Add Demographics to Your Data
Learn more about people, businesses, and patterns

• Geoenrichment, geoenrich, enrichment, enrich - what is it??
• How to use geoenrichment in ArcGIS™ Online
• Explore patterns and relationships
Enrich Your Data

How it works

• Start with hosted data
• Geoenrich your data with demographics
• Results in a new layer in your content
  - Still contains your existing data, but now with demographic attributes added

Tip: A similar workflow can also be done within Maps for Office, ArcGIS Pro, or Business Analyst Web App
Start with Data

Examples:
Points, lines, polygons, Map Notes, tables, CSV (anything with spatial component)
- Polygons - apportions to your polygon shape
- Lines and points - requires an input to specify how the demographics will be added
  - Ex - walk time, drive time, walk distance, drive distance, distance buffer

Host to ArcGIS Online
Before Getting Started- Ask Questions

What do you want to learn?
Who do you want to learn about? (people, businesses)

Examples:
- How many people/businesses are in an area?
- What types of products do people buy?
- Are the people here likely to buy organic food?
- How much do people spend on goods or services?

These questions can help you decide what type of demographic attributes to choose
Enrich Your Data with Demographics
Enrich Your Data with Demographics

Browse or search for variables

Polygons
Data is apportioned to your boundaries

Points/Lines
Use step 3 to define what distance is used for apportionment
Explore Your New Layer

- New layer will be added to your map
- This new layer is also now stored in your “My Content”
- Contains all of your original data, plus your new demographic attributes
Explore Your New Layer

- Use smart mapping to explore the data patterns
Demo: How its Done
Add Demographics to Your Data
Learn more about people, businesses, and patterns

• What is enrichment?
• How to use enrichment
• Explore patterns and relationships
Please Take Our Survey on the **Esri Events App**!

**Download the Esri Events app and find your event**

**Select the session you attended**

**Scroll down to find the survey**

**Complete Answers and Select “Submit”**