No data? No problem.
Make a demographic map in minutes! (really)

- Overview
- Learn the 4 easy steps
- Walk-through the 4 steps
- Review
4 Easy Steps

1. Sign in to ArcGIS Online
2. Go to an area you are interested in
3. Enrich it
4. Smart map it
Step 1: Sign in to ArcGIS Online

Open ArcGIS Online and sign in
Click on “Map” to get started
Step 2: Go to an area you are interested in

Zoom to the area you want to explore

Consider extent
Step 3: Enrich it

Two ways to start:

- **Start with data**
  - Add to map
  - Go to “Analysis”

- **Start without data**
  - Go to “Analysis”
  - Select a Living Atlas Analysis Layer
Step 3: Enrich it

- Select Variables
  - Categorized for browsing or by “search”
Step 3: Enrich it

- **Name layer**
  - Tool creates new layer to your My Content
- **Define extent**
  - Use current map extent or full data extent
- **Check credits**
- **Run Analysis**
Step 4: Smart map it

Creates new layer within your My Content (added to the map automatically)
Explore the attributes and the data patterns by letting the map do the work for you
Implement the 4 Steps Demo
Review the 4 Easy Steps

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3. Enrich it
4. Smart map it
Tips and Resources

Don’t be afraid to try new things (explore the data, find new patterns)

Consider your map extent - what data do you need?

This presentation exists as a blog: https://blogs.esri.com/esri/arcgis/2016/04/26/make-a-demographic-map-in-5-minutes/

Workflow is similar using ArcGIS Pro
You can enrich tables within Maps for Office
Related Presentations

Maps for Effective Policy Making Decisions
Room 2
Today, July 13th
1:30 – 2:45pm

Data Exploration with Smart Mapping
Sapphire Ballroom E/F
Today, July 13th
3:15 – 4:45pm
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