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# **EPS Market Map in R**

Posted on November 6, 2012 by btibert3 in Uncategorized | 0 Comments

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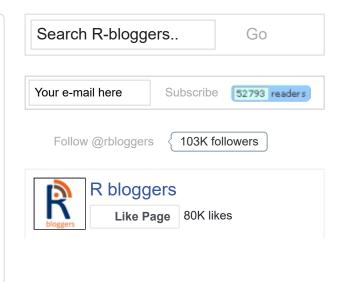
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There are a few minor tweaks renaming on this map before it is complete, but I wanted to share the EPS Market Map I put together. It can be downloaded using this link.

This file is meant to be used with R and divides the lower 48 states into the CollegeBoard's Enrollment Planning Service markets. To build the territories, I used the Security file provided on the EPS search site (in the appendix) and (dissolved) the zing



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My end game is to use this file to geocode Lat/Long data to EPS territories in addition to basic choropleth mapping for enrollment planning. If you want to contribute to this project, please don't hesitate to reach out!

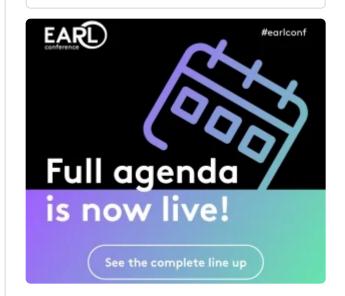
The Rdata file currently includes 3 objects. This will change as I finalize the map files.

- 1. **eps.missing** which is a data frame of zip codes that still need to be associated with an EPS territory
- 2. **myzip** which is a SpatialPolysDataFrame object. It is the map of the lower 48 by zip code. To plot, simply use the command plot(myzip) but note it will take a minute or so depending on your machine
- 3. **eps.markets** is the working draft of the eps markets map and is the same type as myzip

Here are two quick plots of the map. The image on the top simply plots each market as red, which helps in finding the gaps. The image on the bottom uses a random color for each market.

```
> plot(eps.markets, col=sample(colors(), 301, replace=T))
> plot(eps.markets, col="red")
```

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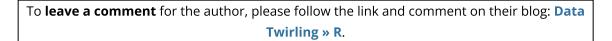


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