How to Make a Demographic Map in 5 Minutes

Lisa Berry – Cartographic Product Engineer

@lisaberry_gis
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 Layer
Step 3: Enrich it

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

- If enriching points, define the area to enrich
- 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

1. Sign in to ArcGIS Online
2. Go to an area you are interested in
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://go.esri.com/5minutemap

Workflow is similar using ArcGIS Pro
You can enrich tables within Maps for Office
Please Take Our Survey on the App

Download the Esri Events app and find your event

Select the session you attended

Scroll down to find the feedback section

Complete answers and select “Submit”
## Learn More About Demographics and Policy Maps

<table>
<thead>
<tr>
<th>WORKSHOP</th>
<th>LOCATION</th>
<th>TIME FRAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>• Making Policy Maps for Your Community</td>
<td>• SDCC Room 2</td>
<td>• Wednesday 10:00 – 11:00am</td>
</tr>
<tr>
<td>• Principles of Policy Mapping</td>
<td>• SDCC Room 10</td>
<td>• Wednesday 2:30 – 3:30pm</td>
</tr>
<tr>
<td>• ArcGIS Business Analyst: An Introduction</td>
<td>• SDCC Room 30E</td>
<td>• Wednesday 4:00 – 5:00pm</td>
</tr>
<tr>
<td>• Population Data Resources for Humanitarian and Development Applications</td>
<td>• Exhibit Hall - Sustainable World Spotlight Theater</td>
<td>• Wednesday 4:00 – 4:20pm</td>
</tr>
<tr>
<td>• Esri’s US Demographics: What’s New</td>
<td>• SDCC Room 8</td>
<td>• Thursday 2:30 – 3:30pm</td>
</tr>
</tbody>
</table>