Esri U.S. Demographics: What’s New

Lucy Guerra
Kyle R. Cassal
Congratulations!
Trends
Esri Demographics

“Demography is the scientific study of human population or, more specifically, the study of the size, geographic distribution, age-sex structure, and socioeconomic composition of populations and the factors that effect changes in these dimensions of population, namely, fertility, mortality, and migration.”

-Jacob S. Siegel, 2002
Overview & What’s New
<table>
<thead>
<tr>
<th>Demographics</th>
<th>2018</th>
<th>2023</th>
</tr>
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<tbody>
<tr>
<td><strong>Totals</strong></td>
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<td>Households</td>
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<td>Population by Age and Sex - 5yr groupings</td>
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<td>Housing Affordability Index</td>
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</table>
Population by Generation (current & projected years)

- Generation Alpha (Born 2017 or Later)
- Generation Z (Born 1999 to 2016)
- Millennial (Born 1981 to 1998)
- Generation X (Born 1965 to 1980)
- Baby Boomer (Born 1946 to 1964)
- Silent & Greatest Generations (Born 1945/Earlier)

Expanded Home Values (current & projected years)

- Owner Occupied Housing Units with Value $1,000,000-1,499,999
- Owner Occupied Housing Units with Value $1,500,000-1,999,999
- Owner Occupied Housing Units with Value $2,000,000+
Urban Chic

AGE BY SEX (Est. data)
Median Age: 43.3 US: 38.2

RACE AND ETHNICITY (Est. data)
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: 48.1 US: 64.0

INCOME AND NET WORTH
Net worth measures total household assets (homes, vehicles, investments, etc) less any debts, secured (e.g., mortgages) or unsecured (credit cards). Household income and net worth are estimated by ERI.

Median Household Income
$105,430
$56,100

Median Net Worth
$333,000
$113,300

AVERAGE HOUSEHOLD BUDGET INDEX
The index compares the average amount spent in this market's household budgets for housing, food, apparel, etc., to the average amount spent by all US households. An index of 100 is average. An index of 100 shows that average spending by consumers in this market is 20 percent above the national average. Consumer expenditures are estimated by ERI.

OCCUPATION BY EARNINGS
The five occupations with the highest number of workers in the market are displayed by median earnings. Data from the Census Bureau's American Community Survey.

Management
Business and Financial Operations
Education, Training, and Library
Healthcare Practitioners and Technical Support
Sales and Related

Workers (Age 16+)

• Demographics
• Tapestry

Behaviors

Area
Consumer Spending

- Spending ($) by Households
- Index (US)
- Consumer Expenditure Survey (BLS)
- Tapestry

Market Potential

- Adults or Households
- Index (US)
- Survey of the American Consumer (GfK MRI)
- Tapestry
Demographics Tapestry

Consumer Spending Market Potential

Area
- Business Locations: Infogroup
- Major Shopping Centers: Directory of Major Malls (DMM)
- Traffic: Kalibrate
- Crime: Applied Geographic Solutions (AGS)
Tips & Tricks
Resources

Esri U.S. Demographic Maps in the Living Atlas


Data Catalog: http://links.esri.com/data-catalog


Accuracy Study: www.esri.com/accuracy
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