What’s New in Esri’s US Demographic Updates

Lucy Guerra
Data about…

People
- Updated Demographics
- Census, ACS
- Tapestry Segmentation

Behaviors
- Consumer Spending
- Market Potential

Area
- Retail MarketPlace
- Businesses
- Shopping Centers
- Traffic
- Crime
Geography Changes

- Bedford City, VA became part of Bedford County, VA
- Wade Hampton Census Area, AK became Kusilvak Census Area, AK
- Shannon County, SD became Oglala Lakota County, SD
- Warren County, IN moved from Champaign & Springfield-Decatur, IL to Indianapolis, IN

ZIP Codes (HERE Q3 2016)  
Congressional Districts (115th)  
Core-based Statistical Areas – CBSA (July 2015)  
Places (TIGER 2014)
Updated Demographics

2017/2022* Age by Sex (by Race)
2017/2022 Race and Hispanic Origin
2017 Industry and Occupation
2017 Educational Attainment
2017 Marital Status
2017 Daytime Population

2017/2022 Income (by Age)
2017 Disposable Income (by Age)
2017 Net Worth (by Age)
2017/2022 Home Value

*Planned Release: September 2017
Census

- Decennial
- All households (short form)
- Point Estimates

ACS

- Annual
- 1 in 40 households
- Period Estimates
- Margin of Error
Tapestry Lifestyle Segmentation System
Mid-Decade Refresh
TAPESTRY SEGMENTATION
The Fabric of America’s Neighborhoods

UNITED STATES OF AMERICA
Total Population: 332,913,468
Households: 114,861,592
Median Household Income: $60,431
Median Age: 39.1

Definitions in the Segmentation:
- Demographic Segments
- Economic Segments
- Lifestyle Segments
- Residential Segments

For more information, visit: esri.com/tapestry
## Tapestry Segmentation

<table>
<thead>
<tr>
<th></th>
<th>John Smith</th>
<th>Bob Jones</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Median Age</strong></td>
<td>39.4</td>
<td>41.3</td>
</tr>
<tr>
<td><strong>Median Household Income</strong></td>
<td>$44,900</td>
<td>$42,100</td>
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<tr>
<td><strong>Tapestry Segment</strong></td>
<td>Old &amp; Newcomers</td>
<td>Diners &amp; Miners</td>
</tr>
</tbody>
</table>
Consumer Spending
Survey Data

Market Potential
Survey Data
Items Removed
New items
• Social networks
• Methods of internet access
• Means of acquiring music
• Cell phone use
• Intent to purchase a hybrid auto
Exploring Daytime Population

Understanding the population impact from the daytime workforce.
- Kids
- Unemployed
- Retirees
- Homemakers
- College students
- Nursing Homes
- Detention Centers
- Shelters
- Absent from Work
Kids
Unemployed
Retirees
Homemakers
College students
Nursing Homes
Detention Centers
Shelters
Absent from Work

At Work

Armed Forces
Exploring Daytime Population

Understanding the population impact from the daytime workforce.
Retail MarketPlace
Measuring Supply & Demand

Leakage/Surplus Factor by Industry Subsector

- Motor Vehicle & Parts Dealers
- Furniture & Home Furnishings Stores
- Electronics & Appliance Stores
- Bldg Materials, Garden Equip. & Supply Stores
- Food & Beverage Stores
- Health & Personal Care Stores
- Gasoline Stations
- Clothing and Clothing Accessories Stores
- Sporting Goods, Hobby, Book, and Music Stores
- General Merchandise Stores
- Miscellaneous Store Retailers
- Nonstore Retailers
- Food Services & Drinking Places

Leakage/Surplus Factor
**Esri Ranked #1!**

<table>
<thead>
<tr>
<th>Geography</th>
<th>Vendor 1</th>
<th>Esri</th>
<th>Vendor 3</th>
<th>Vendor 4</th>
<th>Vendor 5</th>
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<tbody>
<tr>
<td>Total US</td>
<td>315.9</td>
<td>247.7</td>
<td>276.7</td>
<td>295.7</td>
<td>304.7</td>
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<tr>
<td>State</td>
<td>21.4</td>
<td>12.6</td>
<td>17.9</td>
<td>19.3</td>
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<tr>
<td>County</td>
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<td>39.8</td>
<td>52.1</td>
<td>46.5</td>
<td>55.7</td>
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<tr>
<td>Census Tract</td>
<td>106.6</td>
<td>89.5</td>
<td>93.3</td>
<td>106</td>
<td>99.6</td>
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<tr>
<td>Block Group</td>
<td>138.7</td>
<td>105.8</td>
<td>113.4</td>
<td>123.9</td>
<td>119.7</td>
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Precision scores for each data vendor by geography. The lowest score indicates the highest accuracy.

[www.esri.com/accuracy](http://www.esri.com/accuracy)
Housing Affordability

- 251+ (Most Affordable)
- 151 to 250
- 101 to 150
- 76 to 100
- 1 to 75 (Least Affordable)
- 0 (Not Applicable)
Share of Income to Mortgage
Living Atlas Community Webinar

Eyeing the Future: Trends to Watch
How Esri Data Can Keep You Ahead of the Curve
Content for the Planet

The Living Atlas of the World is the foremost collection of global geographic information from Esri and its partners, including maps, apps, and data layers used to support critical decision making. Learn More or read the FAQ.

Contribute Now  Browse
<table>
<thead>
<tr>
<th>NAME</th>
<th>ADDRESS1</th>
<th>ADDRESS2</th>
<th>CITY</th>
<th>STATE</th>
<th>ZIP</th>
<th>2016-2021 Growth/Yr: Population</th>
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<tbody>
<tr>
<td>Philadelphia</td>
<td>1400 Morris Drive, Suite 102</td>
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<td>Chesterbrook</td>
<td>PA</td>
<td>19007-5512</td>
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<td>San Antonio</td>
<td>227 North Loop 1604 East, Suite 100</td>
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<td>San Antonio</td>
<td>TX</td>
<td>78232-1250</td>
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<tr>
<td>Charlotte</td>
<td>3325 Springbank Lane, Suite 200</td>
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<td>Charlotte</td>
<td>NC</td>
<td>28226-3343</td>
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<tr>
<td>Redlands</td>
<td>300 New York Street</td>
<td></td>
<td>Redlands</td>
<td>CA</td>
<td>92373-8100</td>
<td>0.46</td>
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- **Map 3**
  - **Map Contents**
    - Table 1
      - Redlands
      - **NAME**: Redlands
      - **CITY**: Redlands
      - **STATE**: CA
      - **2016-2021 Growth/Yr: Population**: 0.46
Access from Anywhere

ArcGIS Online MapViewer
Story Maps
ArcGIS Pro & ArcMap
Business Analyst
Community Analyst
Maps for Office
Maps for Power BI
Maps for SharePoint

Maps
Charts/Infographics
Reports
Enrich
Access from Anywhere

developers.arcgis.com

Living Atlas of the World
The Living Atlas is the foremost collection of authoritative, ready-to-use global geographic information ever assembled. The themed content in the Living Atlas is curated from content available in ArcGIS Online.

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Given a point, area, or street address, find demographic and contextual geoenrichment data about a study area such as average income, household size, and population density.
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Complete Answers and Select “Submit”