestrian clubs, golf courses, private golf clubs, Presbyterian churches, private tennis clubs, private clubs, and ballroom and social dance instruction.

The full Canadian analysis summarized in Chapter 6 is in Table 13.

TABLE 13. THE IMPACT OF SPATIAL CONTEXT ON INDIVIDUALS' POLITICAL ATTITUDES

	Model 1	Model 2	Model 3	Model 4	Model 5
Regression Coefficients (Fixed Effects)					
Intercept	4.351**	5.208***	4.991***	5.857***	5.855***
Individual Controls (Level 1)					
Female			- .775***	- .778***	- .778***
Age			.018***	.018***	.018***
Household Income			.042***	.041***	.041***
Education			- .193***	- .193***	- .193***
Visible Minority			- .019	- .024	- .025
Number of children			.125***	.125***	.125***
Religiosity Index			.203***	.203***	.204***
Urban environment			- .208***	- .182***	- .18 ***
Social Media Index			- .105***	- .105***	- .105***
Contextual Controls (Level 2)					
Visible minorities as % of ED population		.008		.018	.018
Percent ED population with a bachelor's degree or higher		- .094*		- .100*	- .100*
Average ED rent		.057		.063	.063
Percent ED population reporting no religion		- .110*		- .097	- .097
Percent ED dwellings rented		- .283***		- .282***	- .282***
BC		- .607***		- .622***	- .622***
Saskatchewan		- .630***		- .641***	- .641***
Manitoba		- .254		- .281	- .281
Ontario		- .730***		- .763***	- .763***
Quebec		-1.600***		-1.639***	-1.639***
New Brunswick		- .844***		- .849***	- .849***
Nova Scotia		-1.056***		-1.090***	- 1.09 ***
Prince Edward Island		- .668*		- .690*	- .690*
Newfoundland		-1.545***		-1.601***	-1.601***
Independent Variables (Level 2)					
Self-expressive legitimacy		- .286***		- .273***	- .274***
Local authenticity		.167**		.140*	.140*

Interactions (Level 2 * Level 1)					
Self-expression * education					.027*
Local authenticity * education					- .039**
Variance Components (Random Effects)					
Residual (Individual Level)	5.440***	5.440***	4.644***	4.644***	4.71 ***
Variance of Intercept (ED level)	.675***	.095***	.684***	.097***	.097***
Age (individual level)			.000***	.000***	.000***
Education (individual level)			.005***	.005***	.006***
Religiosity Index (individual level)			.002**	.002**	.002**
Social Media Index (individual level)			.001*	.001*	.001*
Fit Statistics					
AIC	175739	175293	170102	169653	169654
BIC	175756	175310	170153	169704	169705

Note: this figure summarizes results of five multi-level regression models, where individuals are level 1 and Electoral Districts (ED) are level 2. Model 1 is the empty model, Model 2 adds level 2 variables, Model 3 adds level 1 variables, Model 4 joins level 1 and level 2 variables, and Model 5 adds two cross-level interaction terms. N=39,236 individuals nested within 307 Canadian Electoral districts

Individual-level control variables include the respondent's gender, age, household income, education, visible minority status, number of children, religiosity, political engagement on social media, and place of residence (urban vs. rural). Gender, visible minority status, and urban residence are coded as dummy variables, where female=1, visible minority=1, and urban residence=1; male, non-minority, and rural residence are the reference categories. Age is a continuous variable, measured in years. Income is an ordinal variable measured in $10,000 increments. Education is coded as an ordinal variable with eight categories: (1) primary school or less; (2) some high school; (3) completed high school; (4) some college or trade school; (5) completed college or trade school; (6) some university; (7) university undergraduate degree; and (8) university graduate degree.

We measure respondents' religiosity using a scale constructed from five IPSOS questions on religious beliefs and practices (e.g. self-reported religious commitment, frequency of attendance at religious services). The scale has a minimum value of 0 and a maximum value of 9. We measure political engagement on social media using a second scale, constructed from 11 IPSOS questions asking whether the respondent engaged in

specific behaviours on social media (e.g. writing, commenting on, sharing links to, or reading political and public policy information online). Each IPSOS question is a dummy variable (0=no, 1=yes). The social media index adds all "yes" values, and has a minimum value of 0 and a maximum value of 11. The questions used in scale construction and values assigned to the response options are described in tables 7 and 13.

All individual-level control variables are from the IPSOS survey and, except for dummy variables, are group mean centered, so the effect of each of these controls is relative to the average level in that ED. For example, the effect of 'age' measures the effect of being older or younger than the average resident in a respondent's constituency.

Control variables at the ED level are average rent, percent of the ED population identifying as a visible minority population, percent of the ED population with a bachelor's degree or higher, percent of the ED population reporting no religious affiliation, and the percent of dwellings in an ED that are rented as opposed to owned. All of these variables are from the 2011 National Household Survey, and all are standardized (i.e. grand mean centered).

Table 14. RELIGIOSITY INDEX

Item	Question	Response options and coding
1	In your life, would you say religion is VERY important, SOMEWHAT important, NOT VERY important, or NOT IMPORTANT at all?	Very important=3, somewhat important=2, not very important=1, not important at all=0, don't know=0
2	Which of the following best describes your religious identity?	Identified with any listed religion=1, athiest/don't know=0
3	How often do you attend church, temple, mosque services at your place of worship?	More than once a week=3, once a week=2, less than once a week but more than once a month=1, less than once a month=0, don't know=0
4	Do you believe in a God that answers prayer?	Yes=1, no/don't know=0
5	Do you believe that the holy book of your religion (Bible, Quran, or other holy book) is the revealed word of God?	Yes=1, no/don't know=0

Table 15. POLITICAL ENGAGEMENT ON SOCIAL MEDIA INDEX		
Item	**Question**	**Response options and coding**
When it comes to public policy and political issues which of the following best describes your activities on social media or online media news sites? (select all that apply)		
1	Start conversations or write original ideas about public/political issues	Selected=1, Not selected=0
2	Comment on what others have written or posted about public/political issues	Selected=1, Not selected=0
3	Share links to articles or information about public/political issues	Selected=1, Not selected=0
4	Read what others have posted about public/political issues	Selected=1, Not selected=0
And in the past seven days which of the following activities have you personally engaged in on social media or online media news sites? (select all that apply)		
5	Start conversations or write original ideas about public/political issues	Selected=1, Not selected=0
6	Comment on what others have written or posted about public/political issues	Selected=1, Not selected=0
7	Share links to articles or information about public/political issues	Selected=1, Not selected=0
8	Read what others have posted about public/political issues	Selected=1, Not selected=0
Through which of the following means have you been getting your information about Canada's upcoming federal election?		
9	Through the online websites of traditional news media	Selected=1, Not selected=0
10	Through online news websites such as MSN or Yahoo	Selected=1, Not selected=0
11	Through social media websites such as Facebook or Twitter	Selected=1, Not selected=0

Other Variables: DDB

We sometimes, mostly in notes, include results from the DDB Needham lifestyle survey to supplement our main amenities-based results. The DDB survey was used by Robert Putnam in *Bowling Alone* at the national and occasionally state level. The survey asks many personal questions on activities (How often do you eat dinner with the whole family, how often do you eat out, how frequently do you attend museums or movies?), and attitudes (how much do you agree with the statement that "a woman's place is in the home."). It has been

repeated (with some variations) since the 1970s, and provides time series data with significant geographic detail-- respondents can be identified at the county level.

There are a total of approximately 80,000 respondents across all DDB survey years, making it similar in sample size and geographic scope to the General Social Survey (GSS) of the National Opinion Research Center (NORC). While both GSS and DDB have splendidly large numbers of cases (N's) for general national analysis, neither is ideal for county-level analysis, requiring the pooling of survey responses across multiple decades to get more than a handful of respondents for sparsely populated areas. That is, the DDB samples the US population nationally, selecting the number of respondents from each county weighted by its population size. Thus while analyses for the entire US are robust, one cannot compare *individual* small counties. We respected these points in our DDB analyses. Ultimately, the DDB provides better insight into the lifestyle preferences relevant to scenes than the GSS, largely owing to its originally intended use for consumer marketing purposes. For this reason, and since there is no other general citizen survey of activities and attitudes both representative at the county level *and* which covered the entire United States, we used the DDB.[7]

The DDB is useful in providing information about attitudes ("I am interested in other cultures") and activities (frequency of going to bars or collecting stamps). In *Scenescapes*, we typically analyze specific attitudes or behaviors to supplement our descriptions of amenities-based measures (like Bohemia or Blue Bloods) or highlight differences among census groups (e.g. BA vs. post-graduate degree holders). We computed DDB performance scores and analyzed them elsewhere (in Silver, Clark, and Graziul 2011) but do not report here.

Table 16 shows descriptive statistics for the DDB data we merged into our main scenes data files. The N here is lower than for the total individuals surveyed (around 80,000) because some individuals lack county identifiers. However, DDB analyses we report for individuals are typically from this larger sample, as in the case of BA vs. post-graduates in Chapter 5, though some questions, such as political party ID, were only asked to smaller samples (around 11,000 for party ID).

Table 16. Descriptive Statistics for DDB Data	
Questions about consumer attitudes and behaviors	74
Respondents per county	
Minimum	1
Maximum	1754
Mean	21
Median	6
Standard Deviation	60
# of Counties with data	2834
Total Respondents[1]	58164

Other Variables: Canadian amenities

Chapters 3 and 4 report from ongoing work on Canadian scenes. As in the US, we rely mainly on Census of Business (known in Canada as Canadian Business Patterns) and yellow pages data (downloaded in Canada from yellowpages.ca). Because of Canada's much smaller population size, it was more feasible to download and check more YP categories; we gathered 1460. Our main Canadian unit of analysis is the FSA, which is the first three digits of the postal code. The FSA is similar in size and meaning to the US zip code. Like the US Census Bureau, Statistics Canada provides procedures for matching census data to FSA's, transforming postal routes into areal units. Silver and Miller (2012) analyze and describe our Canadian data. Table 17 describes their main outlines.

Table 17. Descriptive Statistics for Canadian Amenities Data

	Yellow Pages (YP)	Canadian Business Patterns (CBP)
Categories of Amenities	1460	294
Total Amenities	778820	1003140
Mean Amenities Per FSA	498	648
Median Amenities Per FSA	387	530

This table shows basic national descriptive statistics for Canadian amenities at the FSA level.

Coding Weights

Tables 18 and 19 show the average coding weights assigned to all amenities in our database.

Table 18. Average Coder Scores for Yellow Pages (YP) Amenities

AMENITIES	Tradition	Self-Expression	Utilitarian	Charisma	Egalitarian	Neighborliness	Formality	Exhibitionism	Glamour	Transgression	Rationality	Locality	State	Corporateness	Ethnicity
Adult Ent. - Comedy & Dance Clubs	2.6	3.6	1.4	4	3	2.2	3.2	3.8	3	3.75	2	3	2.5	3	3
Adult Ent. - Nightclubs	2.8	3	1.4	3.8	2.8	2.2	3.4	4.6	3	4.75	2	3	2	3	3
Afghan Rest.	4	3	2.8	3	3	3	3	3	3	3	3	3	3	3	5
African Rest.	4	3	2.8	3	3	3	3	3	3	3	3	3	3	3	5
American Rest.	3.8	3	3	3	3	3	3	3	3	3	3	3	4	3	3.25
antiques and collectibles	4.6	3.2	2	3	3	3.6	3.2	3	3	2.25	3	4.25	3	2.25	3
Antiques-Dealers (184)	4.4	3.4	2.2	3	3	3.6	3.2	3	2.75	2.25	3	4.25	3	2	3
Antiques-Repair & Restore (19)	4.4	3.4	2	3	3	3.2	3	3	2.75	2.25	3	4	3	2	3
Antiques-Reproductions (1)	4.2	3	1.8	3	3	3	3	3	3	2.5	3	3.75	3	2.75	3
Antiques-Wholesale (6)	4.4	3	1.8	3	3	3	3	3	2.25	2.25	3	4	3	2.5	3
Apostolic	3.4	3	2	4	3	4	3.8	3	3	1.25	2.25	2.75	2.25	2.25	3
aquarium, zoo, botanical gardens	3	3.2	2	3	3	3	3	3	3	2.25	3	3.75	3	3	3
Aquariums - Public	3	3	2	3	4.8	3	3	3	3	2	4	4	3	3	3
Arbor-etums	3	3.6	2	3	3.6	3.4	2.6	3	3	2.75	3	3.75	3	3	3
Armenian Rest.	4	3	2.8	3	3	3	3	3	3	3	3	3	3	3	5
Art Galleries, Dealers & Consultants (309)	3.2	4	2.2	3.6	3	3	3.6	3.2	3.75	3	2.25	3.75	3	2.25	3
art muscums and galleries	3.4	4	1.6	4	3	3	3.8	3.6	3.75	3.25	2.25	4	3	2.25	3
Artists-Commercial (76)	3	3.4	3.4	3	3	2.4	3	3	3	2.25	3	3	3	4	3
Artists-Fine Arts (43)	3.6	4.2	1.8	4	3	3	3.8	3	3	3	2.25	3	3	2.25	3
Arts Organizations & Information (22)	3.2	4	1.8	3.8	3	3.8	3.6	3	3	3	3	4	2.75	2.25	3
Asian Rest.	3.6	3	3	3	3	3	3	3	3	3	3	3	3	3	4.25
Assembly of God	3.4	3	2	4	3	4	3.8	3	3	2.25	2.25	2.75	2.25	2.25	3
Athletic Orgs	3	3	2.2	3	3.4	3.8	3.6	3	3	2.75	2.5	4	3	3	3
Automobile Customizing (13)	2.8	4.2	1.8	3	3	3.6	3	3.6	3.25	3	3.5	3.25	3	2.75	3
Automobile Dealers-Antique & Classic (4)	4.4	3.8	2	3	3	3	3.2	3.4	3	2.25	3	3.75	3	3.75	3
Automobile Dealers-New Cars (160)	2.8	3	3	3	3	2.8	3	3.2	3.25	2.5	3	3	3	4.25	3
Automobile Dealers-Used Cars (187)	3.2	3	3	3	3	2.8	3	3	3	2.75	3	3	3	3.75	3
Automobile Detailing (35)	3	3.6	2.4	3	3	2.8	3	3.8	3	2.25	3	3	3	3	3

Baby Accessories & Service-Retail (12)	3	3.8	2.8	3	3	3.2	3	3	3	2.25	2.75	3	3	3	3
Baby Accessories-Wholesale & Manufacturers (3)	3	3.6	2.8	3	3	3	3	3	3	2.25	3	3	3	3	3
Bail Bonds (7)	3	3	3	3	3	2.4	3	2.6	3	3.75	3	3	3	3	3
Bakeries	3	3	3	3	3	3.4	3	3	3	3	3	3.5	3	3	3
Baptist	4	2.6	2	4	4	4	3.8	3	2.25	1.75	1.25	2.75	2.5	2.25	3
Bar & Grill Rest.	3.2	3	3	3	3	3.2	3	3	3	3	3	3	3	3	3
Barbecue Rest.	3.8	3	3	3	3	4	3	3	3	3	3	3.75	3	3	3.75
Bars & Pubs	3	3	1.8	3.2	3	3.8	3	3.2	3	3	2.25	3.5	2.75	3	3
Basque Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Beach Accessories	3	3	2.2	3	3	3	3	4	3.25	3	3	3.5	3	3	3
Beer Gardens	3.2	3	1.6	3	3	3.6	2.8	3.2	3	3	2.25	3.75	3	3	3
Bible	4	2.8	2	4	3	4	3.8	3	3	2.25	1.75	2.75	2.25	2.25	3
Bibles Retail (3)	4	2.6	2.8	3.2	3	3	3	3	2	1.75	2	3	3	3	3
Bistros	3.2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Boat & Yacht Charters, Rental, & Leasing	3	3	2.2	3	1.6	3.2	3.8	3	3	2.25	3	3	3	3	3
boating	3.2	3	2	3	2.4	3	3	3.2	3	2.25	2.75	4	3	3	3
Body Piercing	1.6	4.4	1.4	3	3	3	2	4.4	3	5	2	3	3	1.75	3
Book Dealers - Retail	3.2	3.6	3	3.6	3	3	3	3	3	3	3.5	3	3	3.25	3
Book Dealers - Used & Rare	4	4	2.4	4	3	3.4	3	3	2.5	3	3.25	4	3	2	5
Botanical Gardens	3	3.6	2.2	3	3.4	3.4	2.6	3	3	2.75	3	3.75	3	3	4.5
Boutiques	3.2	3.4	2	4	2.2	3.2	3.6	4	4.75	2.75	3	3	3	3	3.75
Bowling	3	3	2	2.8	3.2	3.6	2.4	2.8	1.5	2.75	2.5	3	3	3	4.75
Boxing Instruction	3	3	2	3	3	3	3	2.6	2.5	3	2.25	3	3	3	4.5
Brazilian Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4.25
Breakfast & Brunch Rest.	3	3	3	3	3	3.6	3	3	3	3	3	3	3	3	5
Breweries	3	3	2	3.2	3	3	3	3	3	3	2.25	3	3	3	5
British Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4.25
Buffets Rest.	3	3	3	3	3	3	3	3	3	3	3	2.75	3	3	3
Burger Rest.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Cafes	3	3.6	2.6	3	3	4	2.6	3	3	3	3	3.5	3	3	3
Cafeterias Rest.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Cajun & Creole Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
California Cuisine Rest.	3.2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Camp-grounds & RV Parks	3.2	3	2	2.8	3	3	2.4	2.4	2	3	3	3.75	3	3	3
Camps	3.4	3	2.2	2.8	3	3.2	2.6	2.4	2.25	3	3	3.25	3	3	3
Cantonese Rest.	4	2.8	3	3	3	3	3	3	3	3	3	3	3	3	3
Caribbean Rest.	4	2.8	3	3	3	3	3	3.4	3	3	3	3	3	3	3
Carnivals	3.2	3	1.2	3.4	3	3.4	2	3.6	2.75	3.5	1.75	3.5	3	3	3
Casinos	3	3	1.4	3.6	2	2.2	3.6	3.6	3.75	3.75	1.75	2.5	1.75	3	4.25
Casting Directors	3	3.6	2.4	3.6	2	3	3.2	3.8	4	3	3	3	3	3	3
Catfish Rest.	3.2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Catholic	4.6	2.4	2	4	3	4	4	3	2.25	1	2.5	2.75	1.75	2	4.25
Cemeteries	4.4	3	2.8	3.4	3	2.8	3	2.6	2	2.75	2	4.5	3	2.25	3
Central European Rest.	4	3	3	3	3	3	3	3	3	3	2.75	3	3	3	4.25
Chicago Style Rest.	3.4	3	3	3	3	3	3	3	3	3	2.75	3.25	3	3	3
Chicken Rest.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Children's & Infants' Accessories	3	3.6	2.8	3	3	3	3	3	3.5	2.25	3	3	3	3	3
Children's & Infants' Clothing	3	3.4	2.8	3	3	3	3	3	3.25	2.25	3	3	3	3	3
childrens clothing	3	3.6	2.8	3	3	3	3	2.8	3.25	2.25	3	3	3	3	3.25

Chinese Rest.	4	2.8	3	3	3	3	3	3	3	3	3	3	3	3	3
Christian	3.8	2.8	2	3.8	4	4	3.4	3	3	2.25	2.25	2.75	2.25	2.25	3
Church of Christ	3.4	3	2	4	3	4	3.8	3	3	2.25	2.25	2.75	2.25	2.25	3.75
Church of God	3.4	2.8	2	4	3	4	3.8	3	3	2.25	2.25	2.75	2.25	2.25	3
Church of Jesus Christ of Latter Day Saints	3.4	2.4	2	3.8	3	4	4	3	2.5	1.25	2	2.75	2.25	2	3
Church of the Nazarene	3.4	2.8	2	3.8	3	4	3.8	3	3	2.25	2.25	2.75	2.25	2.25	3
Cigar Bars	3.2	3	1.6	3	2	3.6	3.8	3.4	3.5	3	2.75	3.25	3	3	3.25
cigar shops	3	3	2.2	3.2	2.6	3	3	3	3.25	2.75	2.5	3	3	3	3
Clinics	3	3	3.4	3	3.2	2.8	3	3	3	2.25	3	3	3	3	3
Cocktail Lounges	3	3	1.8	3.6	2	3.6	3.6	3.4	3.75	2.5	2.75	3.25	3	3	3
Coffee Houses	3	3.6	2.4	3.2	3	4	2.4	3.2	3	3.25	3	3.5	3	2.75	3
coins	3.6	3	2.4	3	3	3.2	3	3	2.25	2.75	3	3	3.25	3	3
Colombian Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4.25
Comedy Clubs	3	4.6	1	4	3	3	3.2	3	3	3.25	2.75	3	3	3	3
Comic Book - Dealers	3.2	4	1.8	3.4	3	3	2.6	3	3	3	2.75	3	3	3	3
Concession-aires	3	3	3.4	3	3	3	3	3	3	3	3	3	3	3	2.5
Consulates	3.4	3	3	3.2	3	2.8	5	3	3	2	3	2.25	4	3	3
Continental Cuisine Rest.	3.2	3	3	3	3	3	2.6	3	3	3	3	3	3	3	3
Convents & Monasteries	4.4	1.8	2	4	2	3	4.8	1	1	1	2.25	2.75	1.25	1.25	3
Costumes	3	3.8	1.4	3	3	3	2.6	5	3.25	3.5	2.5	3	3	3	3
Country Dining Rest.	3.8	3	3	3	3	3.4	3	3	3	3	3	3.75	3	3	3
country music club	3.8	4	2	3.4	3	3.6	3.8	3	2.5	2.25	2	3.75	3.5	3	3
Crab House Rest.	3.2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Cuban Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Custom Bridal Gowns	3.2	3.8	2	3	2	3.8	2.6	4	3.75	2.5	3	4	3	1	3
Custom Jewelry	3	3.8	2	3	2	3.8	2.8	4	4.5	3	3	4	3	1	3
Custom Printed Shirts	3	4	2	3	2	3.4	2.4	4	3.75	3	3	4	3	1	3
Custom Shirts	3	4	2	3	2	3.4	2.8	3.6	3.25	3	3	4	3	1	3
Custom-Printed T-Shirts	3	4.2	1.8	3	2.4	3.4	2.4	3.8	3.25	3	3	4	3	1	3
Dairy Bar Rest.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Dance Clubs	3	4	1.2	3.8	2.8	2.4	3.8	4	3.75	3	1	3	3	3	3
Dance Cos	3	4	2	4	3	3	4	3	3	3	2.75	3	3	3	3
Dance Studios	3	4	2	3	3	3	3.8	3.2	3	3	2.75	3	3	3	3
dance studios/instruction	3.2	4	2	3.8	3	3	3.8	3	3.25	3	2.75	3	3	3	3
Deli-catessens	3	3	3	3	3	3.6	3	3	3	3	3	3	3	3	3
Designer Clothing & Accessories	2.6	3.6	2.2	5	2.2	2.6	4	4	5	2	2.25	2	3	3.75	3
Dessert Rest.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Dim Sum Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Diners Rest.	3.4	3	3	3	3	3	3	3	3	3	3	3.5	3	3	3
Dinner Theater Rest.	3	3.8	2.8	3.6	3	3	4.4	3	3.25	3	3	3.25	3	3	3
Disco-theques	3	4	1.2	3.8	3	2.4	3.8	4	3.5	3	1	3	3	3	3
Diving	3	3	2	3	3	3	3.2	3	3	3	2.75	3	3	3	3
driving ranges	3	3	2	3	3	3	3	3	3	2.75	2.75	3	3	3.25	3
East Indian Rest.	4	2.8	3	3	3	3	3	3	3	3	3	3	3	3	3
Educational Exhibits	3.2	3.2	3	3.2	3	3	3	3	3	2.75	4	3	3	3	3
Embassies & Legations	3.4	3	3	3.2	3	2.8	5	3	3	2	3	3.25	4	3	3
Environmental Organizations	2.4	3	3	3	4.4	3.8	3	3	3	3	3.25	2.75	2.5	2	3
Episcopal	3.6	2.8	2	3.8	3	4	4	3	2.75	1.75	2	2.75	2.25	2	3
equestrian	3.4	3	2	3	2.2	3	4.4	3	3	2	2.5	3	3	3	3
Ethiopian Rest.	4	2.8	3	3	3	3	3	3	3	3	3	3	3	3	3
Euro-Asian Rest.	2.6	3.2	3	3	3	3	3	3	3.25	3	3	3	3	3	3

European Rest.	3.2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Evangelical	3.4	2.6	2	4	3	4	3.8	3	3	1.75	1	2.75	2	2.25	3
Exercise & Physical Fitness Programs	3	3	3	3	3	3	3.4	3.2	3	3	3	3	3	3	3
Expeditions Arranged & Outfitted	3	3.2	2.2	3	3	3	3	2	2.5	3	3	3.5	3	3	3
Fairgrounds	3	3	2	3	3	3.4	2.8	3.2	3	2.75	3	3.75	3	3	3
Family Rest.	3.8	2.6	3	3	3	4.4	3	2.6	2	1	3	3.75	3	3	3
Fashion Designers	2.4	4.8	1.6	4.8	2	2.8	4	5	5	3	1.75	3	2.5	3.5	3
Fashion Houses	2.4	4.8	1.4	4.8	2	3	4	5	5	3	1.75	3	2.5	3.5	3
Fashion Show Producers	2.2	4.2	1.6	4.6	2.2	2.8	3.8	4.8	5	3	1.75	3	2.75	3.25	3
Fashion Shows & Designers	2.2	5	1.4	5	2	2.8	4	5	5	3	1.75	3	2.5	3.5	3
Fast Food Rest.	3	2.4	4.8	2.6	3.4	1.8	2.6	2.8	1	3	3	1	3	4.75	3
Film Archives	4	3.8	2	4	3	3	3	3	3	3	3	3	3	3	3
Film Festivals	3	4	1.8	4	3	2.6	3	3.6	4	3	2.75	3.75	3	2.75	3
Film Festivals	3	4	1.8	4	3	2.6	3	3.6	4	3	2.75	3.75	3	2.75	3
Fine Dining Rest.	3	3	2.4	3.4	2	3	4.6	3.4	4	2	3	3.25	3	3	3
Fish & Chips Rest.	3.2	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Fishing Bait & Tackle	3.2	3.2	2.2	3	3	3.2	3	3	1.5	2.25	2.75	3.75	3	3	3
Fishing Expeditions	3.2	3.2	2	3	3	3	3	2.2	1.75	2.5	3	4	3	3	3
Fishing Guides & Charters	3.2	3.2	2	3	3	3	3.2	2.2	1.75	2.5	3	4	3	3	3
Fishing Lakes & Ponds	3.2	3.8	2.2	3	3	3.2	2.2	2.4	2	2.25	3	4.5	2.75	2.75	3
Fondue Rest.	3.2	3.4	3	3	3	3	3.2	3	3.75	3	3	3	3	3	3
Formal Wear Sales & Rental	3.2	2.8	2.2	3	2	3	5	3.8	4	2.25	3	3	3	3	3
French Rest.	3.8	3	3	3	3	3	3.2	3	3.75	3	3	3	3	3	3
Full Gospel	3.4	3	2	4	3	4	3.8	3	3	2.25	2.25	2.75	2.25	2.25	3
gardening	3	3.6	2.4	3	3	3	3	3	3	2.25	3	4	3	2.75	3
German Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Gloves	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
golf courses	3	3	2.2	3	3	3	3.6	3	3	2.25	3	3	3	3.5	3
Golf Courses - Public	3	3	2.2	3	4	3	3.6	3	3	2.25	2.75	3.25	3	3.5	3
Golf Courses-Private	3.6	3	2.4	3	1	4	4.8	3	3.5	2	2.75	3.25	3	3.75	3
Gospel Singing Groups	4	3.6	2	4	3.2	3.4	4	3	3	2.5	1.5	3	3	2	3
Gourmet Rest.	3	3.4	2.4	3.2	1.6	3	4.6	3.4	4	2.25	3	3	3	3	3
Greek Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Green-houses	3	3.2	2	3	3	3	2.4	3	3	2.5	3	3	3	3	3
Gym-nasiums	3	3	3	3	3	3	3.4	3.8	3	3	2.75	3	3	3	3
gymnastics	3	3	2.2	3	3	3	3.8	3	3	3	2.75	3	3	3	3
Gymnastics Instruction	3	3	2.2	3	3	3	3.8	3	3	3	2.5	3	3	3	3
Hair Accessories	3	3.2	3	3	3	3	3	3	3	3	3	3	3	3	3
Hamburger & Hotdog Stands	3	3	3	3	3	3	2.4	2.6	2.5	3	3	3.75	3	2.5	3
Handbags	3	3.2	2.6	3.4	3	3	3	3	3.5	3	3	3	3	3	3
Hats & Caps	3	3.2	2.6	3	3	3	3	3	3	3	3	3	3	3	3
Hawaiian Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	2.5
Health Clubs	3	3	3	3	3	3	3.4	4	3	2.75	2.75	3	3	3.25	3
Health Food Rest.	2.8	3.2	3	3	3	3	3	3	3	3	4	3.25	3	3	3
Home Cooking Rest.	3.8	3	3	3	3	4	3	3	3	3	3	3.75	3	4.5	3
homebrewing	3.2	3.6	2.2	2.8	2.8	2.8	3	3	3	3.25	3	3.75	3	1.75	3
horse racing	3	3	2	3	3	3	3.2	3	3	2.75	2.5	3	3	3	3
Hospitals	3	3	4	3	3.8	2.8	3	3	3	2	3	3	3	3	3
Hunan Rest.	4	3	3	3	3	3	3	3	3	3	2.75	3	3	3	3
Hungarian Rest.	3.8	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Hunting & Fishing	3.8	3.2	2	3	2.4	3.6	3.6	2.6	1.75	2.25	2.5	4	3	3	3

Lodges Hunting & Fishing Preserves	3.8	3	2	3	2.4	3.2	3	2.4	1.75	2.25	2.75	4.5	3	2.75	3
Ice Cream Shops	3	3	3	3	3	4	3	3	3	2.25	3	3	3	3	3
Indian Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3.75
Indonesian Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Inter-national Rest.	2.6	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Interdenominational	2.2	2.8	2	4	4	4	3.8	3	3	2.25	2	2.75	2.25	2.25	3
International Affairs	3	3	3	3	3	2.8	3	3	3	3	3	3	3.5	3	3
Iranian Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Irish Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Israeli Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Italian Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Jamaican Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Japanese Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Jehovah's Witness	3.8	2.8	2	3.8	3	4	4	3	1.75	1.25	1.5	2.75	1.75	1	3
Jewelers	3	3.2	2.6	3.4	3	3	3	3	3	3	3	3	3	3	3
Karaoke Clubs	3	4	1.6	3.4	3	3.4	3	4.2	3.25	3	1.75	3	3	3	3
Korean Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3.75
Kosher Rest.	4.4	3	3	3	3	3	3	3	3	2.25	3	3	3	3	3
Late Night Dining Rest.	3	3	3	3	3	3.6	3	3	3	3	3	3	3	3	3
Latin American Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Leather Clothing	3	3.2	2.4	3.2	3	3	3.2	3.6	3	3.75	3	3	3	2.75	3
Lebanese Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Libraries - Institutional	3.8	3.4	4	4	2.4	3	3	3	2.25	2.5	4	3.5	3	3	3
Libraries - Public	4	3.6	4	4	4.8	3.6	3	3	2.25	2.5	4	4	3.5	3	3
lottery	3	3	1.6	3	2.4	2.4	3	3	3	3	1	3	3	3	3
Lunch Rest.	3	3	3	3	3	3	2.8	3	3	3	3	3	3	3	3
Lutheran	4	2.8	2	4	4	4	4	3	2.25	1.5	2.25	2.75	2.25	2	3
magic	3	3.8	1.6	4	3	3	3	3.2	3	3	1	3	3	3	3
Malaysian Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Marinas	3	3	2.8	3	3	3	3	3.4	3	3	2.75	4.25	3	2.75	3
Martial Arts Instruction	3.8	2.8	2.4	3.6	2.4	3	4.4	2.8	3	3	2.75	3	3	2.25	3.75
Meditation	2.6	2.6	2	4	3.4	3.6	3	2.8	3	3	1.75	2.75	2.25	2.25	3
Mediterranean Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4.25
Men's Custom Jackets & Suits	3	3.4	2.4	3.4	2.4	3.6	3.8	3	3	2.75	3	3.5	3	1	3
Men's Retail & Custom Neckwear	3	3.4	2.4	3.4	2.8	3	3.8	3	3	2.25	3	3.5	3	1	3
Methodist	3.8	2.6	2	3	4	4	4	3	2.75	1.75	3.5	2.75	2.25	2	3
Mexican Rest.	3.6	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Micro-breweries	3	3	1.6	3	3	3.6	3	3	3	3	2.25	4.75	3	2.25	3
Middle Eastern Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Mongolian Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	5
More Churches	3.4	2.8	2	3	3	4	3.4	3	3	2.25	2.75	2.75	2.25	2.5	3
Moroccan Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Motion Picture Industry	3	3.8	2.2	4	3	2.6	3	3.6	4.25	3	3	2.5	3	3.25	3
Movie Theaters	3	3.8	2	4	3	2.2	3	3.2	4	3	2.75	3	3	3.25	3
Music Festivals	3	4	2.2	4	3	3.2	3.2	3.2	3	3	2	3.75	3	3	3
music stores	3	4	2.2	4	3	3	3	3	3	3	2.5	3	3	3	3
Musical Shows	3	4	2	4	3	2.8	3.2	3	3	3	2.25	3	3	3	3
Nature Centers	3	3.8	1.8	3	3	3.4	2.2	2.6	2.5	2.25	3	4	2.75	2.5	3
New American Rest.	2	3.4	3	3	3	3	3	3	3	3	3	3	3	3	3
News-papers	3	3	3	3.4	3.8	3	3	3	3	3	3.25	3.25	3	3	3
Night Clubs (smrtpgs)	3	3.4	1.4	3.6	2.2	2.2	4	4	3.75	3.5	1.25	3	3	3	3
Non-Denominational	2.4	2.8	2	3.8	4	4	3.4	3	3	3	2.5	2.75	2.25	2.25	3
Observ-atories	3	3	2.4	3	3	3	3	2.8	3	2.75	4.5	3	3	2.25	2.75
Omelet & Quiche Rest.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3

Opera Cos	4.8	4	2	4	3	2.8	4.8	3.2	3.75	2.5	2.25	3	3	2.5	3.25
Oriental Rest.	3.6	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Oyster Bars	3	3	3	3	3	3	3.8	3	4	3	3	3	3	3	3
Pancakes & Waffles Rest.	3	3	3	3	3	3	2.8	3	3	3	3	3	3	3	3
Parks	3.2	3.6	2.2	3	3	3.4	2.2	3.2	3	2.75	3	3.75	3	3	3
Parks & Playgrounds	3.4	3.4	2.2	3	3	3.6	2.2	3.2	3	2.25	3	3.75	3	3	3
Pasta Rest.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Pentecostal	3.8	3.8	2	4.4	3	4	4	3	2.75	2	1.25	2.75	2.25	2.25	3
Peruvian Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Philippine Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Pizza Rest.	3	3	3	3	3	3.8	2.8	3	3	3	3	3	3	3	3
planeteria	3	3	2.2	3	3	3	3	3	3	2.75	4.5	3	3	2.25	2.5
playgrounds	3	3.6	1.8	3	3	3.8	2.2	3.2	2.75	2.25	3	3.5	3	3	3
Polynesian Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Portuguese Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Presbyterian	3.8	3	2	3.8	3	4	4	3	2.75	1.75	2	2.75	2.25	2	3
Private Clubs	3	3	2.2	3.4	1	3.6	4.2	3.8	3.5	3	2.5	3.25	3	3	3
Pubs	3.6	3	2	3	3	3.8	3	3	3	3	2.25	4	3	3	3
Race Tracks	3	3	2.2	3.2	3	3	3	3.2	3	3	2.25	3	3	3.5	3
Raft Trips & Tours	3.2	3	2	3	3	3	3.2	2.2	2	2.5	3	4	3	3	3
Raw Bars	2.4	3	3	3	3	3	3.6	3	4	3.75	3	3	3	3	3
Rec-reation Centers	3	3	2.2	3	3	3.4	3	3.4	3	2.75	3	3	3	3	3
Recreational Trips & Guides	3	3	2	3	3	3	3	2.8	3	2.5	3	3.25	3	3	3
Recycling Centers	3	3	3	3	4	3	3	3	2.75	3	3	3	3	2.75	3
Religious Orders	3.8	2.6	2	3.8	3	3.2	4	1	3	1.75	2.25	2.75	2.25	2	3
Restaurants	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
River Trips	3	3	2.2	3	3	3	3	2	2	2.5	3	4	3	3	3
Russian Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Salvadorean Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Salvation Army	3	3	2.4	2.4	5	3.8	2.4	2.6	1.75	2.75	4.25	2.5	2.5	2	3
Sandwich Shops	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Seafood Rest.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Seventh Day Adventist	3.8	3	2	3.8	3	4	4	3	1.5	1.5	1.5	2.75	2.25	2	3
Sicilian Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Sidewalk Rest.	3	3	3	3	3.2	3	2.8	3.8	3	3	3	5	3	3	3
Skate-board Parks & Rinks	2.8	3.6	2	3	3.4	3	2.2	3.8	2	3.75	2.5	3	3	2.25	3
Skating Rinks	3	3	2	3	3	3	3	3.2	3	3	2.5	3	3	3	3
Ski & Helicopter	3	3.2	2.2	3	2.2	3	3	3	3	3	2.75	3.25	3	3	3
Ski Centers & Resorts	3	3	2.2	3	1.8	3	3.6	3	3	3	2.75	3.75	3	3	3
Soul Food Rest.	3.8	3	3	3	3	3.4	3	3	3	3	3	3	3	3	5
South-western Rest.	3.6	3	3	3	3	3	3	3	3	3	3	3	3	3	3.25
Southeast Asian Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	4.5
Southern Style Rest.	3.8	3	3	3	3	3	3	3	3	3	3	3	3	3	3.75
Spanish Rest.	3.8	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Sports Bars	3	3	2	3.6	3	3.4	3	3	3.25	2	2.25	3.5	3	3.25	3
Sportswear	3	3	3	3.2	3	3	3	3	3	2.25	3	3	3	3	3
Stadiums, Arenas, Athletic Fields & Sports Complexes	3	3	2.2	3.6	3	3.2	3	2.8	3	3	3	4	3	3.75	3
stamps	3.2	3	2.4	3.2	3	3	3	3	3	3	3	3.25	3	3	3
Steak & Barbecue Rest.	3	3	3	3	3	3	3.2	3	3	3	3	3	3	3	3
Steak & Seafood Rest.	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Supper Clubs Rest.	3	3	3	3	2	3	3.4	3	3	3	3	3	3	3	3
Sushi Bars	3.6	3	3	3	3	3	3.2	3	4	3	3	3	3	3	4
Sweaters	3	3	3	3	3	3	3	3	3	2.25	3	3	3	3	3

Szechuan Rest.	4	2.8	3	3	3	3	3	3	3	3	3	3	3	3	4.5
Tailors	3	3.2	3	3	3	3.2	3.2	3	3	2.5	3	3	3	3	3
talent agencies	2.8	3.4	2.2	3.6	2.2	3	3	4.6	4	3	3	3	3	3	3
Tattooing	3	4.4	1.6	3	3	3	2	5	3	4.75	1.75	3	3	2	3
Taverns	3.6	3	2	3	3	4	3	3	3	3	2.25	3.75	3	3	3
teen clubs	2.6	3	1.4	3.8	3	3	3.4	4	3.25	3	2	3	3	3	3
Tennis Clubs	3	3	2.4	3	2.4	3.4	3.8	2.8	3	2.25	3	3	3	3	3
Tennis Courts	3	3	2.4	3	3	3	3	3	3	2.75	3	3	3	3	3
Tennis Courts - Private	3.2	3	2.4	3	1.2	3.8	4	3.2	3.5	2	3	3.25	3	3	3
Tennis Courts - Public	3	3	2.4	3	4.4	3	3	3.2	3	2.75	3	3	3	3	3
Thai Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Theatres - Live	3	4	2.4	4	3	2.8	3.6	3	3.75	3	2.5	3	3	3	3
tobacco stands	3	3	2.2	3	3	3	3	3	3	3.25	2.25	3	3	3	3
Truck Stops Rest.	3	3	3.4	2.4	3	3	2.8	3	1	3	3	3	3	3	3
United Church of Christ	2.2	2.8	2	3.8	4	4	3.6	3	2.75	2.25	2	2.75	2.25	2.25	3
Used Clothing	3.2	3.4	3	3	4	3	1.8	3	2	3	3	3	3	2	3
Vacation Packages	3	3	2	2.8	3	3	3	3	3	3	2.5	2	3	3	3
Vegetarian Rest.	2.4	3.2	3	3	3.4	3	3	3	3	3	3.75	3	3	3	3
Vietnamese Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	5
vintage and used clothing	3.8	3.8	2.2	3	4	3	1.8	3	3	3.75	3	3.75	3	2	3
Waterfront Rest.	3	3	3	3	3	3	3.2	3.6	4	3	3	4.25	3	3	3
West Indian Rest.	4	3	3	3	3	3	3	3	3	3	3	3	3	3	5
Whale Watching	3	3.2	2	3	3	3	3	2.6	2	3	3	3.75	3	3	3
Wilderness Outfitters' Guides & Tours	3.2	3.2	2	2.8	3	3	3	2.4	2	2.5	3	3.75	3	2.5	3
Wildlife Refuges & Nature Preserves	3.8	3.6	2.2	2.8	3.6	3	2.2	2.4	2	2	3	4	3	2.5	3
Wine Bars	3	3	2	3	2.4	3.6	3.8	3.2	3.75	2.25	2.5	3.25	3	3	3
Yoga Instruction	3.8	4.2	2.2	3.6	2.2	3.2	3.6	2.8	3	3.25	2	3	3	2.25	3.75
Zoos	3	3.2	2	3.2	3	3.2	3	3	2.75	2.25	3.25	3.25	3	2.75	3

This table shows average scores assigned by coders to all YP amenities along 15 dimensions of scenes.

Table 19. Average Coder Scores for Zip Code Business Patterns (BIZZIP) Amenities

AMENITIES	Tradition	Self-Expression	Utiltiarian	Charisma	Egalitarian	Neighborliness	Formality	Exhibitionism	Glamour	Transgression	Rationality	Locality	State	Corporateness	Ethnicity
Advertising agencies	3	3.4	3.4	3.6	2.6	2.4	3.4	3	4	3	1.75	2.25	3	3.75	3
Agents, managers for artists & other public figures	3	3.2	3.2	3.8	3	2.6	3.4	3	4	3	2.5	2.5	3	3.5	3
All oth travel arrange & reservation services	3	3	3	3	3	3	3	3	3	3	3	2	3	3	3
All other health & personal care stores	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
All other home furnishings stores	3	3	3	3	3	3	3.2	3	3	3	3	3	3	3	3
All other specialty food stores	3	3	2.4	3	3	3	3	3	3	3	3	3.5	3	2.75	3
Amusement & theme parks	3	3	1	3.2	3	2.2	2.4	3.6	3	2.25	2	2.5	3	3.75	3
Amusement arcades	3	3	1	3.2	3	2.2	2.4	3.6	3	2.25	1.75	3	3	3.75	3
Architectural services	3	3.4	3	3.2	3	3	3.4	3	3.25	3	3	3	3	2.75	3
Art dealers	3	4	2.25	4	3	3	3.6	3	3.75	3	2	3	3	2.75	3
Baked goods stores	3	3	3	3	3	3.6	3	3	3	3	3	3.5	3	3	3
Beauty salons	3	3.6	2.2	3	3	3.4	3.2	4	4	3	3	3	3	3	3
Bed & breakfast inns	3.6	3	2.4	3	3	4	3.8	3	3	3	3	4.5	3	2	3
Beer, wine & liquor stores	3	3	2	3.2	3	2.8	3	3	3	3.5	2.25	3	3	3	3
Book publishers	3	3.6	3	3.8	3	3	3	3	3	3	3	3	3	3	3
Book stores	3	3.6	3	4	3	3.2	3	3	3	3	3.5	3	3	3	3
Bowling centers	3	3	2	2.8	3	3	2.4	2.8	2	3	2.5	3	3	3	3
Breweries	3	3	2.8	3	3	3	3	3	3	3	2.75	3.25	3	3	3
Business & secretarial schools	3	2	4.6	3.2	3	3	3.8	3	3	2	3.5	3	3	4.5	3
Business associations	3	2.2	4.2	3	2.8	3.8	4	2.8	3	2.25	3	3.75	3	4	3
Cable networks	3	3	3	3.6	2.8	2.4	3.2	3	3	3	3	2.25	3	3.75	3
Casino hotels	3	3	1.6	3.6	2	2.2	3.6	3.8	3.75	3.75	1.75	2.5	1.75	3	3
Casinos (except hotel casinos)	3	3	1.6	3.6	2	2.2	3.6	3.8	3.75	3.75	1.75	2.5	1.75	3	3
Caterers	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Child & youth services	3	3.2	3	3	3.6	3.2	3	3	3	2.25	3	3.5	3	3	3
Child day care services	3	3.2	3	3	3	3.4	3	3	3	2.25	3	3.25	3	3	3
Children's & infants' clothing stores	3	4	3	3	3	3	3	2.8	3	2.25	3	3	3	3	3
Civic & social organizations	3	3	2.6	3	3	4	3	3	3	3	3	4	3.75	2.25	3
Colleges, universities & professional schools	3.6	3.2	3.8	3.8	2.8	3.2	2.4	3.2	3	2.5	4.5	3.25	2.75	2.75	3
Commercial photography	3	3.6	3	3	2.8	2.6	3.4	3	3	2.25	2	3	3	3.25	3
Commercial screen printing	3	3.2	3	3	2.8	2.6	3.4	3	3	2.75	2.5	3	3	3.5	3
Computer training	3	3	3.8	3	3	3	3.4	3	3	2.75	3.5	2.5	3	3.75	2.5
Convenience stores	3	2.4	4.4	3	3	3	2.4	3	1.5	3	3	2	3	3	3
Convention & trade show organizers	3	3	3.6	3	3	3	3.2	3	3	3	3	3	3	4	2.5

Convention and visitors bureaus	3	3	3.6	3	3	3.2	3	3.2	3	3	3	4	3	3	3
Cosmetics, beauty supplies & perfume stores	3	3.4	2.2	3.4	3	3	3.2	4	4	3	2.75	3	3	3	3
Custom computer programming services	3	3.6	2.2	3	3	3	3	3	3	3	3.75	2.5	3	3.25	2.75
Dance companies	3.4	4.2	1.6	4	3	3	4	3	3	3	2	3	3	3	3
Database and directory publishers	3	2.8	3.8	3	3	3	3	3	3	3	3	2.5	3	3	2.75
Department stores	3	2.6	3.8	3.2	3	2	2.8	3	3.5	2	2.5	1.25	3	4.5	2.75
Diet & weight reducing centers	3	3	3	3.4	3	3	3	3.4	3.25	3	2.5	3	3	3	3
Distilleries	3	3	2.8	3	3	3	3	3	3	3	2.75	3.25	3	3	3
Drinking places (alcoholic beverages)	3	3	2	3.2	3	3.6	3	3	3	3	2.25	3	3	3	3
Elementary & secondary schools	3.6	2.8	3.4	3	4	3.6	3.6	3	3	2.25	3.75	3.5	3	3	3
Environment & wildlife organizations	3	3	2.6	3	3.8	3.6	3	3	3	3	3	2.75	2.25	1.75	3
Environmental consulting services	3	3	3	3	3	3	3.4	3	3	3	3	3	3	3	3
Exam preparation & tutoring	3	3	3.8	3	3	3	3.2	3	3	3	4	2.75	3	3	3
Family clothing stores	3.8	3	3.2	2.6	3	3	3.6	2.6	2.75	2	3	3	3	3	3
Fine arts schools	4	4	1.4	3.8	3	3.2	2.4	3	3.25	3.5	2	3	2.5	2.25	3
Fish & seafood markets	3	3	3	3	3	3	2.8	3	3	3	3	3.75	3	3	3
Fitness & recreational sports centers	3	3	3	3	3	3.4	3.6	3.8	3	3	2.75	3	3	3	3
Florists	3	3.8	2.2	3	3	3.4	3	3	3	2.25	3	3	3	3	3
Food (health) supplement stores	3	3	3	3	3	3	3	3	3	3	3	3	3	2.5	3
Formal wear & costume rental	3.2	3.6	2.4	3.4	2	3	5	3.8	3.75	2.25	2.75	3	3	3	3
Fruit & vegetable markets	3	3	3	3	3	3.8	2.8	3	3	3	3	3.75	3	3	3
Full-service restaurants	3	3	3	3	3	3	3	3	3	3	3	3	3	3	3
Furniture stores	3	3	3	3	3	3	3	3	3	2.5	3	3	3	3	3
Gift, novelty & souvenir stores	3	3.4	1.8	3	3	3	3	3	3	3	2.75	3.75	3	3	3
Golf courses & country clubs	3.6	3	2.2	3.2	1.2	3.8	4	3	3	2	2.5	3.5	3	3.75	3
Grantmaking foundations	3	3.2	2	3	3.2	3	3	3	3	3	3	3	3	3	3
Graphic design services	3	4	2.2	3	3	3	3	3	3.25	2.75	3	3	3	3.75	3
Grocery (except convenience) stores	3	3	3	3	3	3	3	3	3	3	3	3	3	3.25	3
Historical sites	4.8	3	2	4	2.8	3.2	3	3	2.75	2.25	3	4.5	4	2.25	3
Hobby, toy & game stores	3	3.6	2.2	3	3	3.2	3	3	3	2.75	3	3.25	3	3	3
Hotels (exc casino hotels) & motels	3	3	3.2	3	3	2.8	3	3	3	3	3	3	3	3	3
Human rights organizations	2.4	3	2.6	3	5	3.8	3	3	3	3	4.25	1	1.5	1.25	1.75
Independent artists, writers & performers	3	4	2.2	3.6	3	3	2.4	3	3	3.5	2.75	3	2.75	1.75	3
Interior design services	3	3.6	2.6	3.2	3	3	3.2	3.4	3.5	3	3	3	3	3	3
Jewelry stores	3	3.2	2.8	3.2	3	3	3	3	3.5	3	3	3	3	3	3
Junior colleges	3.2	2.8	4	3	3.8	3	2.8	3	3	2.25	3.75	3.5	3	3	3
Landscape architectural services	3	3.6	2.6	3.2	3	3	3.4	3	3	2.5	3	3	3	3	3
Landscaping services	3	3.4	2.4	3	3	3	3	3	3	2.5	3	3	3	3	3
Language schools	3	3	3.8	3	3	3	3	3	3	2.75	3	3.5	3	3	4
Libraries & archives	4	3.4	3	4	3.8	3	3	3	2.25	2.5	3.75	4	3	3	3
Marinas	3	3	2.8	3	3	3	3	3.4	3	3	2.75	4.25	3	2.75	3
Marketing research & public opinion polling	3	3	4.6	3	3	3	4	3	3	3	3.75	3	3	5	3

Meat markets	3	3	3	3	3	3	2.8	3	3	3	3	3.5	3	3	3
Media buying agencies	3	3.2	3.2	3.8	3	2.8	3.8	3	4	3	3	2.25	3	4.25	3
Media representatives	3	3.2	3	3.8	3	2.8	4	3	4	3	3	2.25	3	4.25	3
Motion picture & video production	3	3.8	2.8	3.8	3	2.8	3	3.4	4	3	3	2.75	3	3.5	3
Motion picture theaters (except drive-ins)	3	3.8	2.2	4	3	2.2	3	3.2	4	3	2.5	3	3	3.25	3
Museums	3.4	3	2.4	3	3	3	3	3	3	3	3	3	3	2.75	3
Music publishers	3	4	3	4	3	2.8	3	3	3.5	3	2.5	3	3	3.75	3
Musical groups & artists	3	4	2.2	4	3	3.2	3	3	3	3	2.25	3	3	3	3
Musical instrument & supplies stores	3	4	2.4	3.4	3	3	3	3	3	3	2.5	3	3	3	3
Nail salons	3	3.4	2	3	3	3.4	3	4	4	3	2.75	3	3	3	3
Nature parks & other similar institutions	3.2	3.6	2.2	3	3	3.4	2.2	2.4	2.75	2.25	3	4	2.75	2.5	3
News dealers & newsstands	3	3	3.8	3.2	3.8	3	3	3	3	3	3.25	3.25	3	3	3
Nursery & garden centers	3	3.2	2.6	3	3	3.6	3	3	3	3	3	3.75	3	3	3
Offices of lawyers	3	2.8	3	3	3	3	4.8	3	3	2.25	3.5	3	3	3.25	3
Oth scientific & technical consulting services	3	2.6	3.8	2.6	3	3	4	3	3	3	4	3	3	4	2.75
Other grantmaking & giving services	3	3	2.6	3	3.4	3	3.2	3	3	3	3	3	3	3	3
Other individual & family services	3	3	2.6	3	3.6	3.2	3	3	3	3	3	3	3	3	3
Other motion picture & video industries	3	3.8	3	3.8	3	2.6	3	3.6	4	3	3	2.75	3	3.25	3
Other performing arts companies	3	3.8	2.2	4	3	3	3.4	3	3.25	3	2.25	3	2.75	3	3
Other personal care services	3	3	3	3	3.2	3.4	3	3	3	3	3	3	3	3	3
Other services related to advertising	3	3	3.2	3.8	3	2.6	3	3	3	3	2.25	2.5	3	3.5	3
Other social advocacy organizations	3	3	2.4	3	3.8	4	3	3	3	3	3.75	3	2.75	2.25	3
Other sound recording industries	3	3.6	3	3.8	3	2.8	3	3	3	3	3	2.75	3	3	3
Other spectator sports	3	3	1.8	4	3	3	3	3	3	2.75	2.75	3.75	3	3.25	3
Parking lots & garages	3	3	4	3	3	3	3	3	3	3	3	2.75	3	3	3
Pet & pet supplies stores	3	3	3	3	3	3	3	3	3	2.25	3	3	3	3	3
Pharmacies & drug stores	3	3	4	3	3	3	3	3	3	2.5	3	3	3	3	3
Photography studios, portrait	3.4	3.2	2.8	2.6	3	3	4	3.6	3	2	3	3	3	3.25	3
Political organizations	3	3	3	3.6	3	4	3.8	3.2	3	3	3	3.25	4.5	3	3
Prerecorded tape, CD & record stores	3	4	2.8	4	3	3	3	3	3	3	2.5	3	3	3	3
Professional organizations	3	3	3.6	3	2.4	4	4	3	3	2.25	3	3.5	3	3	2.75
Professional, management development training	3	3	4.4	3	3	3.2	4	3	3	2.25	3	3	3	3	2.75
Promoters of entertainment events with facility	3	3.8	2.4	4	3	3	3.2	3.6	3	3	2.5	3	3	3	3
Promoters of entertainment events without facility	3	3.8	2.4	4	3	3	3.2	3.6	3	3	2.5	3	3	3	3
Public relations agencies	3	3	3	3.8	3	3	4	3	4	2.5	2.25	2.5	3	4	3
R&D in physical, engineering & life sciences	2.4	2.4	3.4	2.4	3	3	3.4	2.6	2.25	3	5	3	3	2.75	2.75
R&D in social sciences & humanities	3	3	2.6	3	3	3	3.4	2.8	3	2.75	4	3	3	2.5	3
Racetracks	3	3	2.2	3.6	3	3	3	3.2	3	3	2.25	3	3	3.5	3
Radio networks	3	3.6	3	4	3	2.4	3	2.8	3	3	3	2	3	4.25	3
Radio stations	3	3.8	3	4	3	2.4	3	3	3	3	3	3.75	3	4	3
Record production	3	3.8	3	4	3	2.8	3	2.8	3.5	3	3	2.75	3	3	3
Recreational goods rental	3	3	2	3	3	3	2.8	3	3	3	3	3	3	3	3

Recreational, vacation camps (exc campgrounds)	3	3.2	2	3	3.4	3.4	2.6	2.6	3	3	3	3	3	3	3
Religious organizations	3.8	2.6	2	3.8	4	4.4	3.4	3	3	2.25	2.5	2.75	2	2.25	3
Retail bakeries	3	3	3	3	3	3.4	3	3	3	3	3	3	3	3	3
RV parks & campgrounds	3.2	3.2	2	2.8	3	3	2.4	2.2	2.25	3	3	3	3	3	3
Scenic & sightseeing transportation, land	3	3.4	2	3	3	3	3	3	3	3	3	4	3	3	3
Scenic & sightseeing transportation, other	3	3.4	2	3	3	3	3	3	3	3	3	4	3	3	3
Scenic & sightseeing transportation, water	3	3.4	2.2	3	3	3	3	3	3	3	3	4	3	3	3
Services for elderly & disabled persons	3.2	3	2.8	3	4	3.4	3	3	2	2	3	3	3	3	3
Sewing, needlework & piece goods stores	3.4	3.4	2.8	3	3	3.2	3	3	3	3	3	3	3	3	3
Skiing facilities	3	3	2.4	3	2.2	3	3.6	3	3	3	2.75	3.75	3	3	3
Software publishers	3	3.4	3.4	3	3	3	3	3	3	3	3	3	3	3.25	2.75
Sound recording studios	3	3.8	2.4	3.8	3	2.8	3	3	3	3	3	3	3	3	3
Sports & recreation instruction	3	3	2.2	3	3	3	3.2	3	3	3	2.75	3.75	3	3	3
Sports teams and clubs	3	3	2.2	3.6	3	3.8	3.6	3.2	3	2.5	2.75	4	3	3	3
Teleproduction & oth postproduction services	3	3.8	3	3.6	3	2.8	3	3	3	3	3	3	3	3.5	3
Television broadcasting	3	3.8	3	3.8	3	2.4	3	3.6	4	3	3	3.25	3	4	3
Theater companies & dinner theaters	3	4	2.2	3.4	3	2.8	4	3	4	3	2.25	3	3	3	3
Tobacco stores	3	3	3	3	3	3	2.8	3	3	3.25	2.75	3	3	3	3
Tour operators	3	3	2.2	3	3	3	3	3	3	3	3	2.75	3	3	3
Translation & interpretation services	3	3	3	3	3	3	3.2	3	3	3	2.75	3	3	3	3.5
Travel agencies	3	3	2.4	3	3	3	3	3	3	3	3	2.5	3	3	3
Used merchandise stores	3.2	3	3	3	3.8	3	2.6	3	2.25	3	3	3	3	2	3
Video tape & disc rental	3	3.2	2.4	3.6	3	3	3	3	3	2.75	2.75	2.75	3	3	3
Warehouse clubs & superstores	3	2.2	4.8	2.8	2.8	1.6	3	3	2.75	1.25	2.5	1.25	3	5	3
Wineries	3.6	3	2.8	3	3	3.4	3.8	3	3	2.5	2.75	3.5	3	3	3
Zoos & botanical gardens	3	3.2	2	3	3	3.2	3	3	3	2.25	3.25	3.25	3	2.5	3

This table shows average scores assigned by coders to all BIZZIP amenities along 15 dimensions of scenes.

[1] The FBI crime rate variable has the most missing cases. To check if including this variable significantly affected our results, we repeated our analyses without it, and found only minimal differences.

[2]The US Post Office lists post boxes that just receive mail as "zip codes," but the Census Bureau drops these and uninhabited areas like forests. At the same time, the branch of the Census Bureau responsible for reporting data on the type and number of businesses in a given location (e.g. BIZZIP data) includes about 10,000 more ZCTAs than the Census of Population. If we merge data from zips and ZCTAs, this creates a partially "truncated" data file, generated by the disparity between the Census Bizzip data and Census of Population data. Officially the Census Bureau claims there is no relationship between the two, but in practice the fact that we primarily use ZCTAs eliminates possible confusion regarding overlapping geographies. See http://www.census.gov/econ/cbp/methodology.htm for a more detailed description of the BIZZIP and related data.

[3] This does not of course mean that there are not some, indeed many, scenes that strongly affirm the legitimacy of utility calculations or the authenticity of reason, corporateness, or state citizenship. As we have seen in earlier chapters, these dimensions tend to be located in major urban centers. Similarly, if we look at the variances and standard deviations for these more "urbane" performance scores (not shown) they are typically higher than for the others, indicating that the US scenescape stretches far into both ends of the spectrum on these dimensions.

[4] We exclude one electoral district, Malpeque, from our analysis due to data limitations that prevented us from obtaining an accurate count of the amenities there.

[5] http://www.ers.usda.gov/Publications/AER781/.

[6] To change the direction of the variable so that higher scores indicate higher levels of bohemianism (for easier interpretation), we typically analyze the reciprocal value of bliss points, that is, 1/bohemiabliss.

[7] We also occasionally analyzed other surveys including the GSS, the World Values Surveys (WVS), and the International Social Survey Programme (ISSP) but as the WVS and ISSP N's by country are lower, these are more useful for cross-national and national (not local) analysis, such as mapping the international rise of cultural activities (as in Silva and Clark 2010). WVS and ISSP are generally the highest quality international surveys. Our local focus is different from most past survey work, so the larger N of the DDB gives it more power.