Federal GIS Conference 2014

February 10–11, 2014 | Washington DC

Esri Global Demographic, Business and Lifestyle Data

Catherine Spisszak

Data Product Manager

ArcGIS includes a living atlas of the world

Maps and Layers from Esri and Thousands of Contributors

Elevation

Hydro

Habitats

Hazards

Streets

Oceans

Places

Dynamic Imagery

Landscape

Demographics

Energy

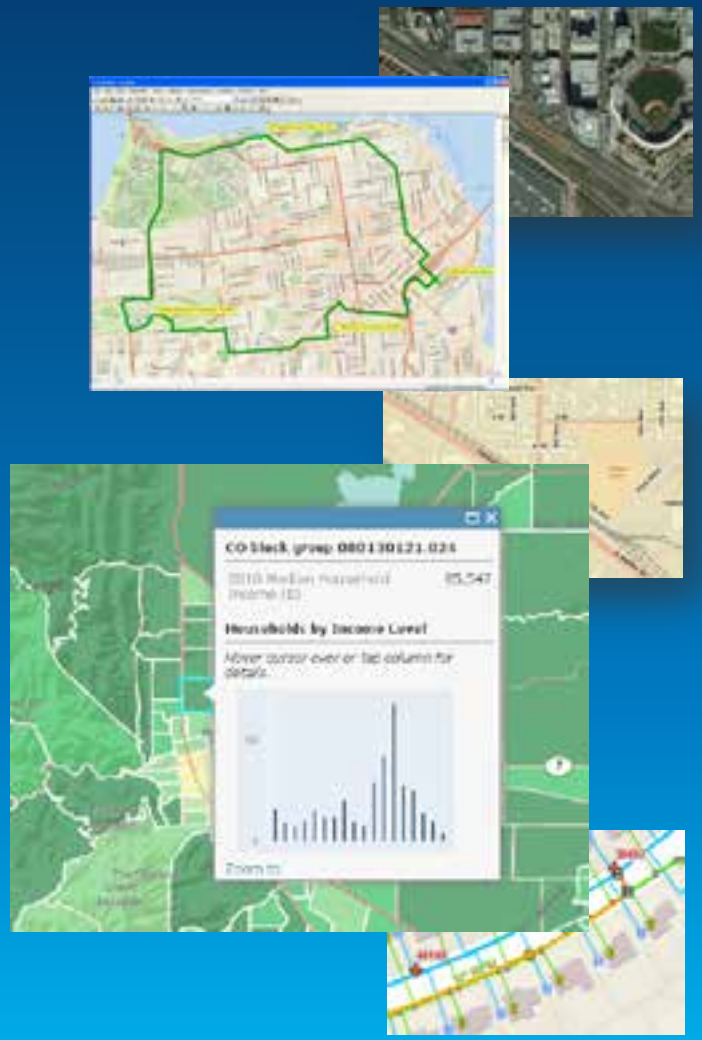
Imagery

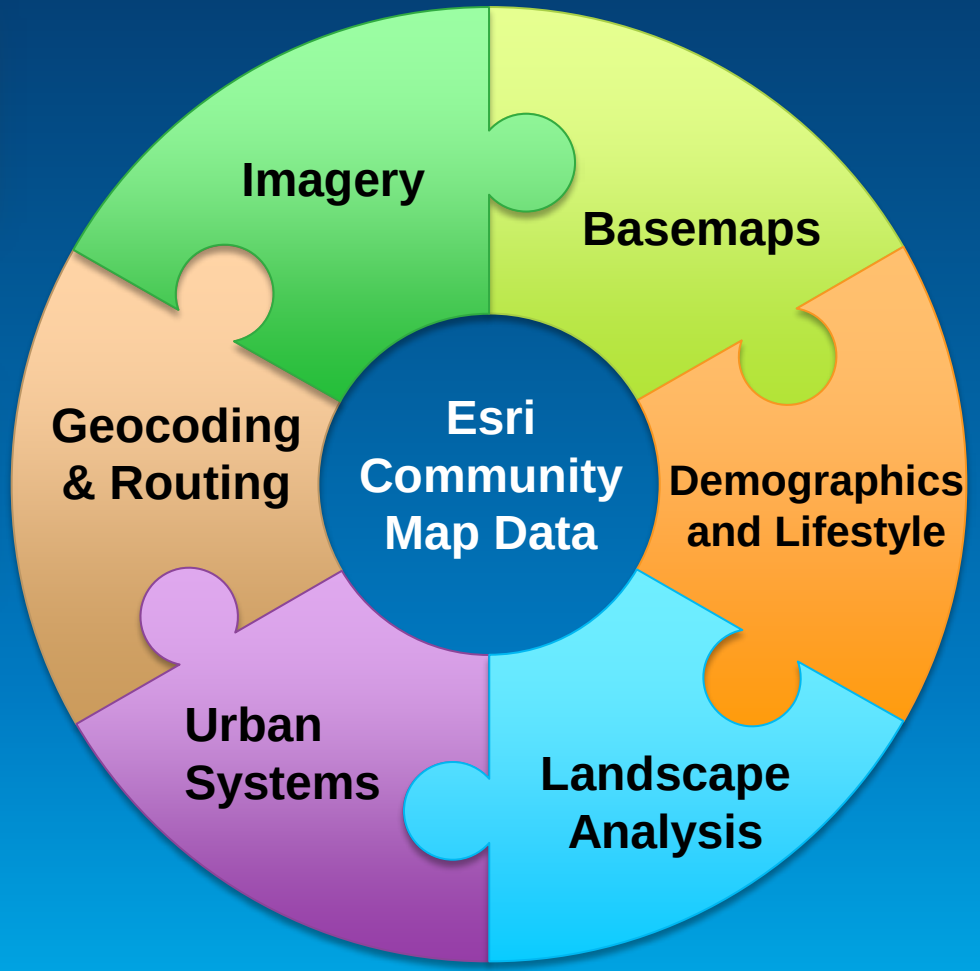
Growing Collection of Maps and Layers

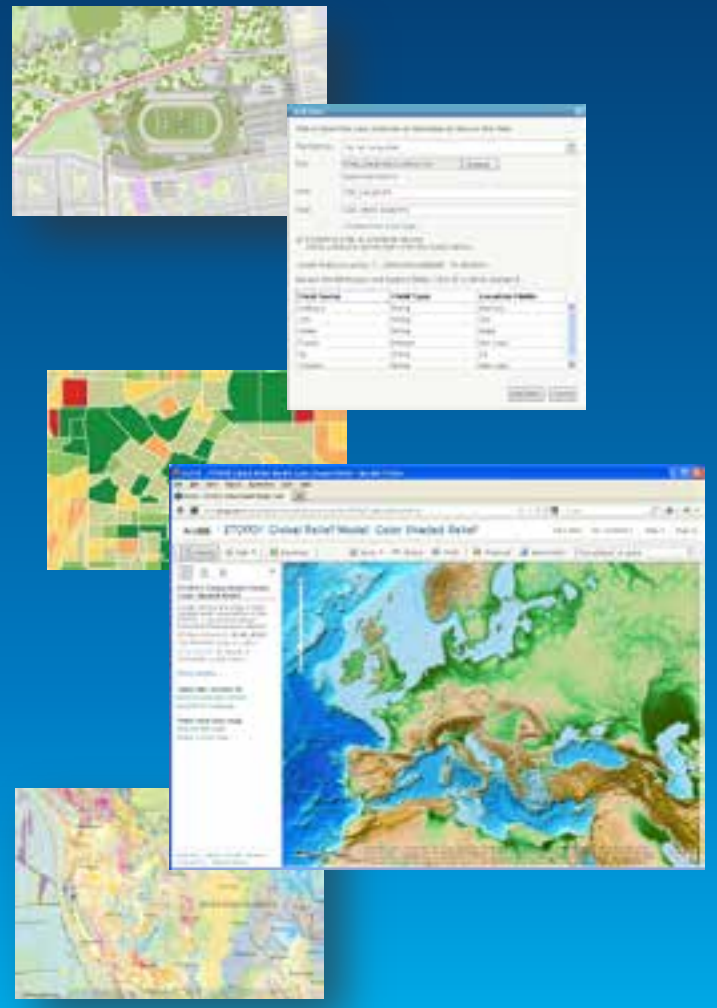
. . . Providing a Foundation for Your Work

Content Powers the ArcGIS System

Rich Set of Ready-to-Use Geographic Content Available to All Users

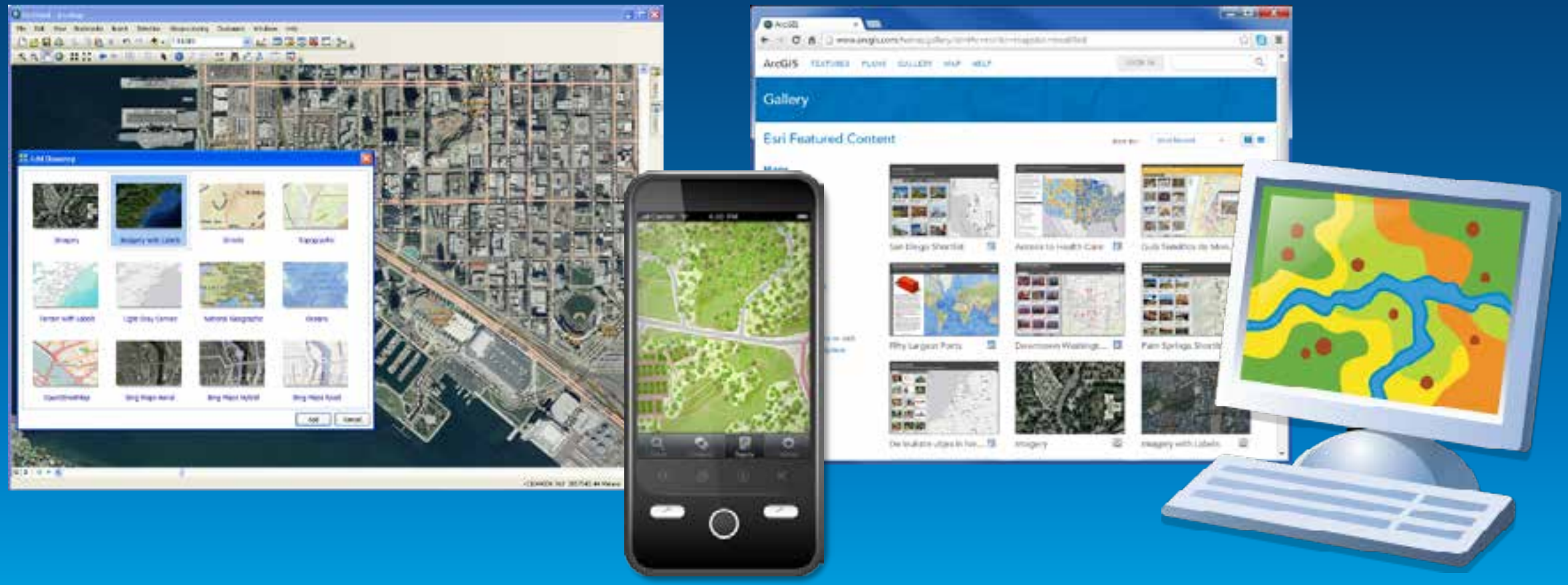




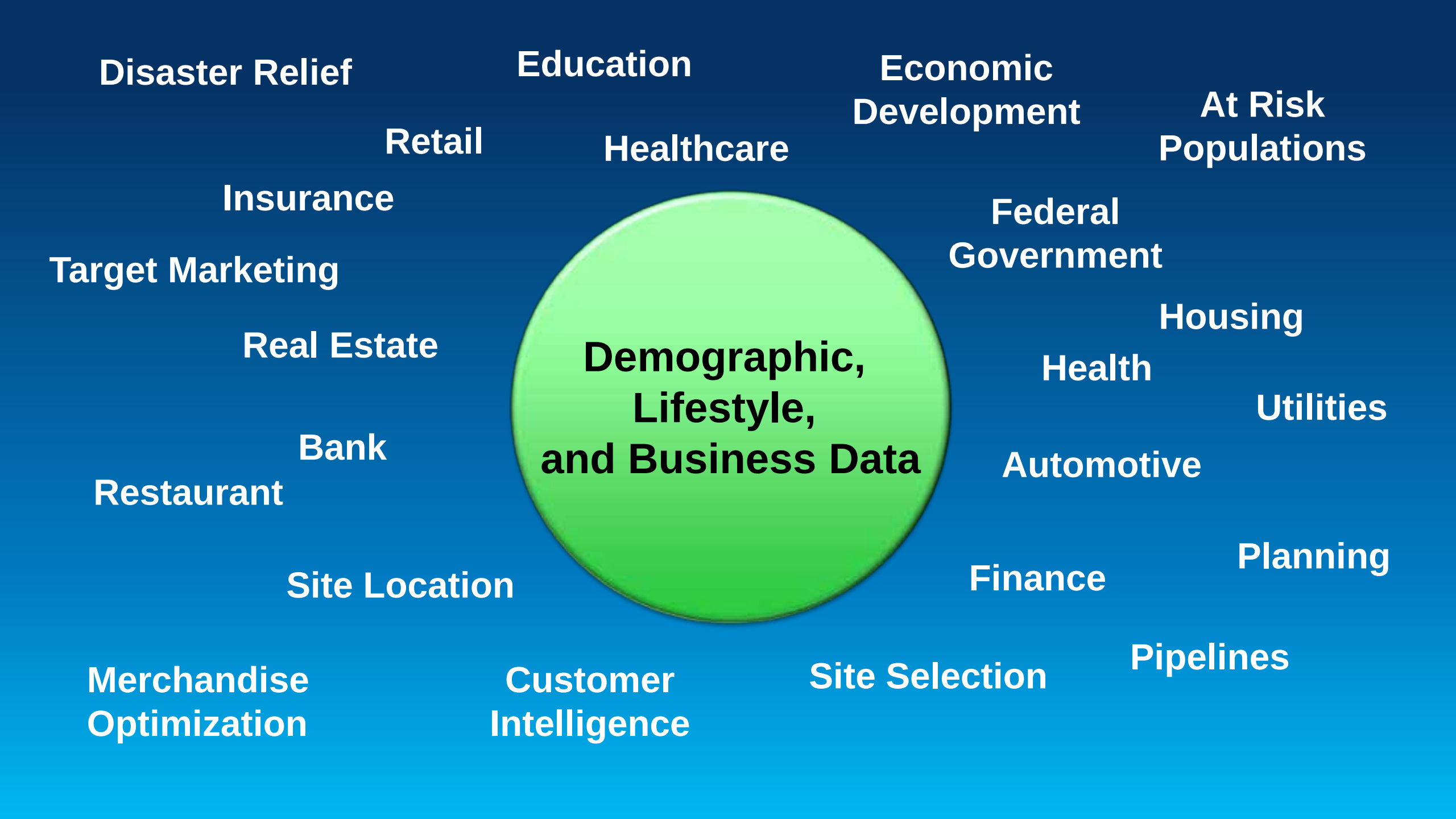


Content is Built-In to the ArcGIS Platform

Simple to Discover and Use in all of your ArcGIS Applications



Access through your Web, Mobile, and Desktop Apps


Disaster Relief
Education
Economic Development
At Risk Populations
Retail
Healthcare
Insurance
Federal Government
Target Marketing
Housing
Real Estate
Health
Utilities
Demographic, Lifestyle, and Business Data
Bank
Automotive
Restaurant
Planning
Site Location
Finance
Pipelines
Merchandise Optimization
Customer Intelligence
Site Selection

Esri Impact Map for Superstorm Sandy

A collection of dynamic maps showing impacted counties provided by FEMA with Esri demographic data.
Select a demographic map using the tabs. Click any county to view demographic information.

Over 64 Years Age | Home Ownership | Median Home Value | Household Income | Diversity

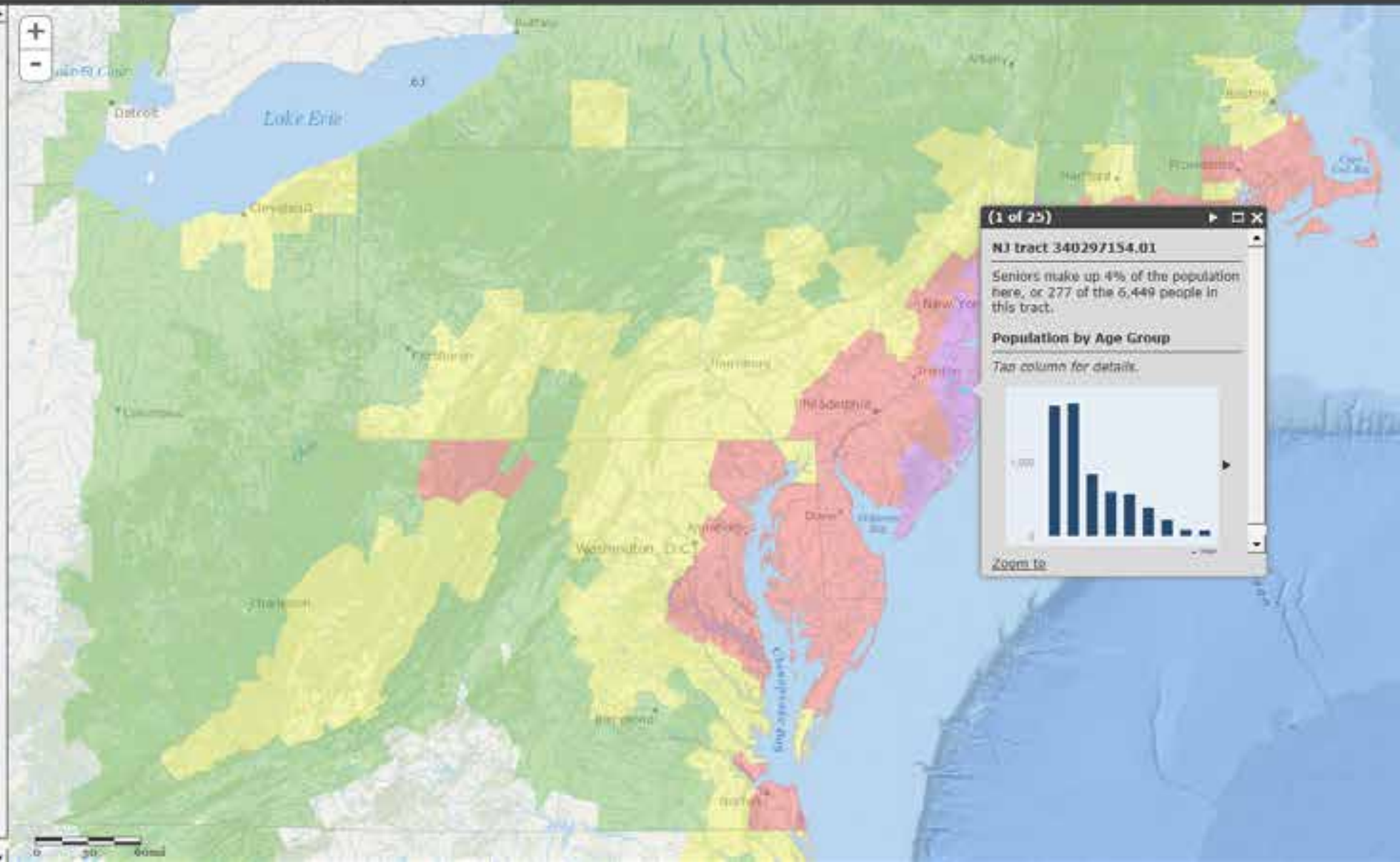
Local Impact & Population Older Than 64- Copy

Click the map to see which percentage of the population is over 64 years old and explore age breakdowns in the affected area.

For more information about this data click here.

LEGEND

Impact Analysis
Impact Area
- Very High
- High
- Moderate
- Low



Comparing unemployment and population change reveals regional patterns

Despite recent signs of recovery, unemployment remains a major national issue. How do patterns of unemployment relate to regional changes in population?

A story map

esri

UNEMPLOYMENT | POPULATION CHANGE | RELATIONSHIP

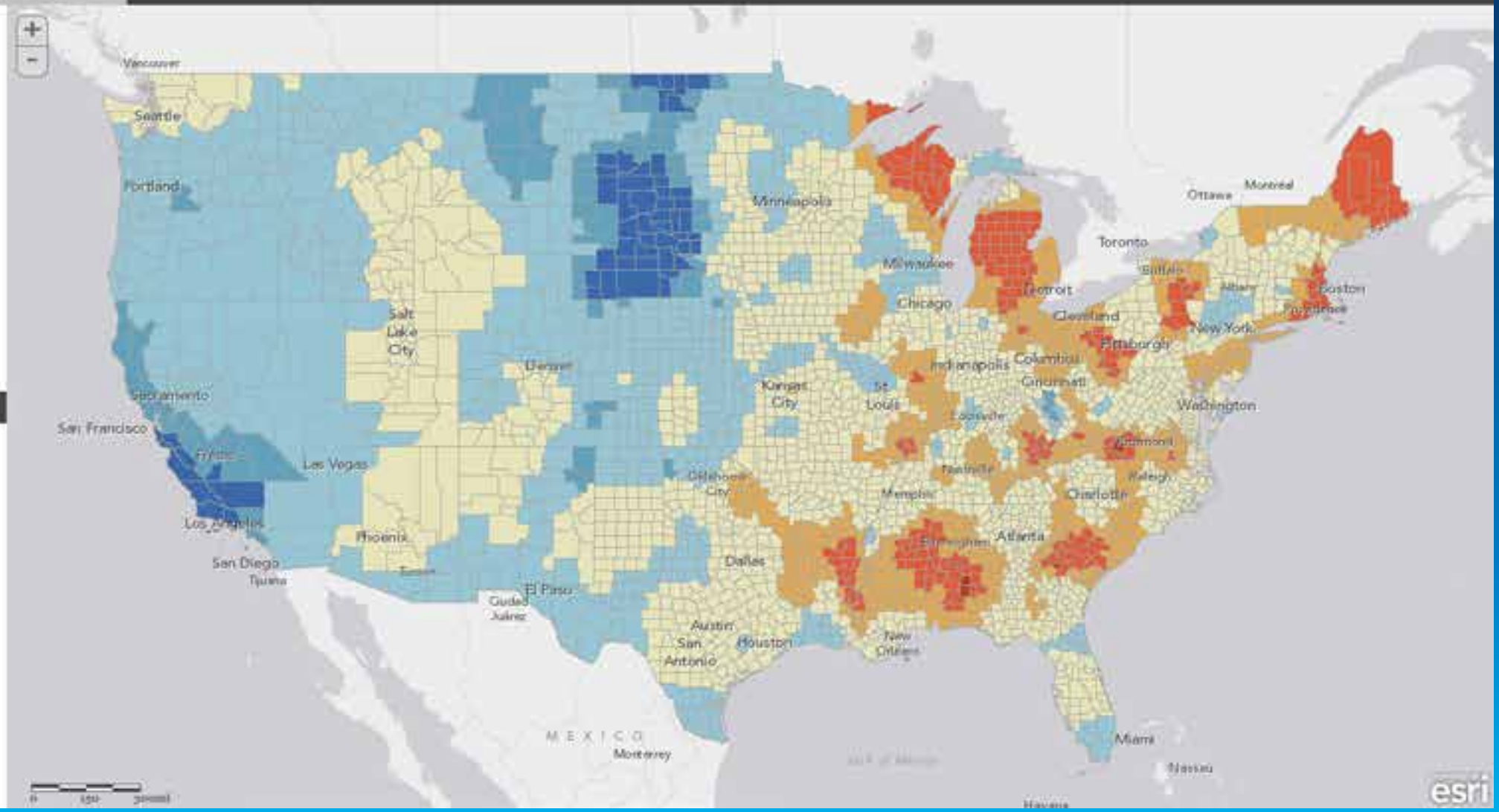
Relationship of unemployment to population change

The analysis shows that in some parts of the country, population and unemployment tend to parallel each other (blue)...

- **The Great Plains:** Declining population and low unemployment.
- **Coastal California:** Increasing populations and high unemployment.

...while in others, they tend to run in opposition (red).

- **Deep South, Rust Belt, and Upper Midwest:** Static or decreasing populations and high unemployment



LEGEND

Relationship of unemployment to population change

Correlation of unemployment to population change is:

- strongly negative
- negative
- weakly negative
- weak
- weakly positive
- positive
- strongly positive

Access to basic health care is inadequate in many parts of the U.S.

These county maps present two ways of examining a fundamental public health challenge. To the left of the slider bar: a look at doctor's offices relative to population. To the right: primary health providers.

A story map

esri

The availability of basic health care varies radically from place to place across the nation.

To the left of the vertical slider bar, counties outlined in orange had no doctor's office in 2009, according to the Census Bureau. Clark County, Mississippi, for example, had a population of over 17,000 but no doctor's office, while Manhattan had a doctor's office for every 500 residents.

The map **to the right** shows the relative availability of primary health care providers by county. Enhanced access to health care is key to improving the health of Americans.

Doctor's office data is from the U.S. Census Bureau's County Business Patterns and Population Estimates programs.

Primary care provider data is from the U.S. Department of Health and Human Services' leading health indicators.

LEGEND

Left side

Counties with no doctor's office

People per doctor's office in 2009

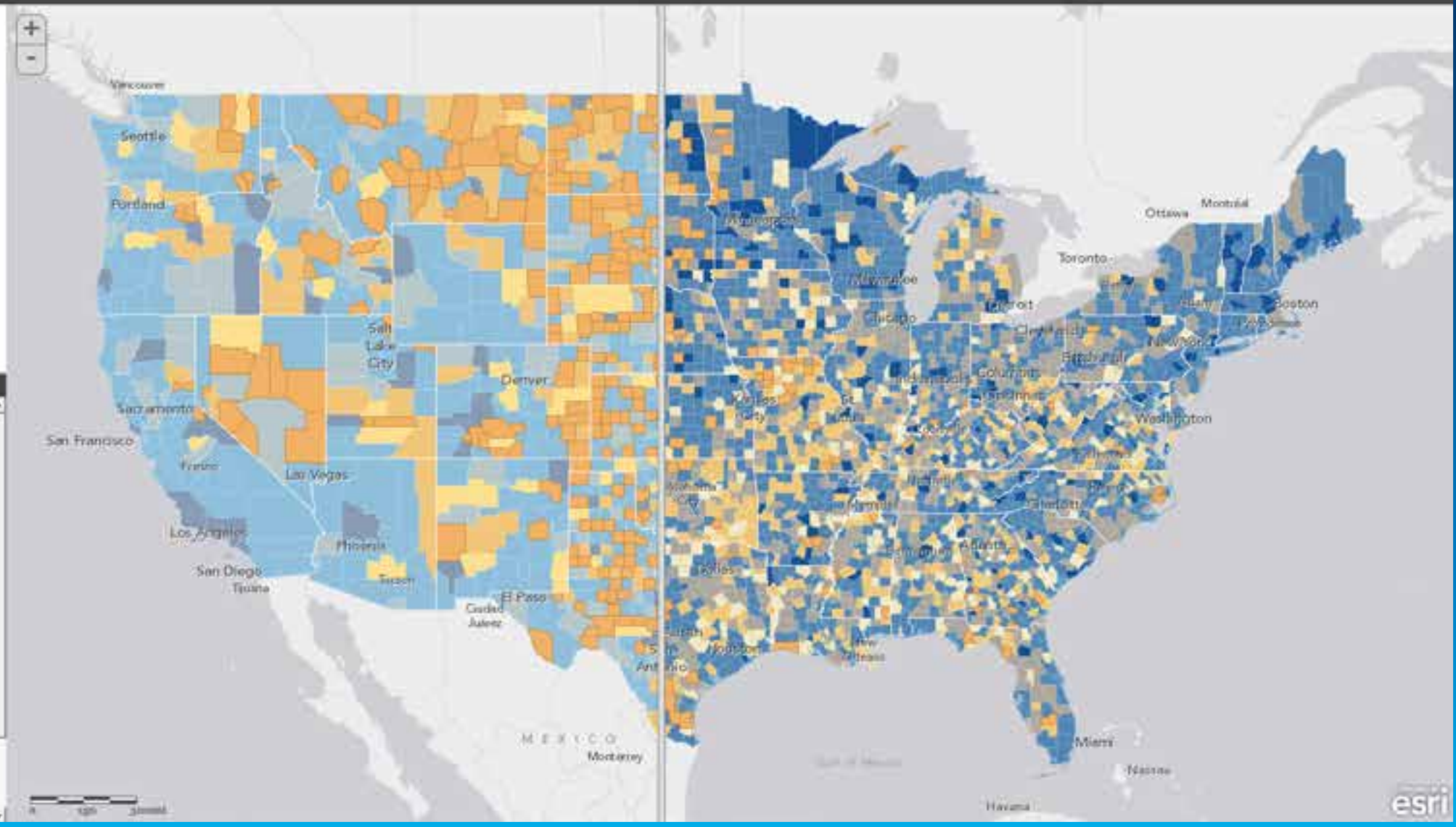
- Very high need
- High need
- Average
- Low need
- Very low need

Right side

Counties with no primary care providers in 2006

People per provider in 2006

- Very high need
- High need
- Average

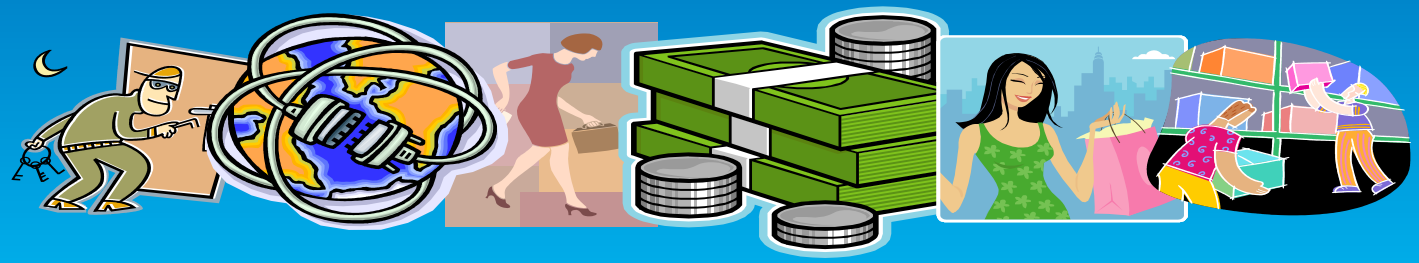


Data

What Data does Esri offer for the United States?

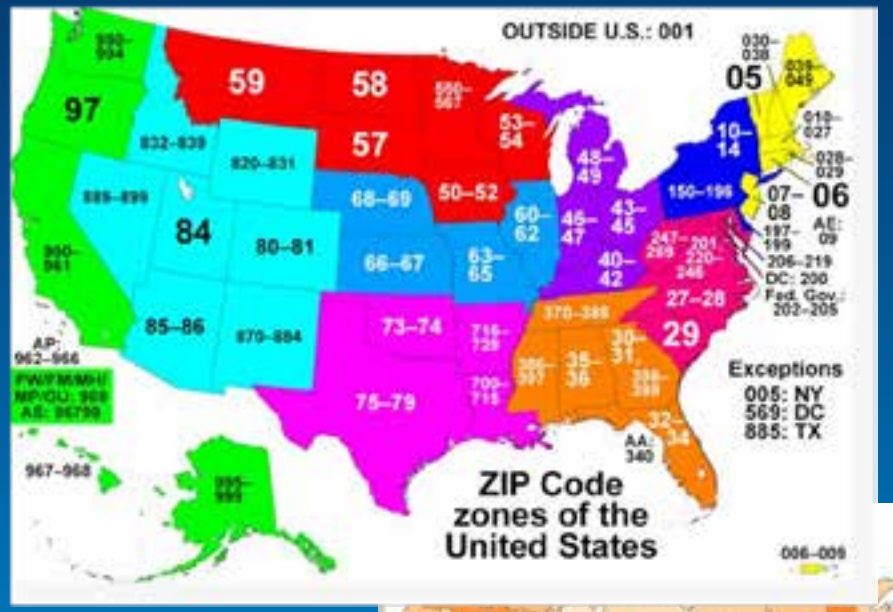
Esri U.S. Demographics

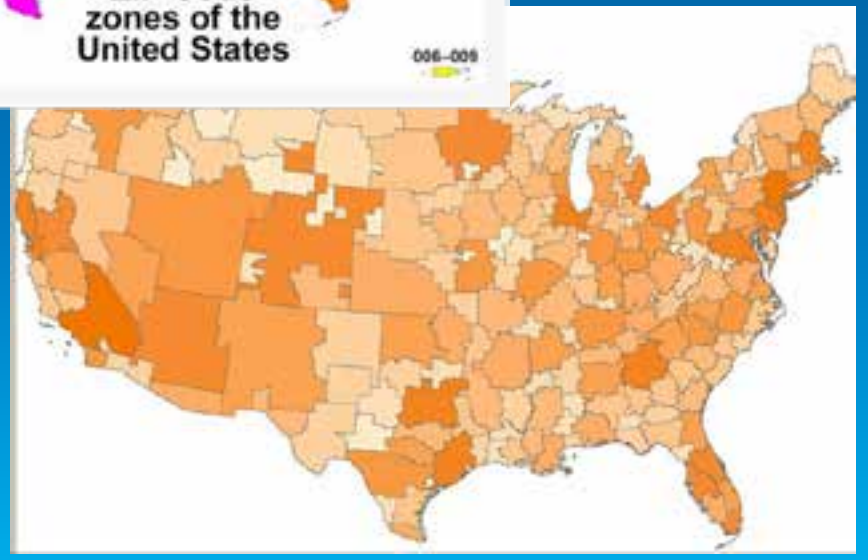
- Updated Demographics
- Tapestry Segmentation
- Census/ACS Data
- Retail MarketPlace
- Business Locations
- Business Summary
- Consumer Spending
- Market Potential Data
- Traffic Counts
- Major Shopping Centers
- Bank Branches
- Banking Potential
- Crime Indexes
- Cable Boundaries



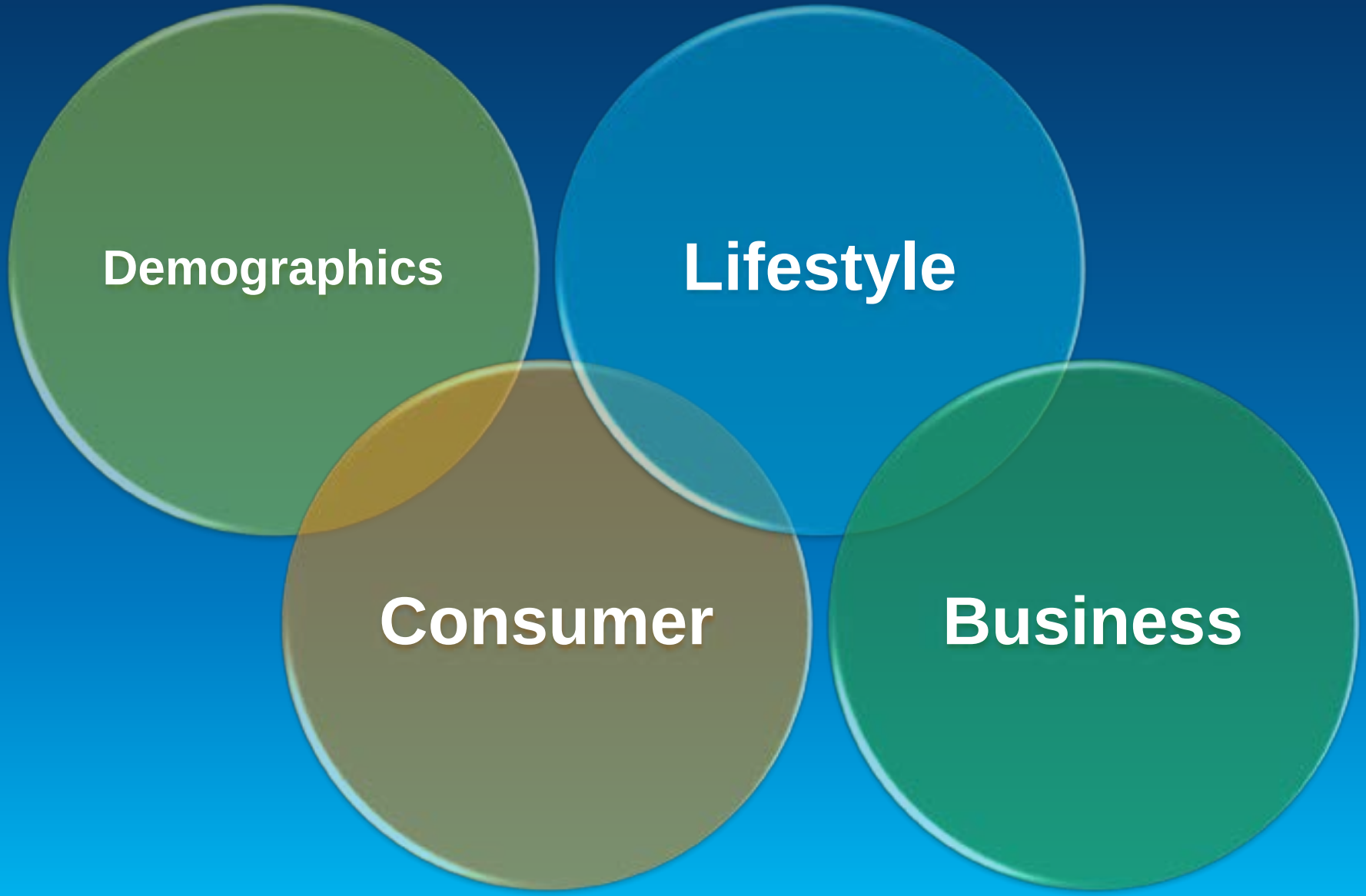
Esri U.S. Data Geographic Levels

- Census Geography
  - Block Group
  - Tract
  - County
  - State
  - US
- Census Correspondence
  - CBSA
  - DMA
  - Place
  - County Subdivisions
- Postal Geography
  - ZIP code
- Congressional Districts

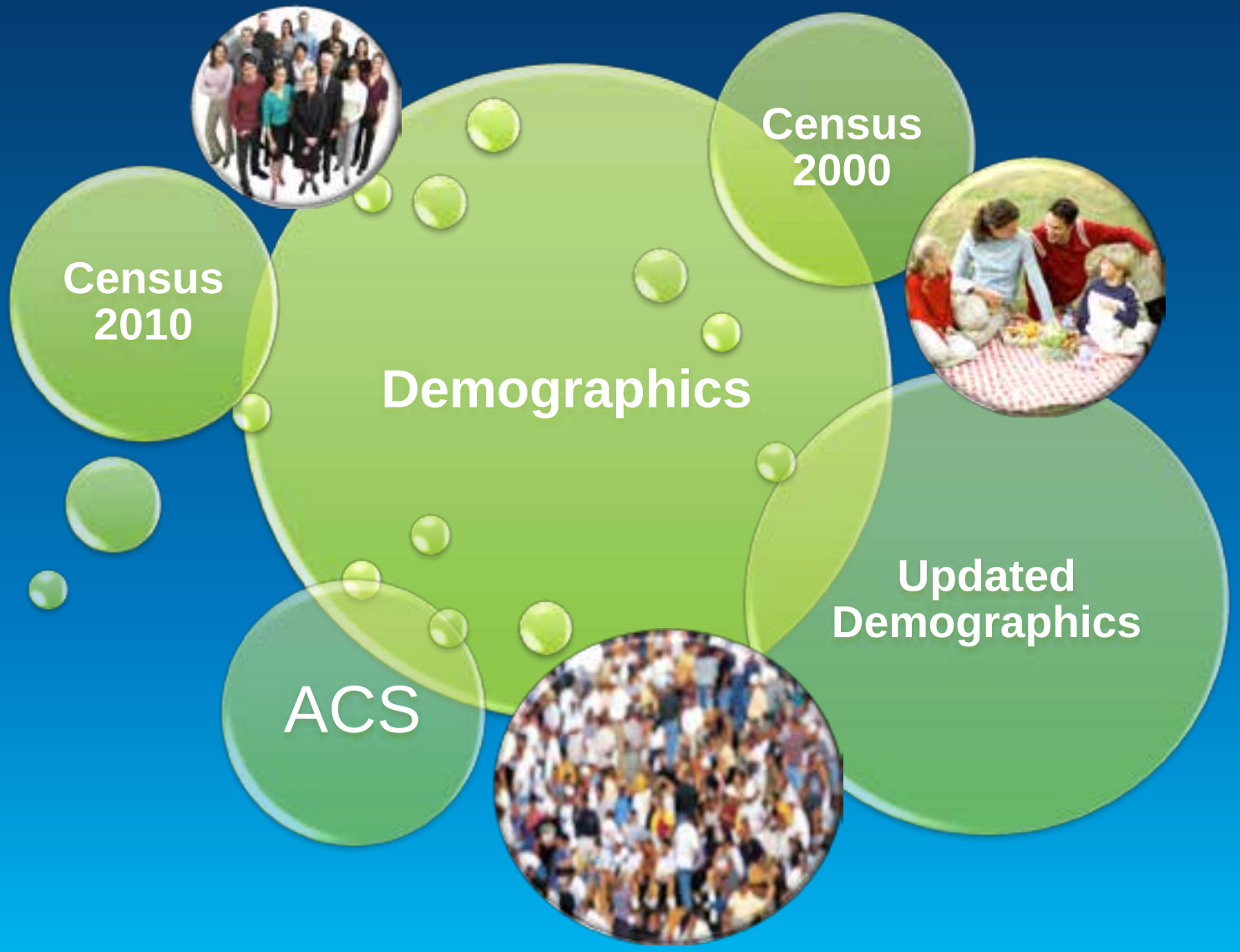




Esri U.S. Data



Esri U.S. Demographic Data



Esri U.S. Demographic Data

Updated Demographics

- Population and Housing
- Age by Sex
- Race and Hispanic Origin
- Education
- Marital Status
- Age by Sex by Race
- Labor Force
- Income
- Home Value
- Disposable Income
- Net Worth

Census 2010

- Population
- Age by Sex
- Race and Hispanic Origin
- Household Size
- Households by Type
- Tenure

ACS

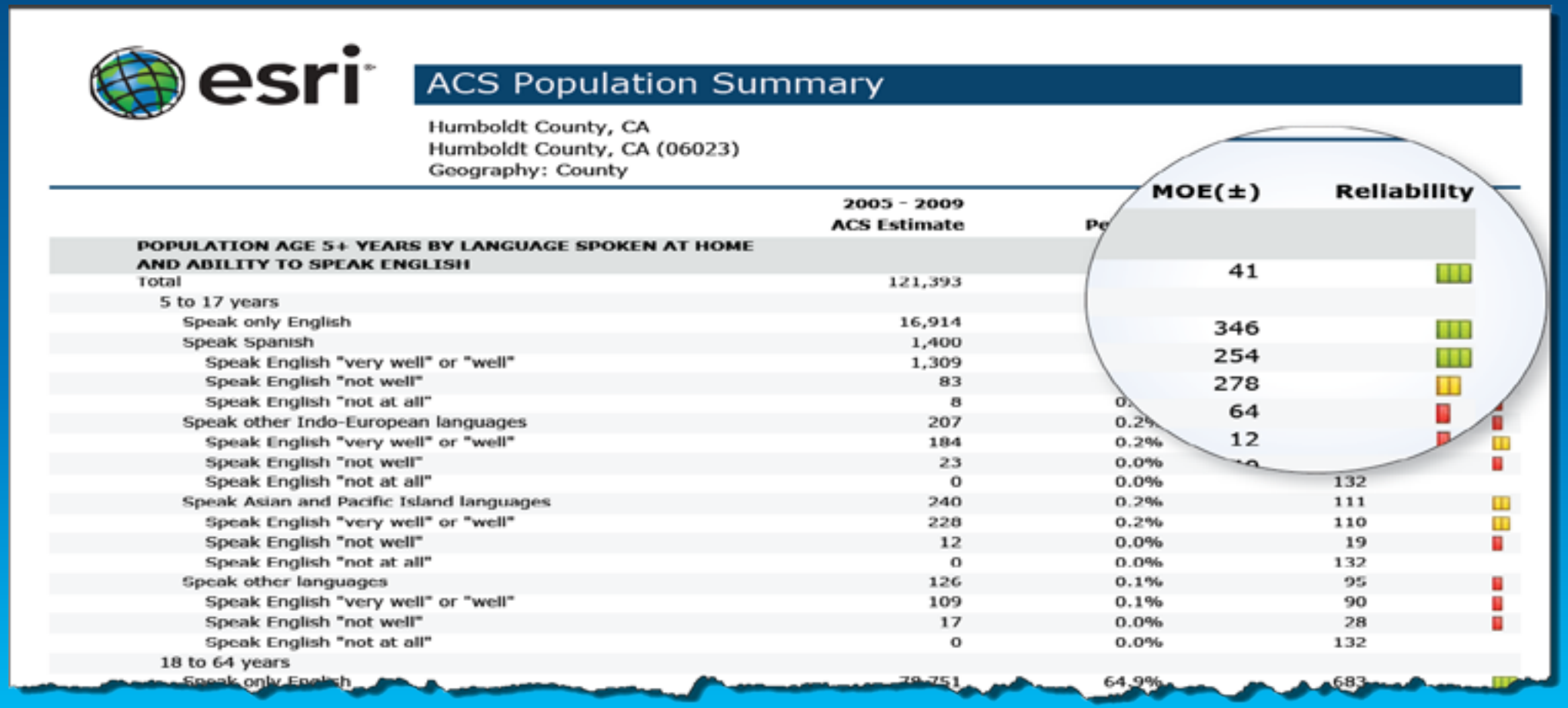
- Language Spoken at Home
- Journey to Work
- Poverty
- Military Service
- Mortgage Status
- Rent
- Vehicles Available
- Units in Structure
- Year Structure Built

New with 2008-2012 ACS

- Households Receiving Food Stamps/SNAP
- Households with 1+ Persons with a Disability
- Population by Types of Health Insurance Coverage by Age

Esri's Reliability Symbol

- You do not need to interpret the Margin of Error.
- Esri will do it for you.



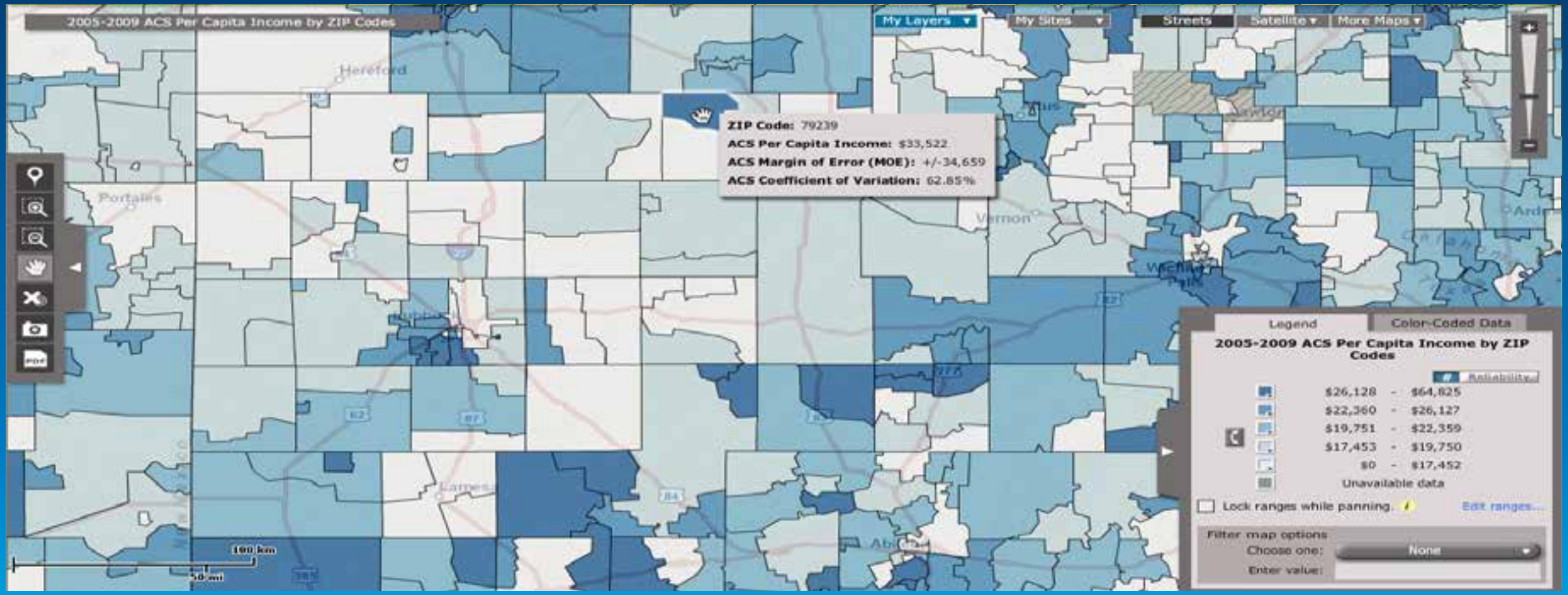
esri

ACS Population Summary

Humboldt County, CA
Humboldt County, CA (06023)
Geography: County

	2005 - 2009 ACS Estimate	Pe	MOE(±)	Reliability
POPULATION AGE 5+ YEARS BY LANGUAGE SPOKEN AT HOME AND ABILITY TO SPEAK ENGLISH				
Total	121,393		41	
5 to 17 years				
Speak only English	16,914		346	
Speak Spanish	1,400		254	
Speak English "very well" or "well"	1,309		278	
Speak English "not well"	83		64	
Speak English "not at all"	8	0.	12	
Speak other Indo-European languages	207	0.2%		
Speak English "very well" or "well"	184	0.2%		
Speak English "not well"	23	0.0%		
Speak English "not at all"	0	0.0%	132	
Speak Asian and Pacific Island languages	240	0.2%	111	
Speak English "very well" or "well"	228	0.2%	110	
Speak English "not well"	12	0.0%	19	
Speak English "not at all"	0	0.0%	132	
Speak other languages	126	0.1%	95	
Speak English "very well" or "well"	109	0.1%	90	
Speak English "not well"	17	0.0%	28	
Speak English "not at all"	0	0.0%	132	
18 to 64 years				
Speak only English	78,751	64.9%	683	

Esri's Reliability Symbol



Esri U.S. Data is Accurate

Data Accuracy Study

The Results are In…Esri Ranked #1!

Geography	Vendor 1	Esri	Vendor 3	Vendor 4	Vendor 5
Total US	315.9	247.7	276.7	295.7	304.7
State	21.4	12.6	17.9	19.3	29.7
County	49.2	39.8	52.1	46.5	55.7
Census Tract	106.6	89.5	93.3	106	99.6
Block Group	138.7	105.8	113.4	123.9	119.7

Precision scores for each data vendor by geography.
The lowest score indicates the highest accuracy.

www.esri.com/accuracy

Esri U.S. Consumer Data

Esri U.S. Consumer Data

Consumer Spending

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	138	$3,203.41	$11,399,276
Men's	132	$585.27	$2,082,677
Women's	126	$1,015.94	$3,615,192

Market Potential

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	3,749	50.6%	102
Bought any women's apparel in last 12 months	3,700	50.0%	110

Retail MarketPlace

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Clothing & Clothing Accessories Stores	448	$8,798,820	$1,407,558	$7,391,262	72.4	5

Esri U.S. Lifestyle Data

Lifestyle Data

Tapestry Segmentation

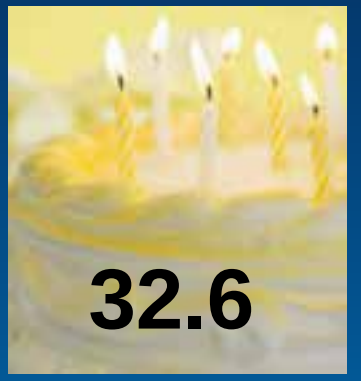
What Value Does Tapestry Add?

Demographics	Area A	Area B
Median Household Income	$67,295	$69,779
Median Age	48.9 Years	32.4 Years
% Homeowners	85%	45%

Add Segmentation	Area A	Area B
Car	Own or Lease a Honda	Own or Lease a Lexus
Media	Read Newspapers	Read News Online
Recreation	Attend Golf Tournaments	Likely to join a gym
Banking	Own a US Savings Bond	Bank Online
Television	Watch the History Channel	Watch MTV
Urban/Rural	Rural	Urban

Up and Coming Families

John Smith
1201 South Main Street
Fairfax, VA 22031



Now I Can Find Them…

Esri U.S. Business Data

What Data does Esri offer for Canada?

Demographic Data for Canada

- Nearly 3,000 variables available
- Data available for 2011, 2013, and 2018
- 162 different tables of data including:
  - Age
  - Marital Status
  - Education
  - Mother Tongue
  - Income
  - Occupation
  - Daytime Population
  - Expenditures
  - Housing

What International Data does Esri offer?

Global Demographic Data

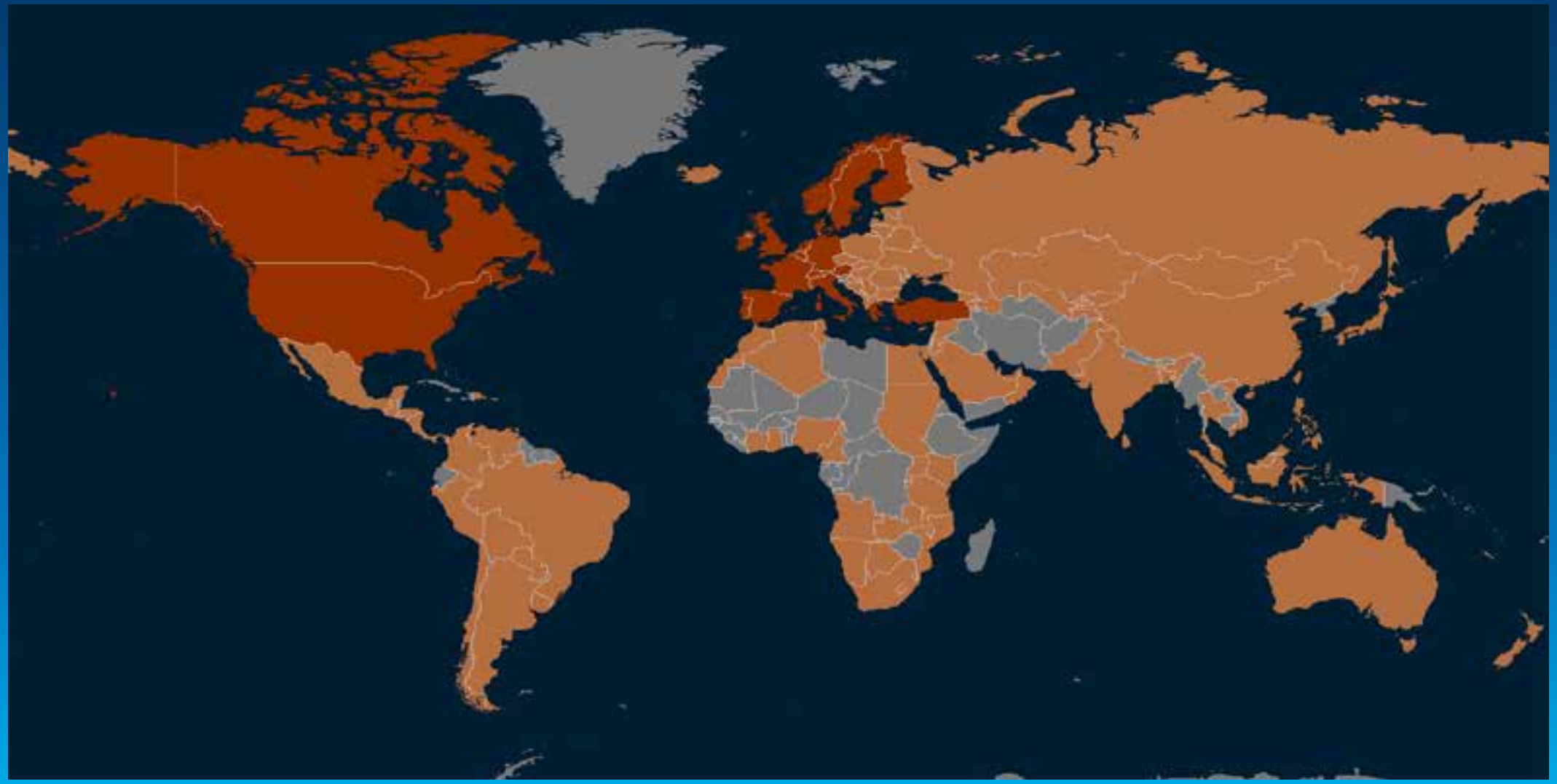
- Around 100 variables per country
  - Population and Population per Mill
  - Average Household Size
  - Total Households
  - Purchasing Power
  - Age (15-Year Age Groups)
  - Gender
  - Consumer Spending
  - Income
  - Household Type
  - Marital Status
  - Education

	US	Canada	International
Population (including age and gender)	√	√	√
Marital Status	√	√	√
Employment	√	√	√
Income/Purchasing Power	√	√	√
Households by Type	√	√	√
Education	√	√	√
Race	√	√	
Housing (Owner/Renter/Vacant)	√	√	
Consumer Spending	√	√	√
Lifestyle	√	√	
Business Data	√	√	√ (37 countries)

One Global Content team

Working with our distributors for content

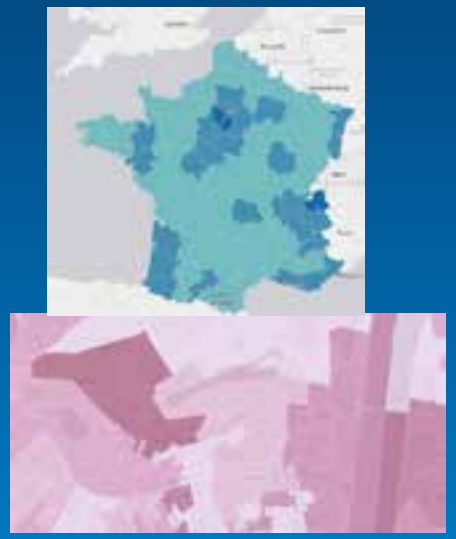
Coverage



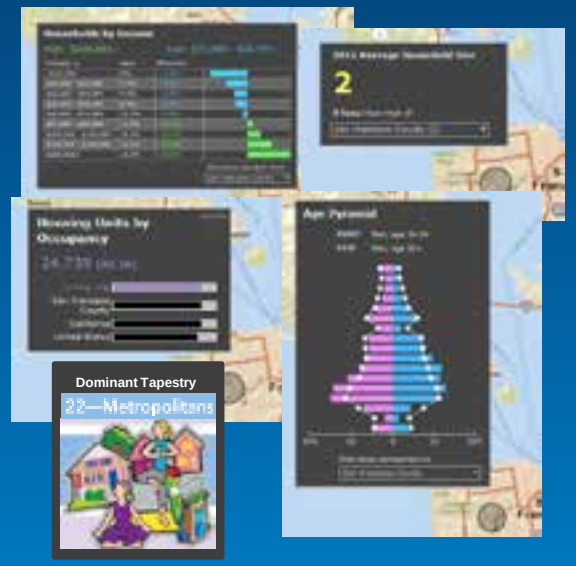
Access

Great Salt Lake
Great Salt Lake
Salt Lake City
West Valley City
West Jordan
Grantsville
Lehi
American Fork
Pleasant Grove
Utah Lake
Provo
Springville
Spanish Fork
Salem
Santaquin

Accessible in Four Ways



Dynamic Maps



Infographics

Address	City
123 S Main St	Fairfax

+

Median Age	Tapestry Segment	Median Income
32.4	Laptops & Lattes	$77,018

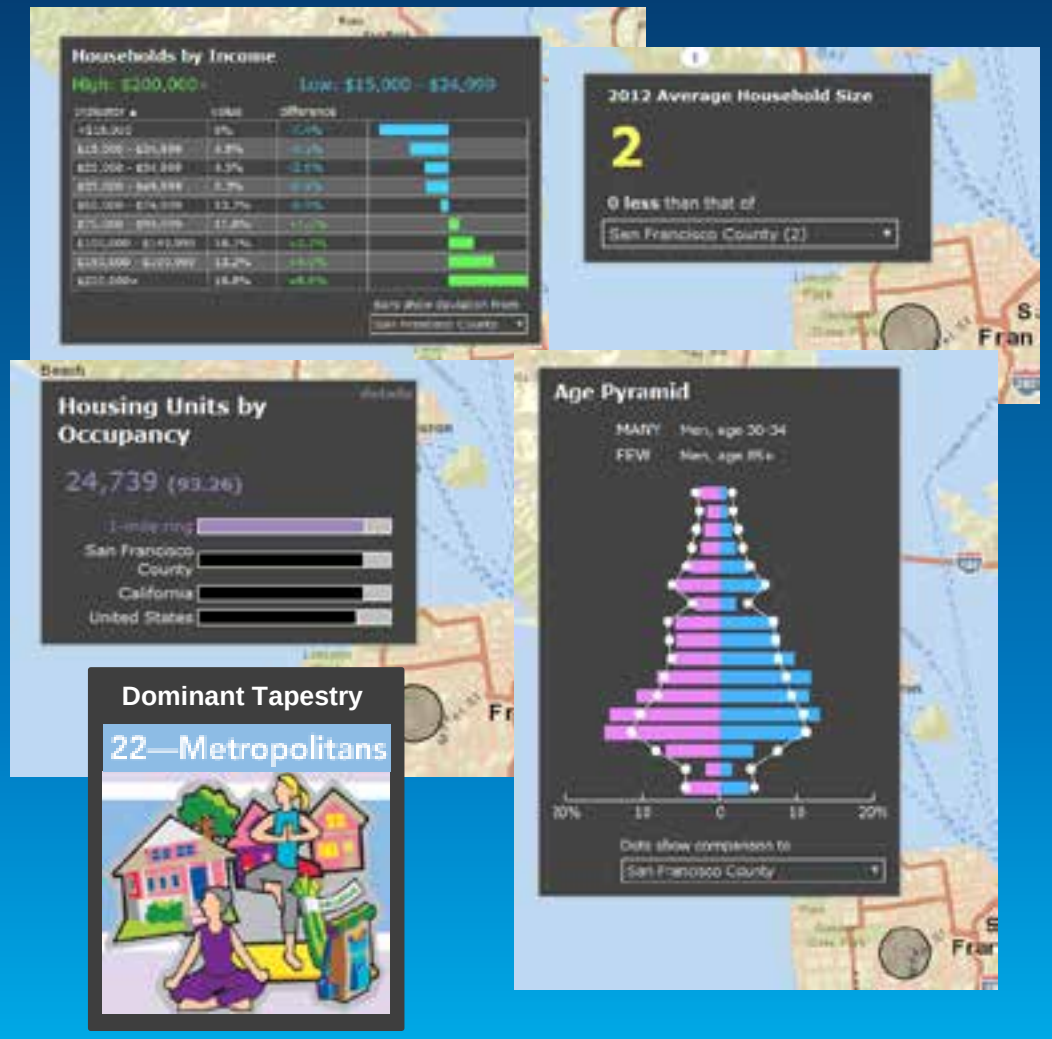
Geographic Data Enrichment

Reports

Dynamic Maps

- Collection of Ready to **use** Maps
- Popups with more data
- Configurable
- “Demographics and Lifestyle” Group in ArcGIS Online

Infographics



- New style of reporting
- Ready to use
  - Age
  - Average Household Size
  - Household Income
  - Housing Units by occupancy
  - Dominant Tapestry
- Dynamic and Interactive

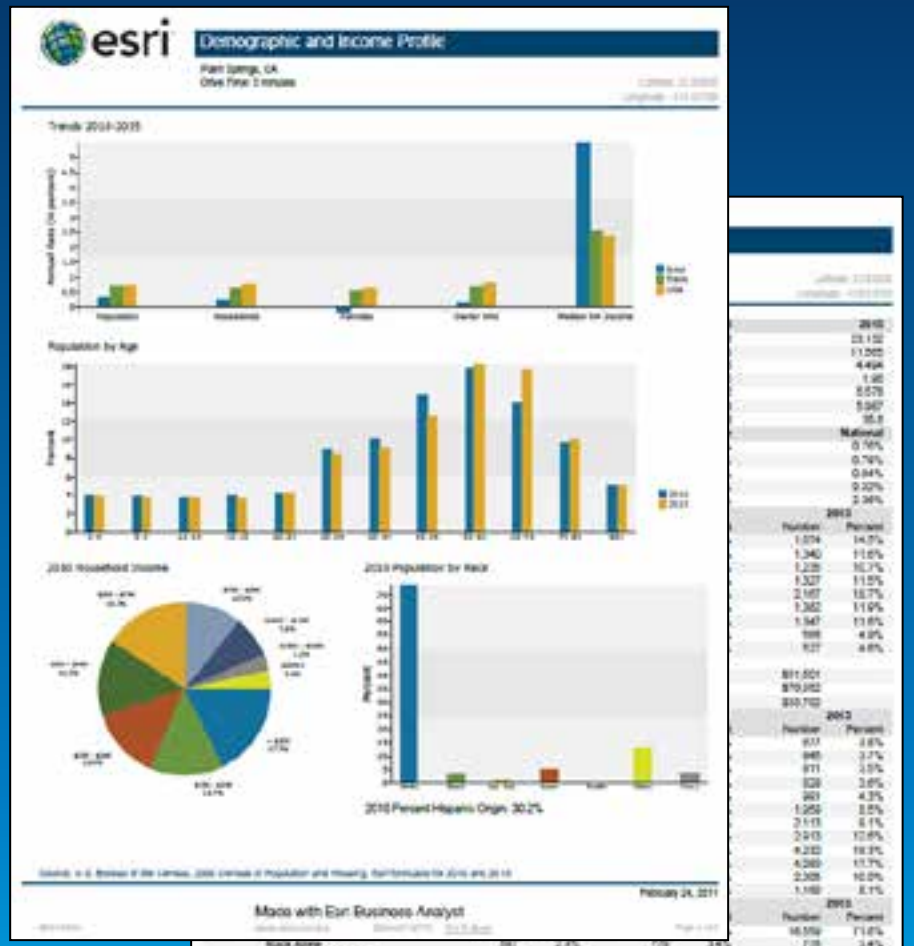
Geographic Data Enrichment

Address	City
123 S Main St	Fairfax

Median Age	Tapestry Segment	Median Income
32.4	Laptops & Lattes	$77,018

- Add new columns of information to your data
- Configurable
- Data Collections
  - Wealth Facts
  - Policy Facts
  - Health Facts
  - Business Facts
  - Media Facts
  - Poverty Facts
  - At Risk
  - More

Reports



- Pre-formatted
- PDF and XLS
- Demographic and Income Profile
- Housing Profile
- ACS Reports
- Census 2010 Reports

U.S. Stand-alone Databases

Client Presentation
Darren Gemoets
Aquilent, Inc.

Agenda

- Who am I and why am I here?
- About NLM’s TOXMAP
- Historic use of demographic data in TOXMAP
- Use of demographic data in the new TOXMAP
- Data integration
- Summary

Who am I and why am I here?

- Federal Government contractor
  - National Library of Medicine / NIH
  - Intelsat
  - NASA/Goddard
- Employee of Aquilent, Inc.
- Invited by Laura McNulty, Esri's Manager for Health & Sciences

www.aquilent.com

NIH U.S. National Library of Medicine

Search

Contact NLM

Databases

- PubMed/MEDLINE
- MeSH
- UMLS
- ClinicalTrials.gov
- MedlinePlus
- TOXNET
- Images from the History of Medicine
- Digital Collections
- LocatorPlus
- All NLM Databases & APIs

NIH MedlinePlus Magazine Fall 2013

Read features about taste, smell, hearing, language, voice, and balance; breathing easier; living with psoriasis and more.

Find, Read, Learn

- Search biomedical literature
- Find medical terminologies
- Search NLM collections
- Read about diseases
- Learn about drugs
- Explore history
- Find a clinical trial
- Use a medical dictionary
- Find free full-text articles

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- Health Services Research & Public Health

NLM for You

- Grants & Funding
- Meaningful Use Tools
- Training & Outreach
- Network of Medical Libraries
- Regional Activities
- Careers @ NLM

News & Events

- Michael E. DeBakey Award Nominations due February 21, 2014 (01/14/14)
- NLM Releases Digitized Collection of Its Publications and Productions (12/18/13)
- NLM Announces Addition of Sir

U.S. Department of Health & Human Services www.hhs.gov

Environmental Health & Toxicology

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National Library of Medicine
National Institutes of Health

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- Find Information About...
- Especially For
- Search TOXNET® Databases
- Other Professional Resources
- Resources for the Public
- Enviro-Health Links
- Guides & Tutorials
- Quick Tours

Search Our Web Site

Search

(e.g. climate change)

A to Z Index of Resources

A B C D E F G H I
J K L M N O P Q R

For Information About...

Haz-Map

Links jobs and hazardous tasks with occupational diseases. For professionals and consumers

Integrated Risk Information System (IRIS)

Hazard identification and dose-response

Search TOXNET

TOXNET - Collection of databases on hazardous chemicals, toxic releases, and environmental health

(e.g. mercury, asbestos)

In the Spotlight

- Dietary Supplement Label Database
- LiverTox
- ALTBIB - Alternatives to Animal Testing
- Which Resource Should I Use?

Stay Connected

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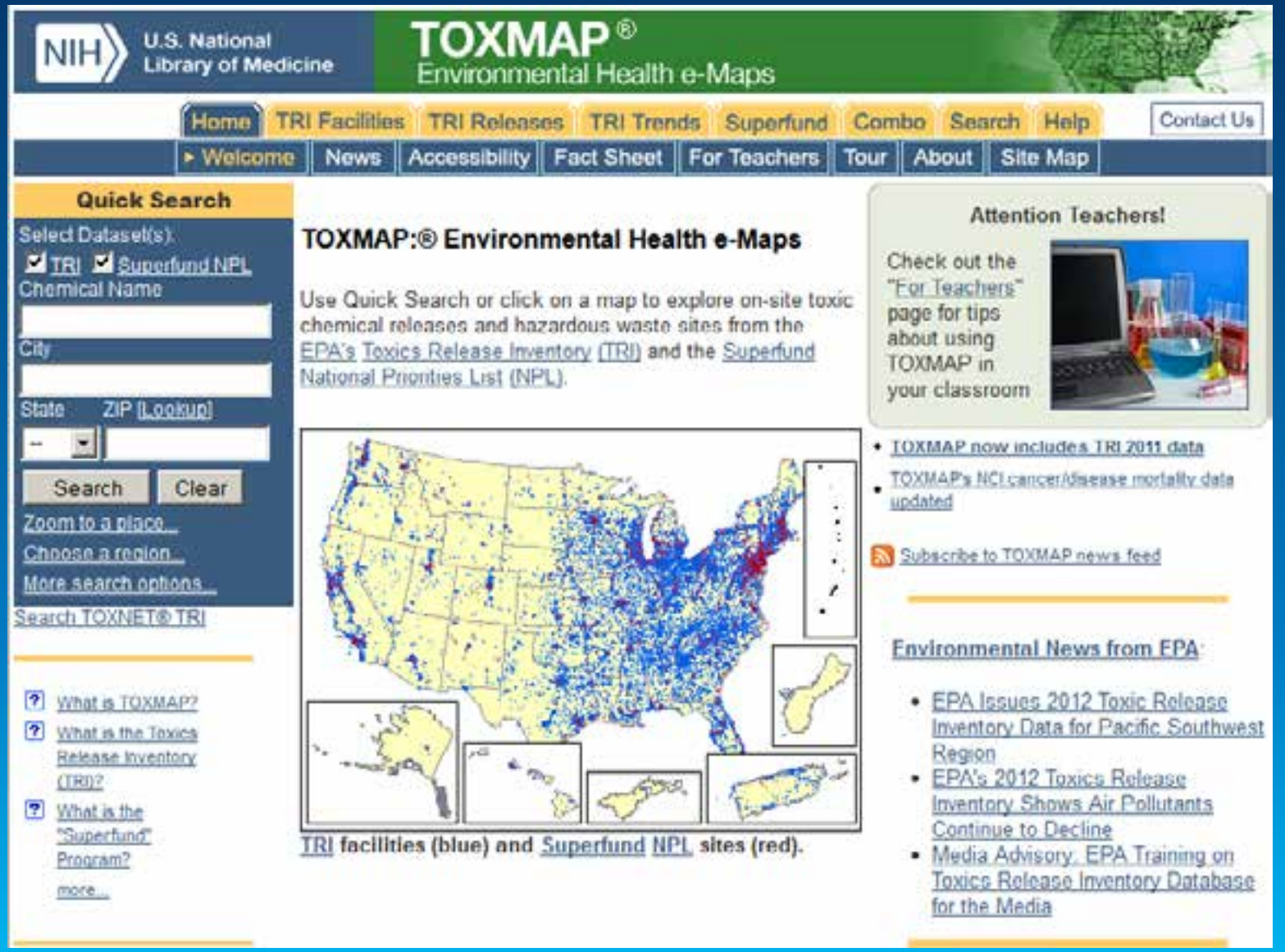
TOXMAP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NIH
TOXMAP®
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TRI Releases
TRI Trends
Superfund
Combo
Search
Help
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Welcome
News
Accessibility
Fact Sheet
For Teachers
Tour
About
Site Map
Quick Search
Select Dataset(s):
TRI
Superfund NPL
Chemical Name
City
State
ZIP [Lookup]
Search
Clear
Zoom to a place...
Choose a region...
More search options...
Search TOXNET® TRI
What is TOXMAP?
What is the Toxics Release Inventory (TRI)?
What is the "Superfund" Program?
more...
TOXMAP:® Environmental Health e-Maps
Use Quick Search or click on a map to explore on-site toxic chemical releases and hazardous waste sites from the EPA's Toxics Release Inventory (TRI) and the Superfund National Priorities List (NPL).
TRI facilities (blue) and Superfund NPL sites (red).
Attention Teachers!
Check out the "For Teachers" page for tips about using TOXMAP in your classroom
TOXMAP now includes TRI 2011 data
TOXMAP's NCI cancer/disease mortality data updated
Subscribe to TOXMAP news feed
Environmental News from EPA
EPA Issues 2012 Toxic Release Inventory Data for Pacific Southwest Region
EPA's 2012 Toxics Release Inventory Shows Air Pollutants Continue to Decline
Media Advisory: EPA Training on Toxics Release Inventory Database for the Media

TOXMAP Development Team, 2002-2014

Two developers
2002-2006

Two developers
2006-2010

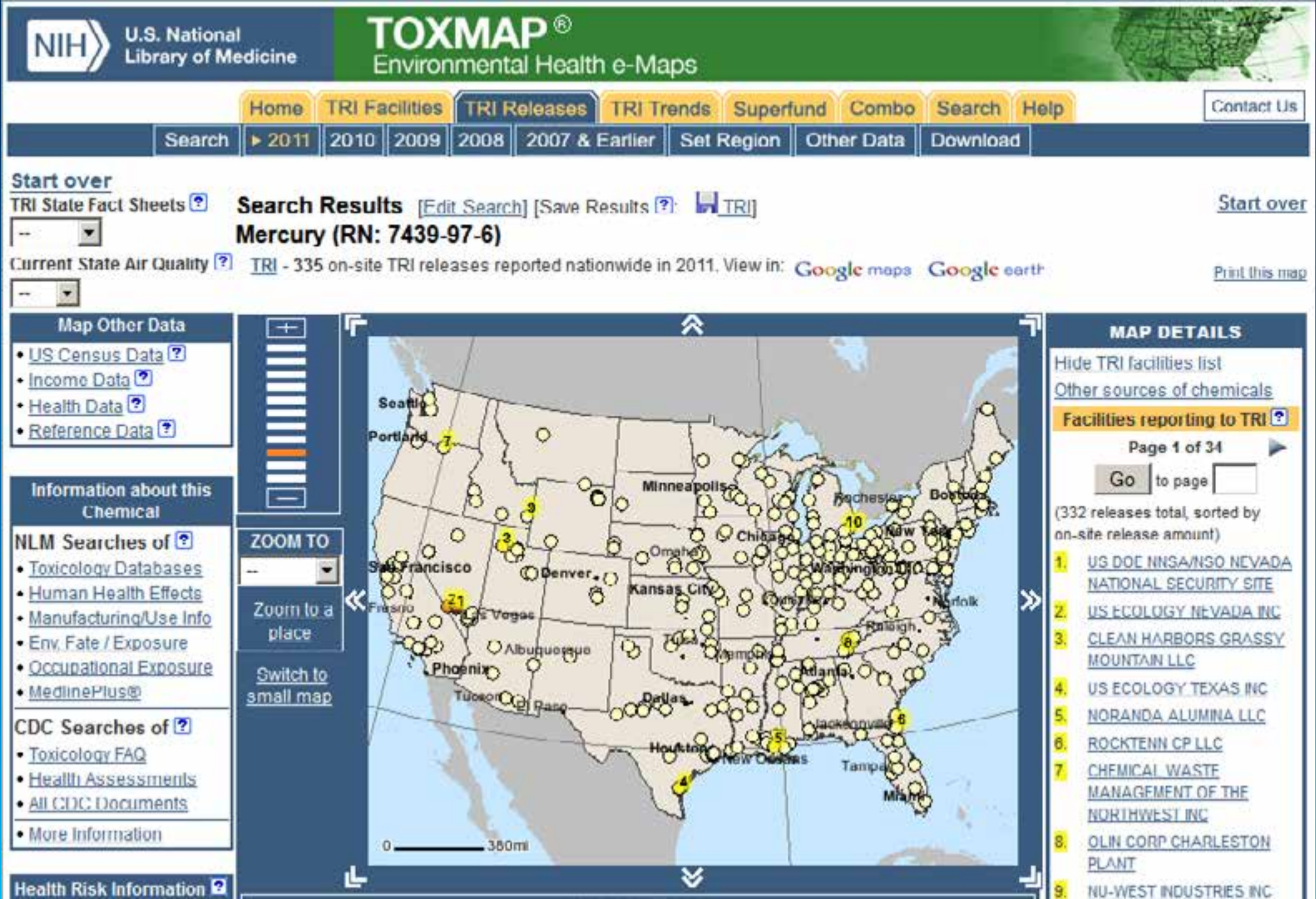
Three developers
Summer 2006

Two-thirds of

One developer

2011-2014

Images courtesy http://www.icons-land.com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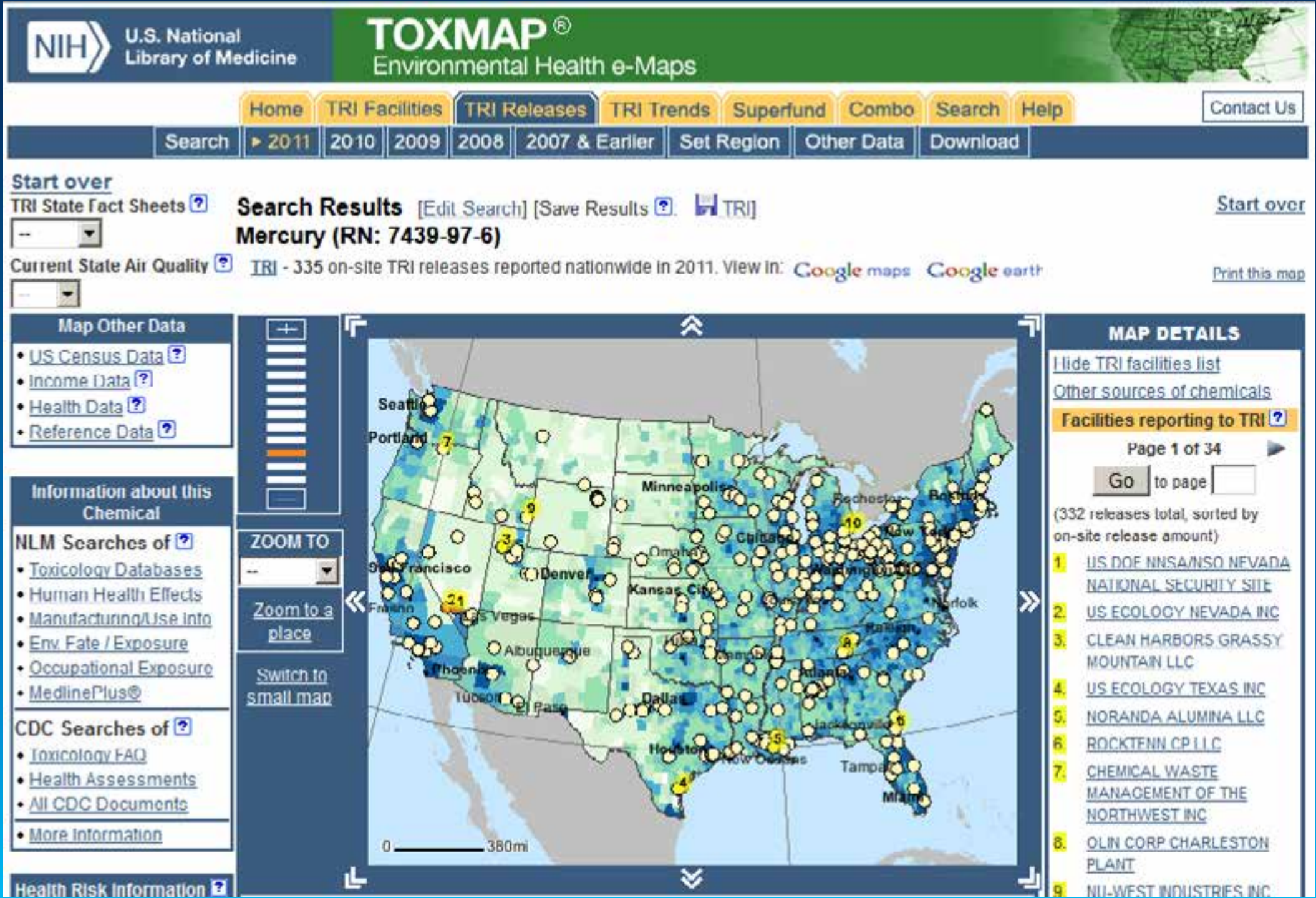
TRI Releases
TRI Trends
Superfund
Combo
Search
Help
Contact Us
Search
2011
2010
2009
2008
2007 & Earlier
Set Region
Other Data
Download
Start over
TRI State Fact Sheets
Current State Air Quality
Search Results [Edit Search] [Save Results: TRI]
Mercury (RN: 7439-97-6)
TRI - 335 on-site TRI releases reported nationwide in 2011. View in: Google maps Google earth
Start over
Print this map
Map Other Data
US Census Data
Income Data
Health Data
Reference Data
Information about this Chemical
NLM Searches of
Toxicology Databases
Human Health Effects
Manufacturing/Use Info
Env. Fate / Exposure
Occupational Exposure
MedlinePlus®
CDC Searches of
Toxicology FAQ
Health Assessments
All CDC Documents
More Information
Health Risk Information
ZOOM TO
Zoom to a place
Switch to small map
Seattle
Portland
Minneapolis
Rochester
Boston
Chicago
New York
Omaha
San Francisco
Denver
Kansas City
Washington DC
Fresno
Las Vegas
Norfolk
Raleigh
Albuquerque
Tulsa
Memphis
Phoenix
Atlanta
Tucson
El Paso
Dallas
Jacksonville
Houston
New Orleans
Tampa
Miami
0
380mi
MAP DETAILS
Hide TRI facilities list
Other sources of chemicals
Facilities reporting to TRI
Page 1 of 34
Go to page
(332 releases total, sorted by on-site release amount)
1. US DOE NNSA/NSO NEVADA NATIONAL SECURITY SITE
2. US ECOLOGY NEVADA INC
3. CLEAN HARBORS GRASSY MOUNTAIN LLC
4. US ECOLOGY TEXAS INC
5. NORANDA ALUMINA LLC
6. ROCKTENN CP LLC
7. CHEMICAL WASTE MANAGEMENT OF THE NORTHWEST INC
8. OLIN CORP CHARLESTON PLANT
9. NU-WEST INDUSTRIES INC


NIH
U.S. National Library of Medicine
TOXMAP®
Environmental Health e-Maps
Home
TRI Facilities
TRI Releases
TRI Trends
Superfund
Combo
Search
Help
Contact Us
Search
2011
2010
2009
2008
2007 & Earlier
Set Region
Other Data
Download
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Miami
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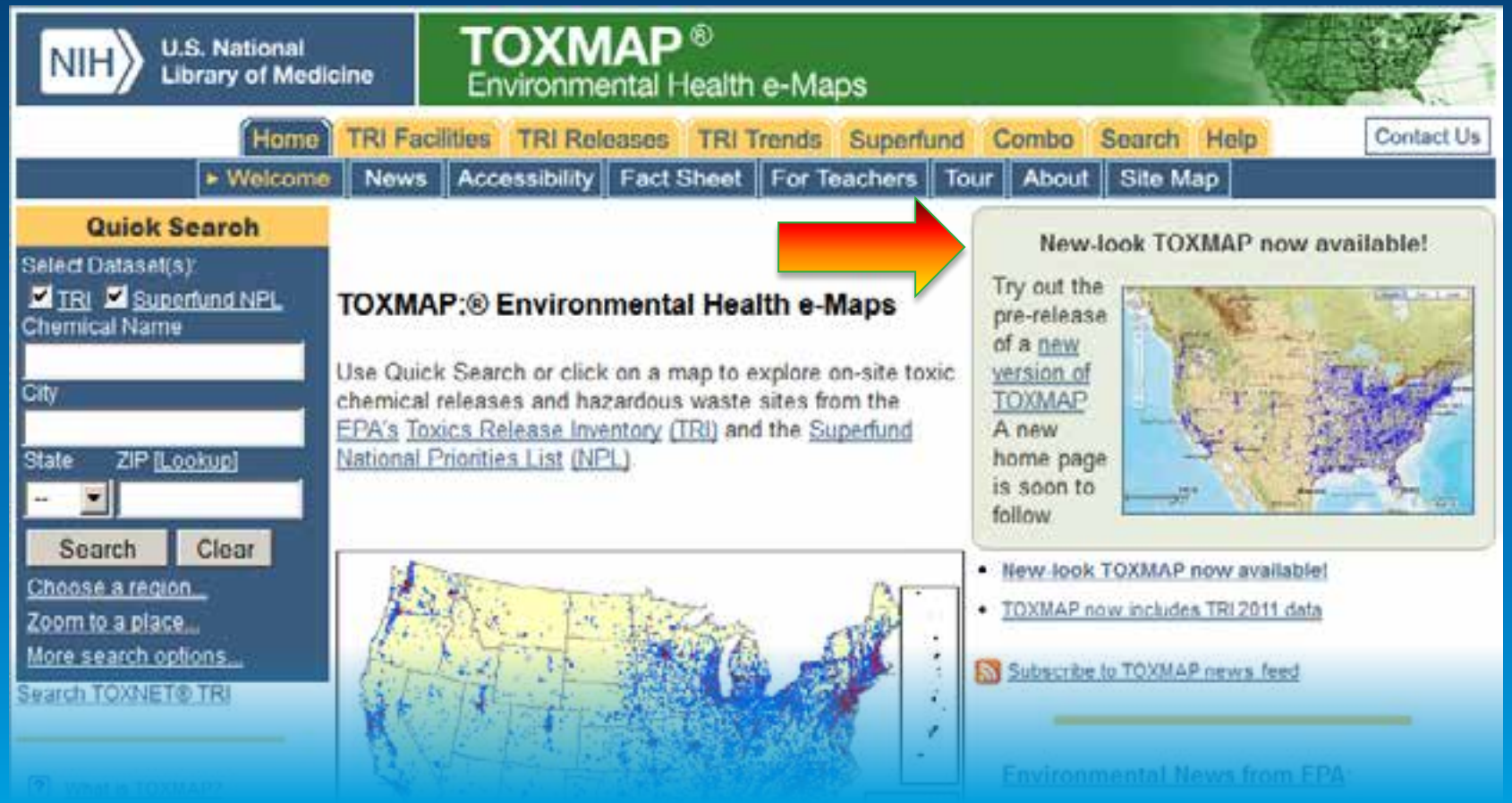
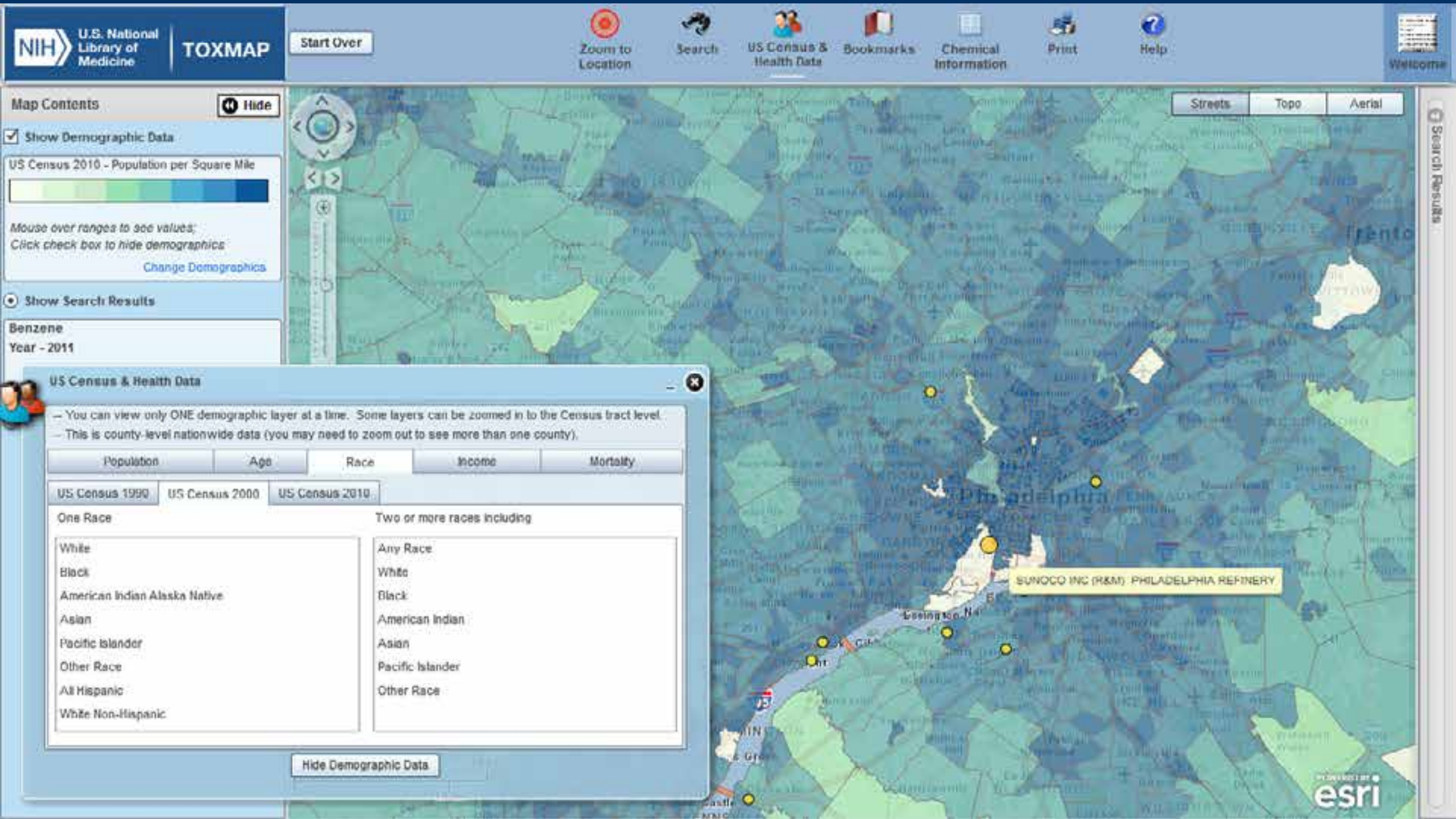
New TOXMAP

Now available!



U.S. National Library of Medicine
TOXMAP
Start Over
Zoom to Location
Search
US Census & Health Data
Bookmarks
Chemical Information
Print
Help
Welcome
Map Contents
Streets
Topo
Aerial
Search Results
Hide
TRI Results
Edit Search
Benzene
Map & list show 440 of 737 on-site TRI releases in 2011.
Pan or zoom your map to see more results.
Legend (mouse over icons below for range values)
Facility Name (click to sort)
Release (lbs)
CLEAN HARBORS BUTTONWILLOW LLC 201,822.03
LYONDELL CHEMICAL CO 151,247
BP CHEMICAL PLANT TEXAS CITY 110,430
TM DEER PARK SERVICES LP 97,001
FORMOSA PLASTICS CORP TEXAS 72,793
DIAMOND SHAMROCK REFINING CO LP 69,157.1
CHEMICAL WASTE MANAGEMENT 67,858
FLINT HILLS RESOURCES PORT ARTHUR LLC 59,139
DUPONT SABINE RIVER WORKS 55,131
HOLLY REFINING & MARKETING - TULSA LLC 48,000
CONOCOPHILLIPS PONCA CITY REFINERY 47,413
CITGO PETROLEUM CORP 47,071
THYSSENKRUPP WAUPACA PLANT 2/3 46,102
CONOCOPHILLIPS CO - ALLIANCE REFINERY 45,756
INVISTA SARL - ORANGE SITE 43,850
UNITED STATES
Vancouver
Seattle
Spokane
Portland
Salem
Boise
Helena
Bismarck
Pierre
Minneapolis
Saint Paul
Sioux Falls
Salt Lake City
Denver
Cheyenne
Lincoln
Omaha
Carson City
Sacramento
San Francisco
Fresno
Las Vegas
Los Angeles
San Diego
Tijuana
Phoenix
Tucson
Santa Fe
Albuquerque
Amarillo
Lubbock
El Paso
Ciudad Juárez
Hermosillo
Chihuahua
Oklahoma City
Wichita
Topeka
Kansas City
Dallas
Austin
San Antonio
Houston
Baton Rouge
New Orleans
Memphis
Little Rock
Jackson
Springfield
Indianapolis
Saint Louis
Jefferson City
Grand Rapids
Des Moines
500 km
400 mi
esri

U.S. National Library of Medicine
TOXMAP
Start Over
Zoom to Location
Search
US Census & Health Data
Bookmarks
Chemical Information
Print
Help
Welcome
Map Contents
Hide
Show Demographic Data
US Census 2010 - Population per Square Mile
Mouse over ranges to see values;
Click check box to hide demographics
Change Demographics
Show Search Results
Benzene
Year - 2011
Streets
Topo
Aerial
Search Results
Sudbury
Ottawa
Toronto
Detroit
Norfolk
US Census & Health Data
-- You can view only ONE demographic layer at a time. Some layers can be zoomed in to the Census tract level.
-- This is county-level nationwide data (you may need to zoom out to see more than one county).
Population
Age
Race
Income
Mortality
US Census 1990
Population Density
Males to 100 Females
US Census 2000
Population Density
Males to 100 Females
Diversity Index
US Census 2010
Population Density
Population Growth Rate, 2000-2010
Males to 100 Females
Diversity Index
Hide Demographic Data
esri


U.S. National Library of Medicine
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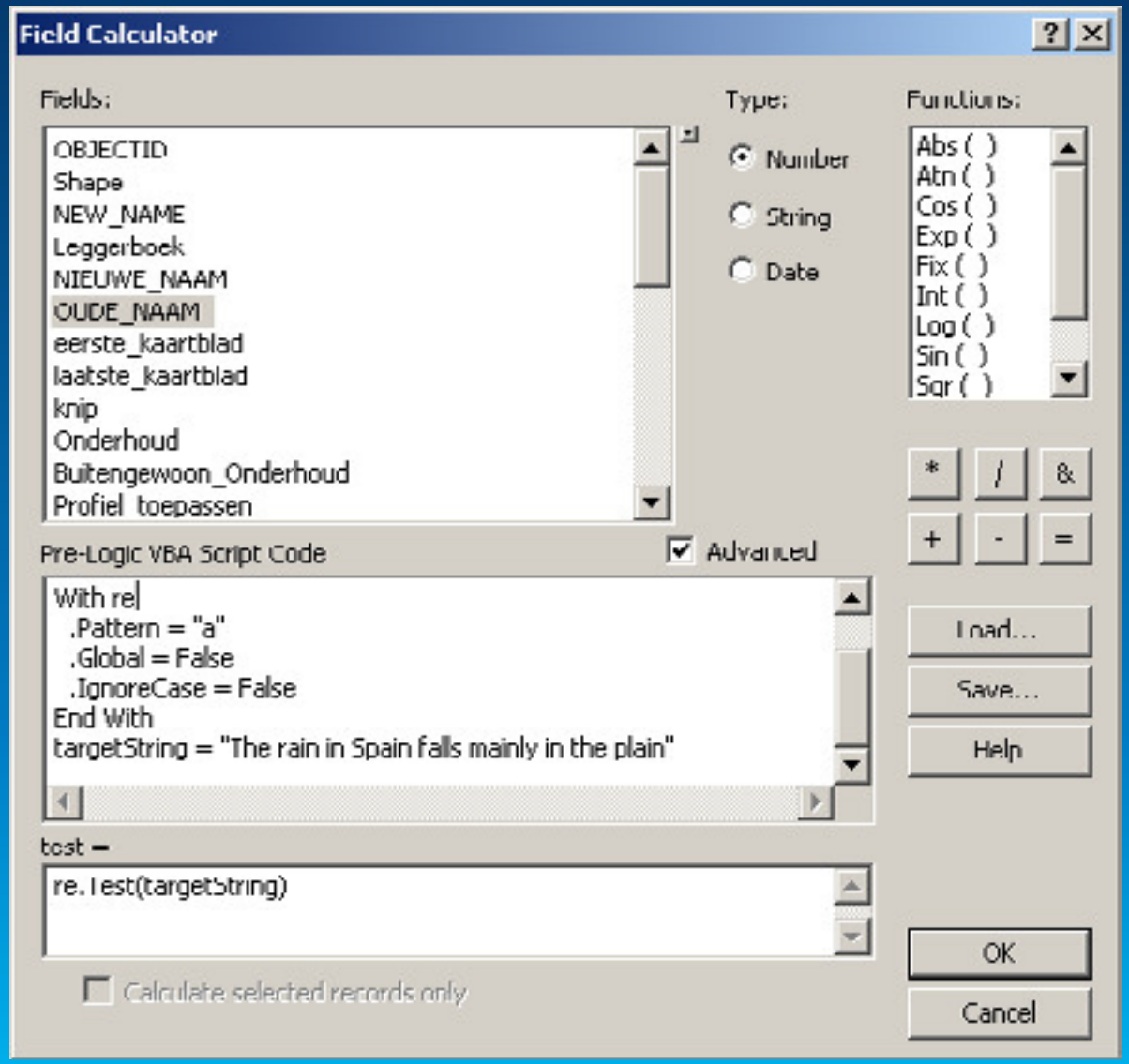
Population
Age
Race
Income
Mortality
US Census 1990
US Census 2000
US Census 2010
One Race
White
Black
American Indian Alaska Native
Asian
Pacific Islander
Other Race
All Hispanic
White Non-Hispanic
Two or more races including
Any Race
White
Black
American Indian
Asian
Pacific Islander
Other Race
Hide Demographic Data
Streets
Topo
Aerial
SUNOCO INC (R&M) PHILADELPHIA REFINERY
Search Results
esri

Data Integration

- Pretty straightforward
- Simple Arc Catalog scripts
- Only one “hiccup” required a call to Esri tech support



U.S. Department of Health & Human Services

www.hhs.gov

NIH U.S. National Library of Medicine

TOXMAP Environmental Health Maps

Home | About | News | FAQ | Glossary

NLM Environmental Health Portal

Alert: TOXMAP beta will be down for maintenance Wednesday 25-December from 8-10 AM

Two Ways to Explore Toxic Chemicals in Your Community

TOXMAP *classic*

TOXMAP classic provides an Advanced Search, allows you to save your search results, and lets you build custom regions to focus your search. No new features are planned.

TOXMAP *beta*

The **TOXMAP beta** has an improved map appearance and interactive capabilities. It also has improved U.S. Census layers and availability by Census Tract, additional and updated datasets, and remains in active development.

Note: both versions of TOXMAP open in new windows - please disable pop-up blockers.

TOXNET is a part of the TOXNET family of databases on toxicology, hazardous chemicals, environmental health, and toxic releases.

Connect with Us

News

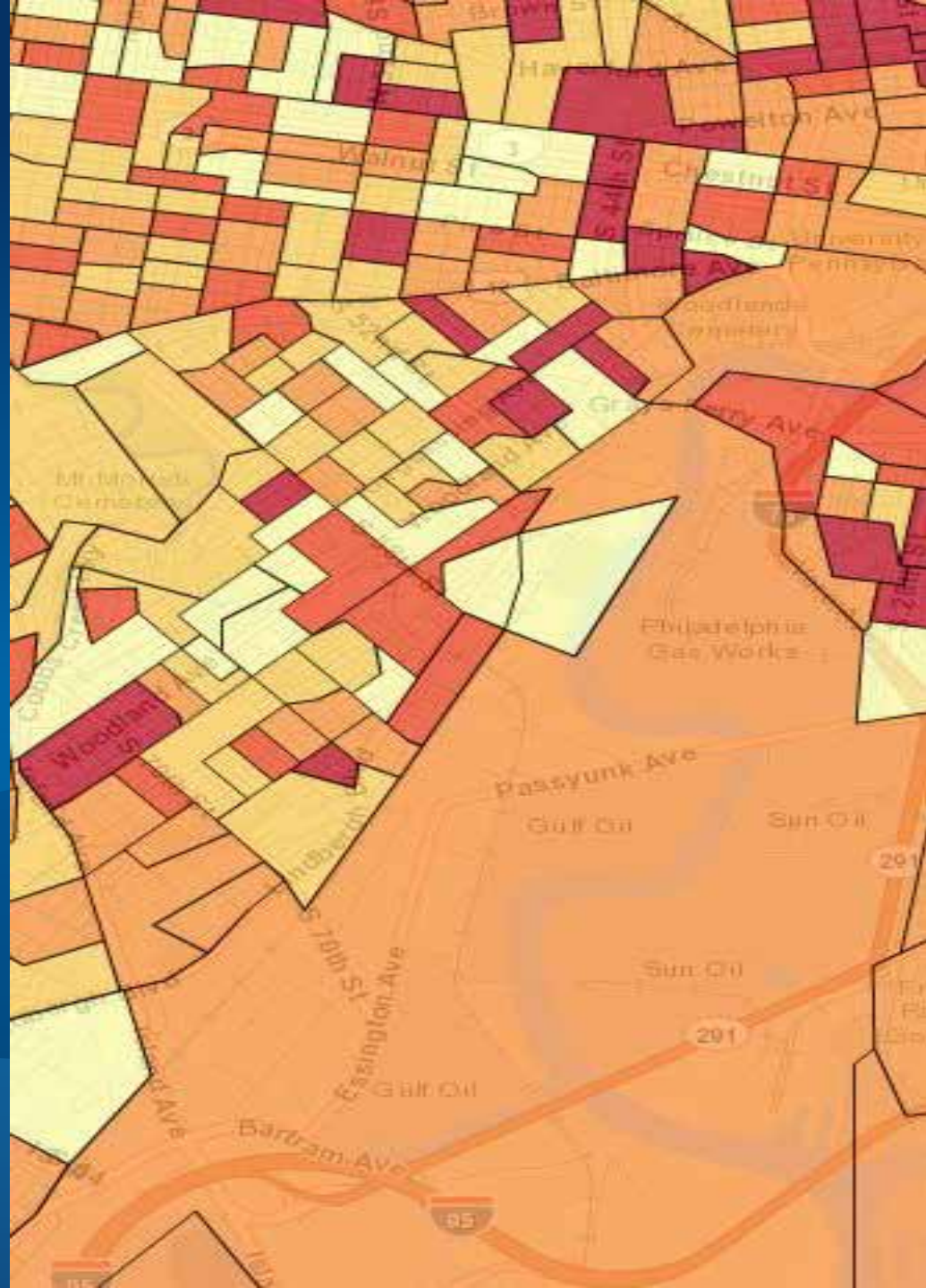
- **Two Ways to Explore Toxic Chemicals in Your Community**
- TOXMAP now includes TRI 2012 data
- See all TOXMAP news

More Information

- What is TOXMAP?
- Which version of TOXMAP should I use?
- What is the Toxics Release Inventory (TRI)?
- What is the "Superfund" Program?
- Does TOXMAP show all sources of toxic chemicals released into or present in the environment?
- What data sources does TOXMAP use?

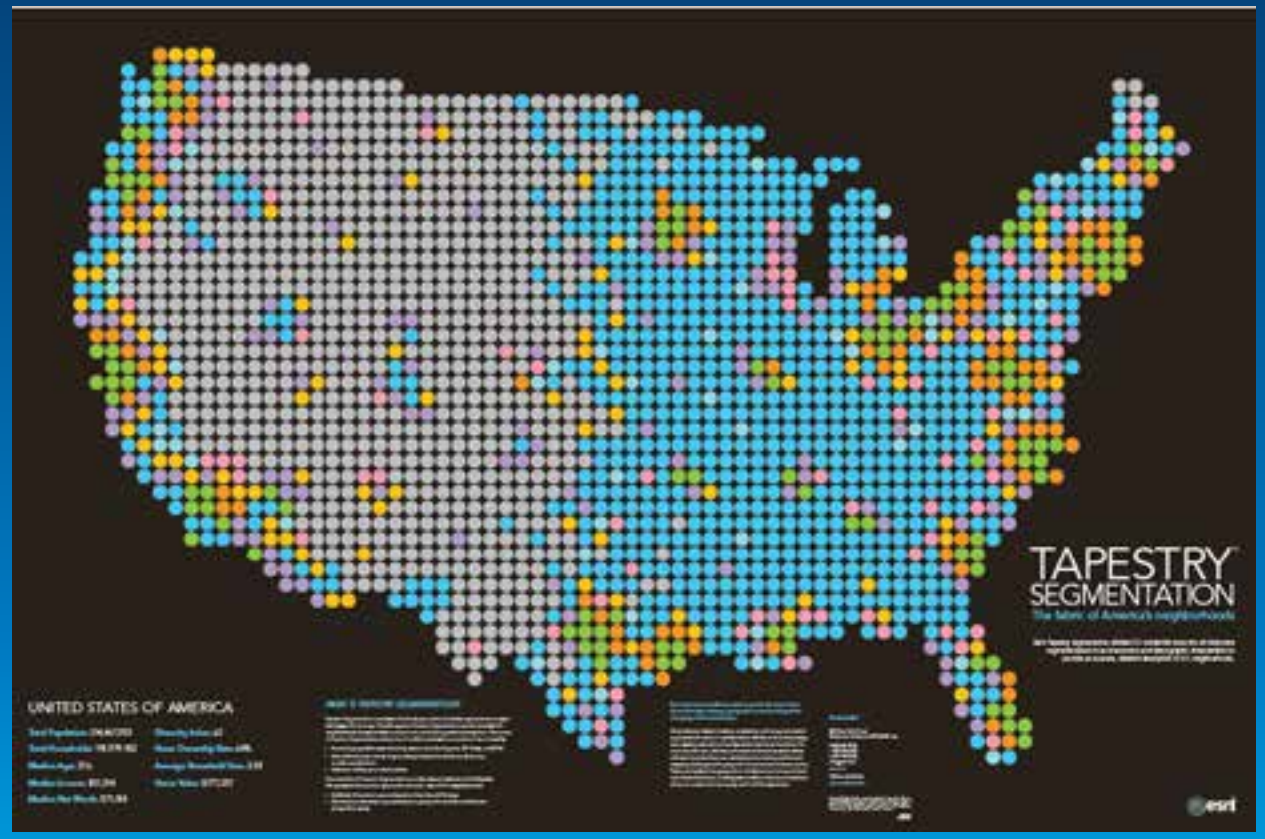
http://toxmap.nlm.nih.gov

What's new in 2014?



Tapestry

Next Generation



What's changed?

- Effects of the Great Recession
  - reduced income and asset levels
  - lower home values
  - more subdued growth
- Increasing diversity
- Aging of the population
- New housing patterns from the past decade in evidence - less dense suburban developments that are almost rural

5d

LifeMode Group: GenXurban

Rustbelt Traditions

Household: 2,685,000

Average Household Size: 2.46

Median Age: 31.6

Median Household Income: $49,109

WHO ARE WE?

Rustbelt Traditions are aptly named. Most residents are still living in the same cities in which they grew up, although there are some expatriates that have retired to warmer climates. They do not follow fads or pursue the latest and greatest in product innovations. Although they tend to stick with what they know, they have adapted to [illegible] uncertainty a[illegible]

OUR NEIGHBORHOOD

- Dominant household type: married couples (Index 95), with a slightly higher proportion of single-person households (Index 105) that reflects the aging of the population
- Household size lower at 2.46 (Index 95)
- Housing units are primarily single family

LABOR FORCE

- Education: 66.3% with high school diploma or some college
- Unemployment rate lower at 7.8% (Index 85)
- Labor force participation rate, 67% (Index 103), with more dual earner

5d

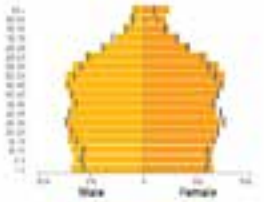
LifeMode Group: GenXurban

Rustbelt Traditions

TAPESTRY SEGMENTATION

AGE BY SEX

Median Age: 31.6 (US: 37.6)



RACE & ETHNICITY

The Diversity Index summarizes racial and ethnic diversity. The index shows the likelihood that two persons, chosen at random from the same area, belong to different race or ethnic groups. The index ranges from 0 (no diversity) to 100 (complete diversity).

Diversity Index: 44.2 (US: 62.1)

INCOME AND NET WORTH

Description of section here. Luptatur alus ne net anto odic tem facerum quiam. Description of section here. Luptatur alus ne net anto odic tem facerum quiam. Description of section here. Luptatur alus ne net anto odic tem facerum quiam.

Median Household Income

Median Net Worth

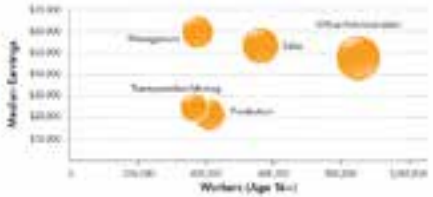
AVERAGE HOUSEHOLD BUDGET

Description of section here. Luptatur alus ne net anto odic tem facerum quiam, suntecum faci beate evenis a officipsam rempue.

Average Household Budget: $47,000

OCCUPATION BY EARNINGS

Description of section here. Luptatur alus ne net anto odic tem facerum quiam, suntecum faci beate evenis.



5d

LifeMode Group: GenXurban

Rustbelt Traditions

TAPESTRY SEGMENTATION

WHAT ARE MARKET CHARACTERISTICS?

- Purchased a used or new domestic vehicle in past year
- Own 4+ TVs, including Internet connectivity
- Use Internet for chat rooms, gaming, Facebook and some online banking
- Investments more conservative, savings accounts or bonds
- Home remodeling and gardening are priorities
- Partial to traditional media: magazines, newspapers and radio
- Family oriented consumers that value time spent at home
- Budget aware shoppers that opt for comfort, brand loyalty—and buying American
- Digitally aware, but not wholly comfortable with the latest in technology

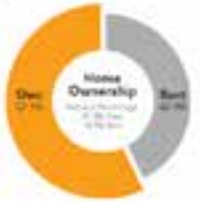
HOUSING

Description of section here. Luptatur alus ne net anto odic tem facerum quiam, suntecum faci beate evenis a officipsam.

Housing: Single Family

Median Value: $158,241

US Median: $177,000



POPULATION CHARACTERISTICS

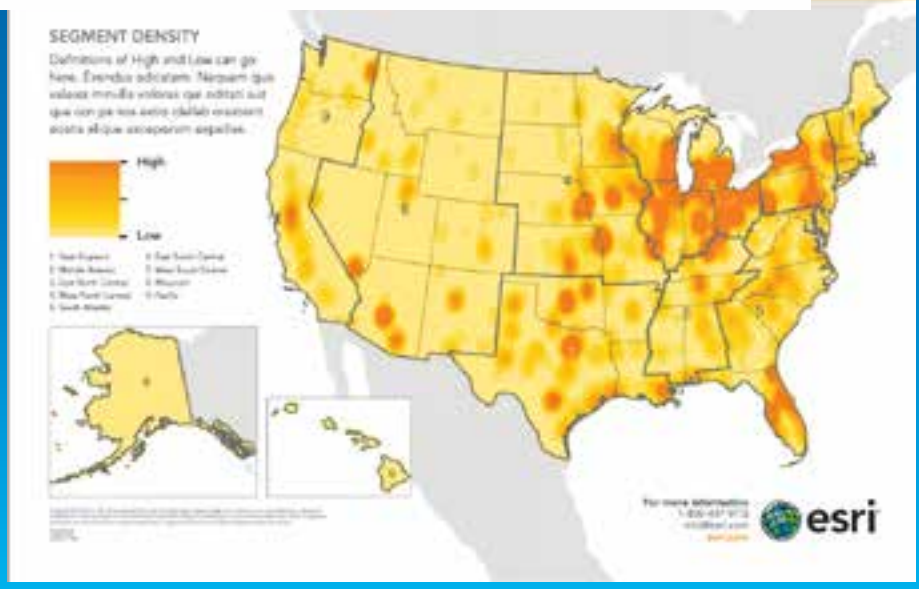
Description of section here. Luptatur alus ne net anto odic tem facerum quiam, suntecum faci beate evenis a officipsam.

ESRI INDEXES

Description of section here. Luptatur alus ne net anto odic tem facerum quiam, suntecum faci beate evenis a officipsam rempue voloreratem nation. Elpitam quunto ventiquid expedit aut magnis.

SEGMENT DENSITY

Definitions of High and Low can go here. Evendus adicatem. Nequam quis volesse mnulla volenas que aditiori aut que con pe nos exeris ciatiab eiusdam eosseni aceata eliqua excepeorum sequiles.



More

- More ACS Data
- More Infographics
- More Data Collections
- New Indexes
- More Global Demographic Data
- More information on Resource Center

More information

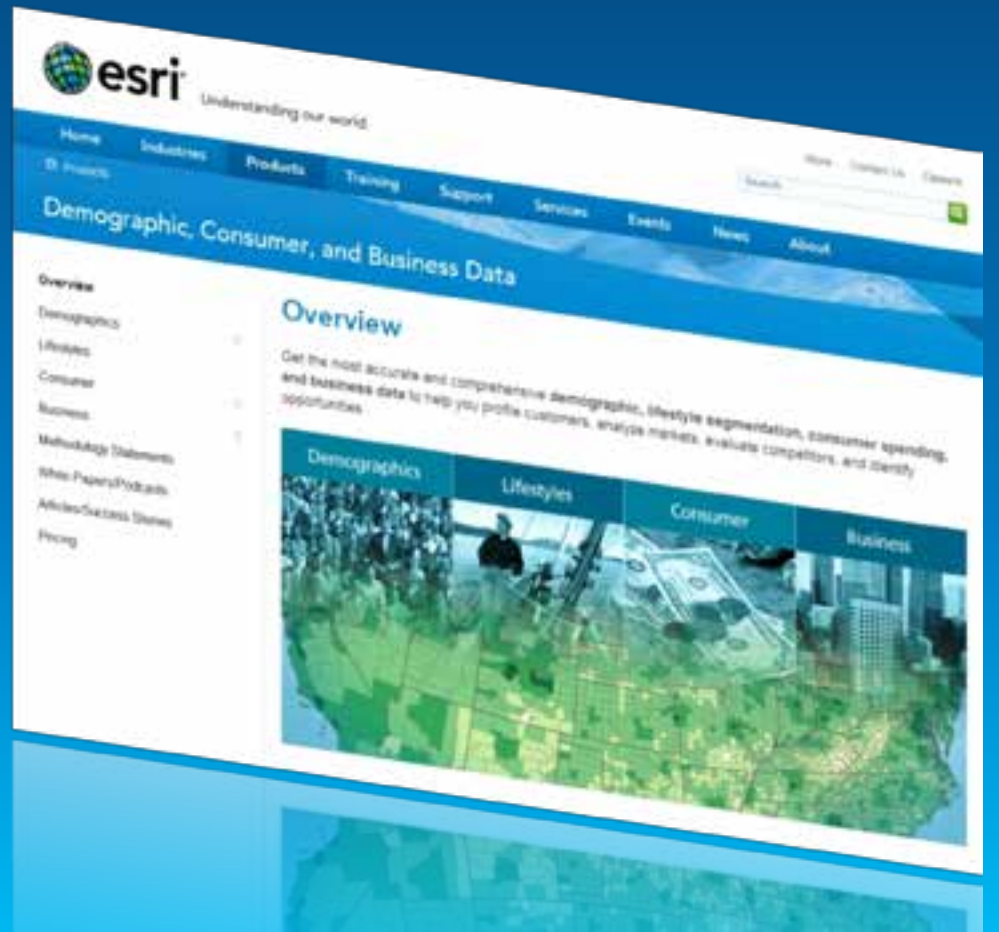
All methodology statements are posted online.

http://www.esri.com/data/esri_data

www.esri.com/acs

www.esri.com/census2010

www.esri.com/accuracy



esridatainfo@esri.com

Understanding our world.