

Federal GIS Conference

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Esri Global Demographic and Lifestyle Data

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Agenda

- Introduction to Living Atlas
- Four Types of Data Classification
- U.S. Demographic Data
 - Next Generation of Tapestry Segmentation
- Global Demographic Data
- How is Demographic data served?
- Department of HHS
- Summary



The image shows the Esri Demographics Global Coverage web application. At the top, it says "Esri Demographics Global Coverage" with social media icons and the Esri logo. Below this is a world map with a legend. A pop-up window titled "World" is open, containing text: "This map illustrates the available coverage of Esri Demographics across the ArcGIS platform. Click a country to reveal a pop-up that provides details on the available data, including geography levels, source, and vintage. Click the Earlefeh image in the pop-up (where available) to view a list of available data collections and attributes for the selected country. Click the Map image in the pop-up (where available) to access the available map layers for the". Below the map is a "Data Browser" for the "United States" with a search bar and a grid of 15 data categories: Population, Income, Age, Households, Housing, Education, Business, Race, Spending, Behaviors, Jobs, Poverty, Marital Status, Tapestry, At Risk, Key Facts, and Supply and Demand.

Living Atlas

ArcGIS includes a Living Atlas of the World

Maps and Layers from Esri and Thousands of Contributors

Curated Content for Many Topics



- Basemaps
- Boundaries
- Elevation
- Hydro
- Habitats
- Hazards
- Oceans
- Urban Systems
- Observations
- Demographics
- Historical
- Imagery
- Transportation
- Soils
- Land Cover
- Landscape
- Weather

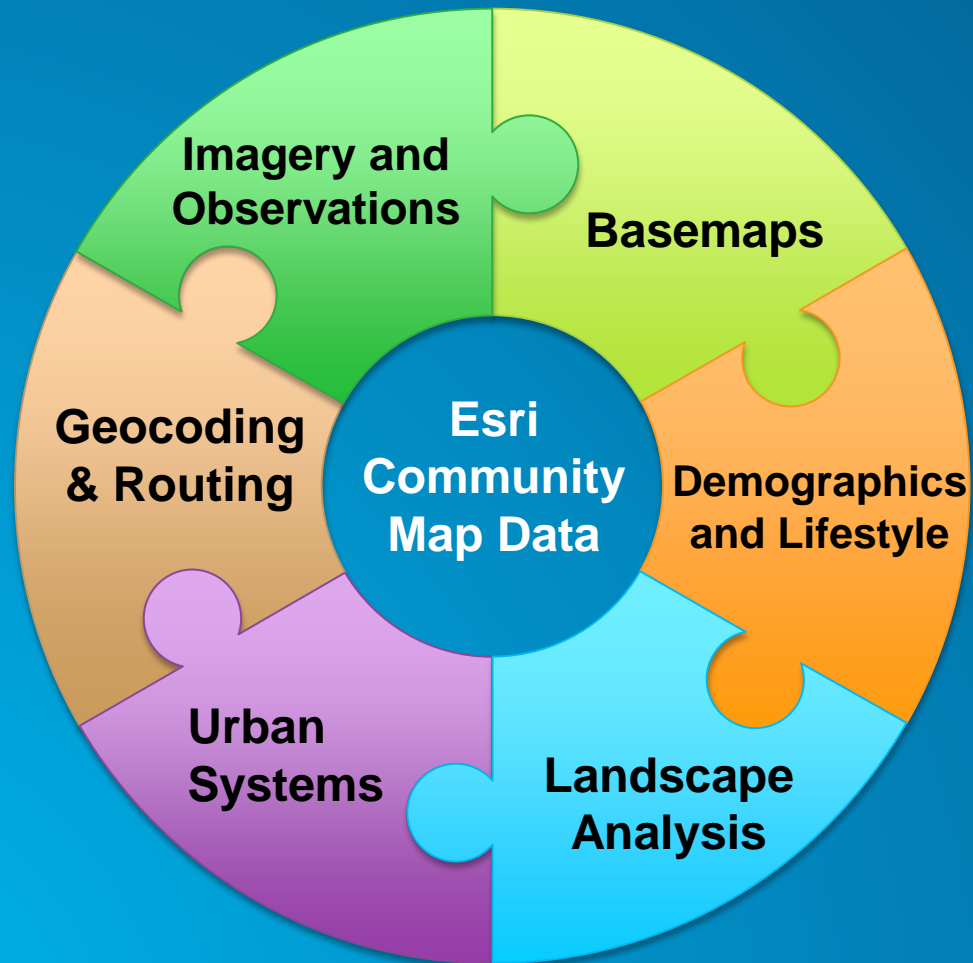


Collection is Growing and Changing on a Daily Basis

... Providing a Foundation for Your Work

Esri Content Portfolio within Living Atlas

Content is organized into set of themes, using Esri & Community Data



Classifications of Demographic Data

Four Classifications of Esri Demographics



Demographics



Spending



Lifestyle



Business

Demographics



Population
Educational Attainment
School Enrollment
Marital Status
Veteran Status
Age and Sex
Labor Force
Language
Household Size
Home Value
Owner/Renter
Housing Costs

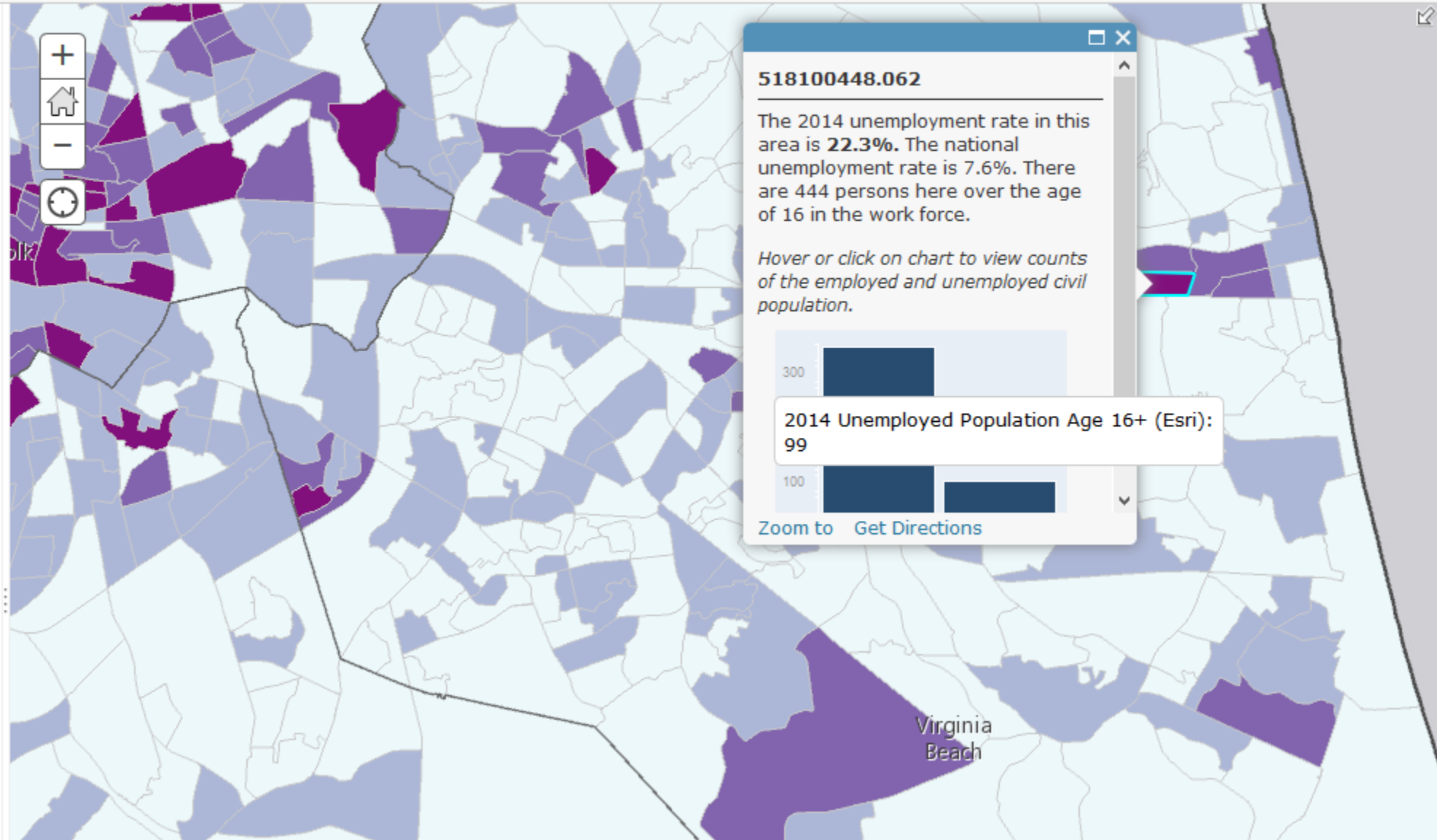


Households
Race and Ethnicity
Industry and Occupation
Living Arrangements
Income
Poverty
Net Worth
Housing
Ancestry
Religion
Journey to Work
Daytime Population



2014 United States Unemployment Rate

- Block Group
- 0 - 5.2 %
 - 5.2 - 12.6 %
 - 12.6 - 19.9 %
 - 19.9 - 100 %



518100448.062

The 2014 unemployment rate in this area is **22.3%**. The national unemployment rate is 7.6%. There are 444 persons here over the age of 16 in the work force.

Hover or click on chart to view counts of the employed and unemployed civil population.

2014 Unemployed Population Age 16+ (Esri):
99

[Zoom to](#) [Get Directions](#)

Virginia Beach

Social Vulnerability

Details Legend

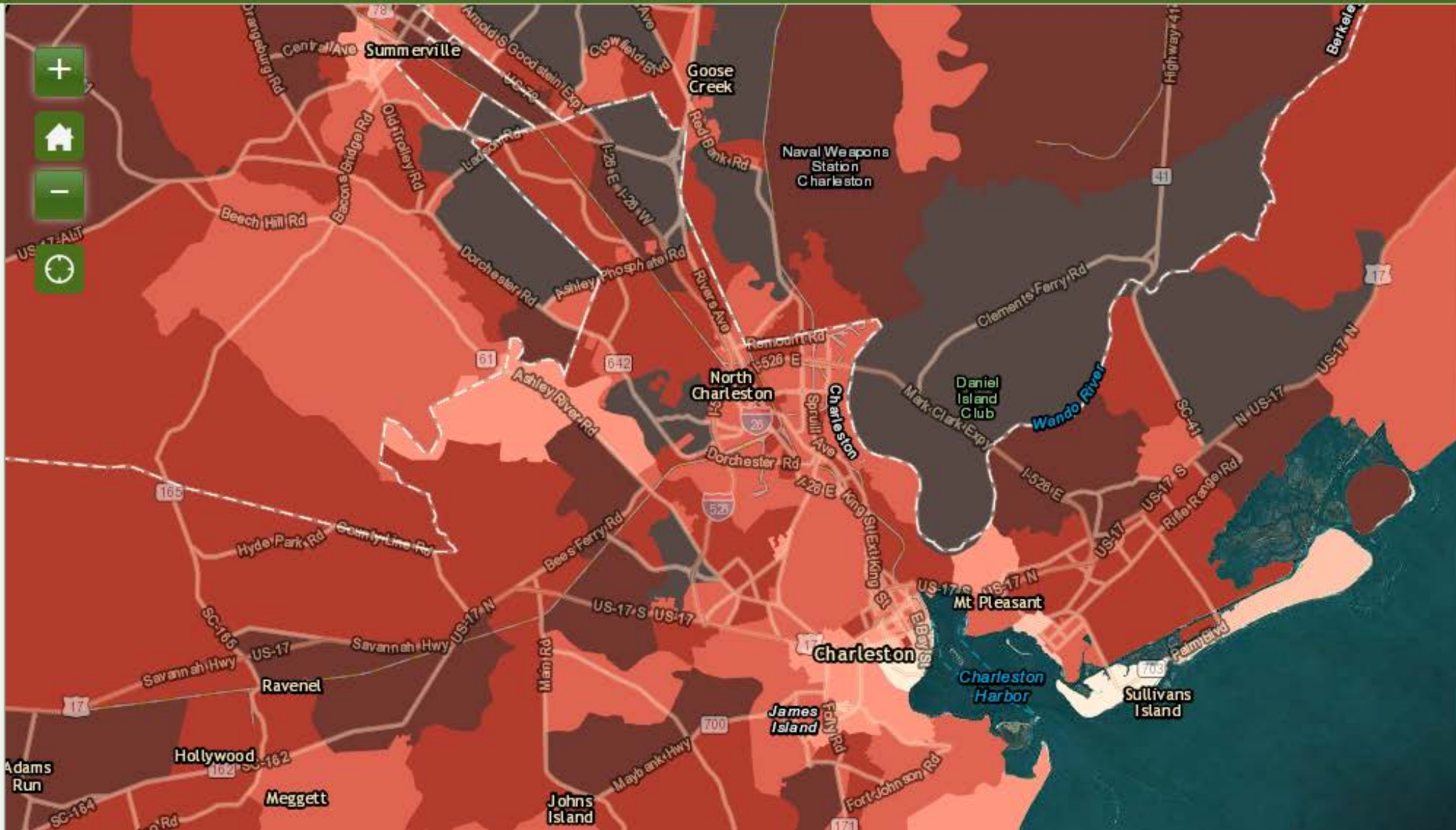
Share Print Find address or place

Social Vulnerability 2010

Social Vulnerability

- Highest
- Very High
- High
- Normal
- Low
- Very Low
- Lowest

Map navigation controls: +, Home, -, Refresh



Spending



- Food
- Clothing
- Housing
- Transportation
- Health
- Insurance
- Education
- Travel
- Recreation



- Dining Out
- Automobiles
- Media Habits
- Home Improvement
- Psychographics
- Advertising
- Electronics
- Internet
- Pets



[Details](#)
[Add](#)
[Basemap](#)
[Save](#)
[Share](#)
[Print](#)
[Directions](#)
[Measure](#)
[Bookmarks](#)

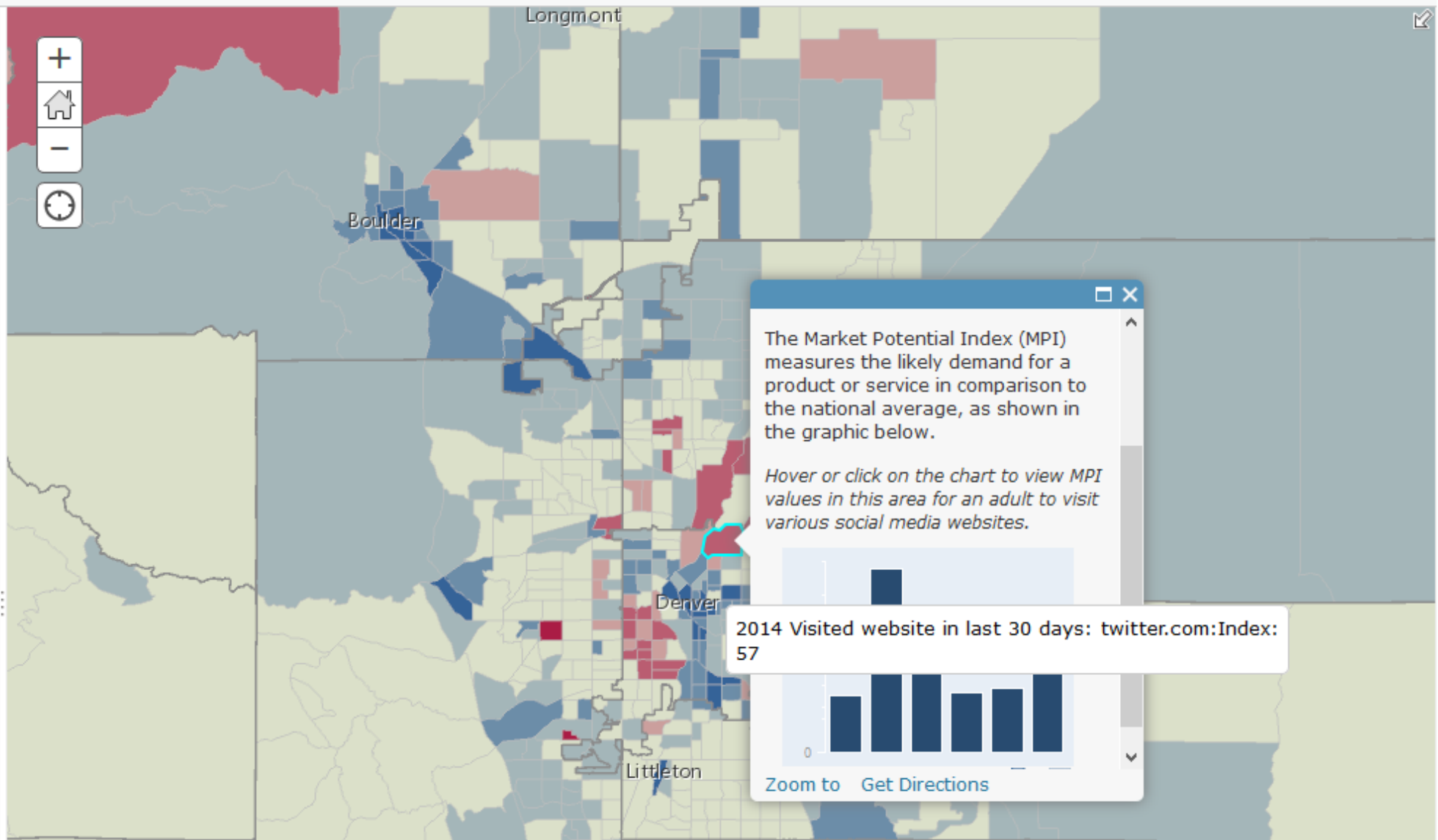
[i](#)
[List](#)
[Layers](#)

Legend

2014 USA Facebook Users

Tract

- 0 - 66 (Lowest Potential)
- 66 - 81
- 81 - 90
- 90 - 110 (Average Potential)
- 110 - 119
- 119 - 134
- 134 - 168 (Highest Potential)



The Market Potential Index (MPI) measures the likely demand for a product or service in comparison to the national average, as shown in the graphic below.

Hover or click on the chart to view MPI values in this area for an adult to visit various social media websites.

Zoom to Get Directions

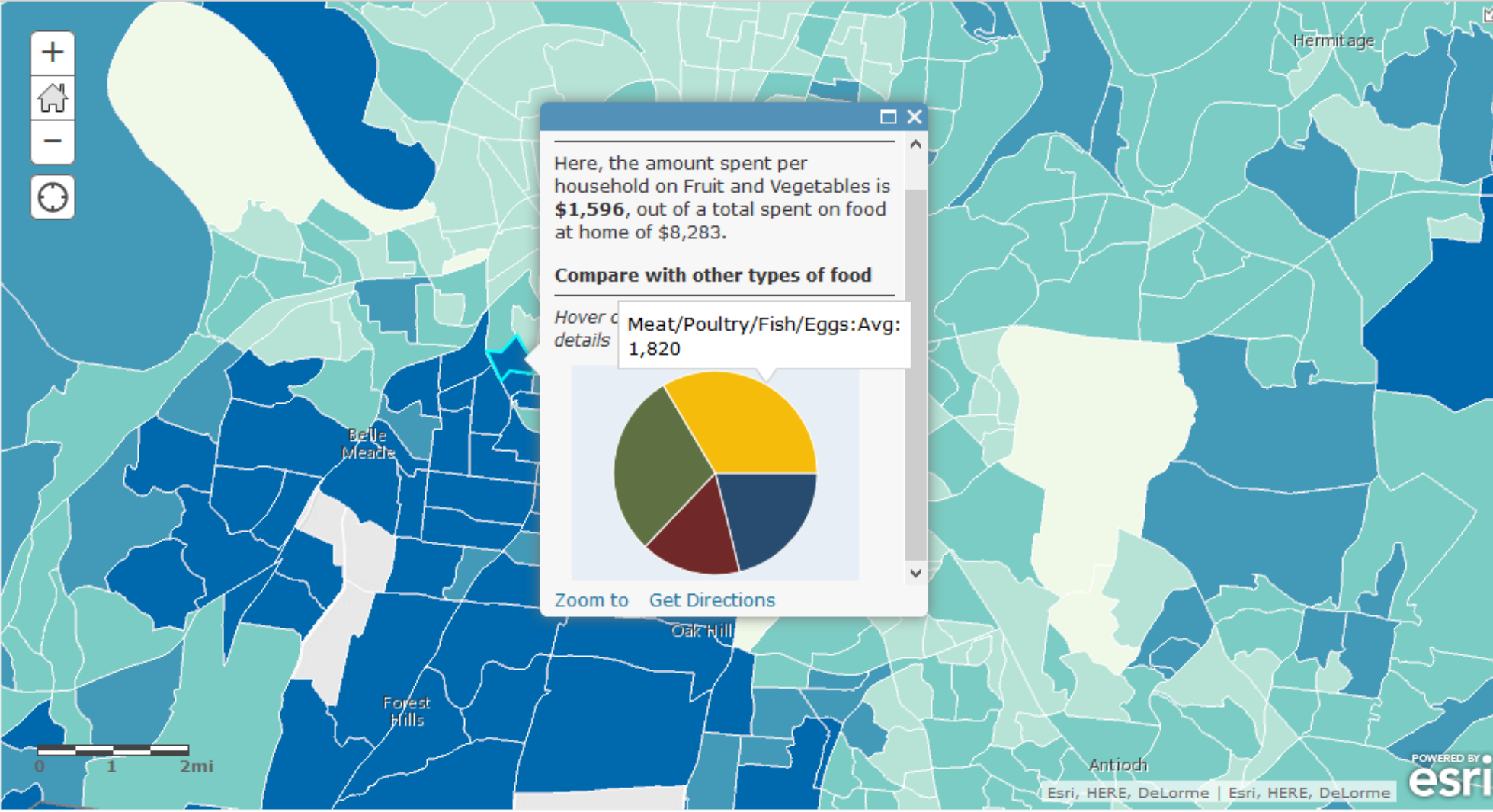
Details Add ▾ Basemap Save ▾ Share Print Directions Measure Bookmarks Find address or place

About Content Legend

Legend

Food at Home: Fruit & Vegetables

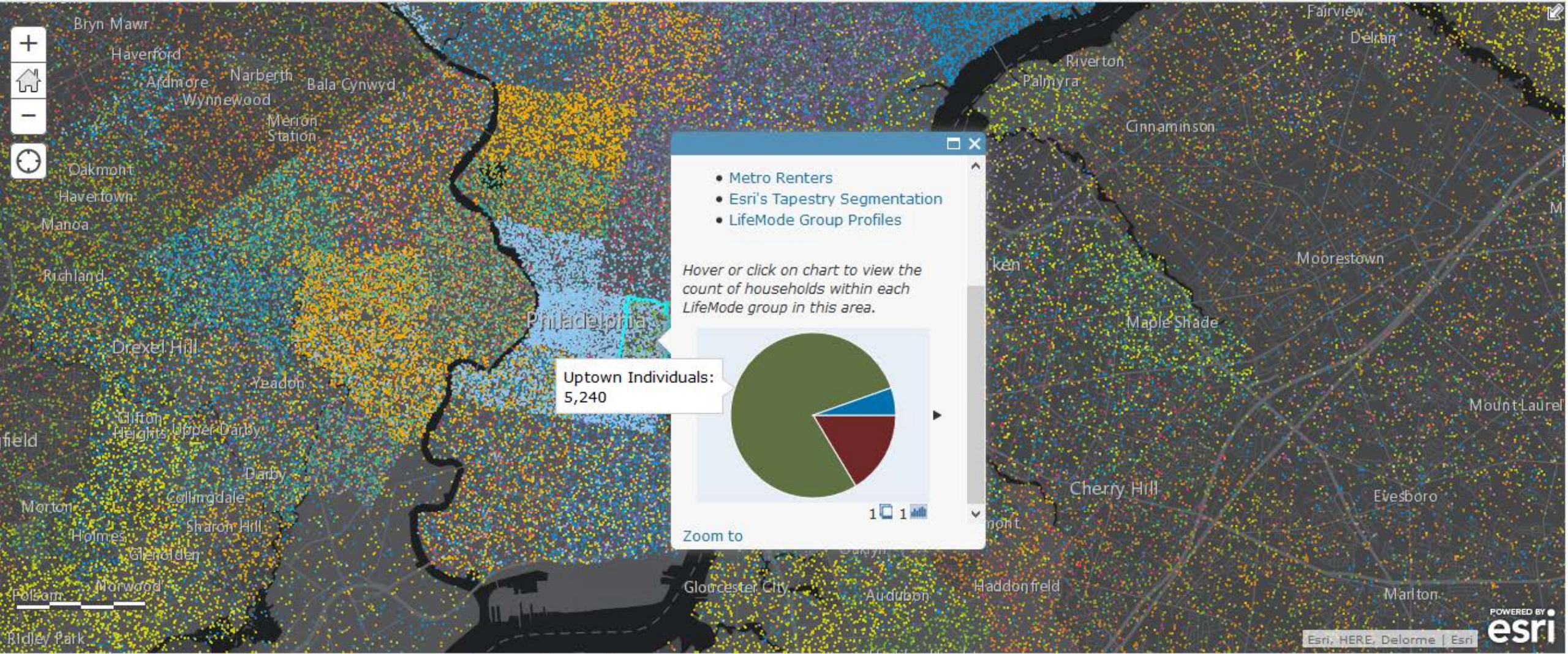
- Block Group
- \$ 0 - 292
 - \$ 292 - 602
 - \$ 602 - 912
 - \$ 912 - 1,222
 - \$ 1,222 - 3,311



Lifestyle Data

- WHO are my targets?
- WHAT are they buying?
- WHERE do I find more like them?
- HOW do I reach them?





- Metro Renters
- Esri's Tapestry Segmentation
- LifeMode Group Profiles

Hover or click on chart to view the count of households within each LifeMode group in this area.

Zoom to

Uptown Individuals:
5,240

Business Data

- Business Locations
- Sales Volumes
- Employee Count
- Square Footage
- Industry Classifications



- Banking
- Traffic Counts
- Shopping Centers
- Crime
- Supply and Demand

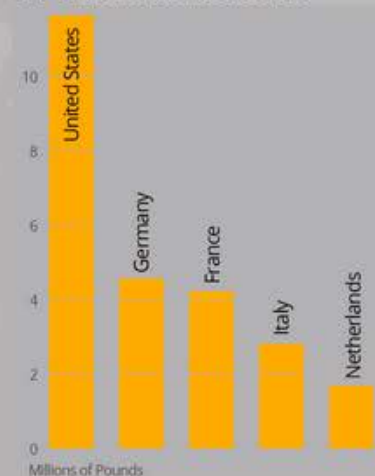


A World of Cheeses

Cheese Production

Cheese Consumption

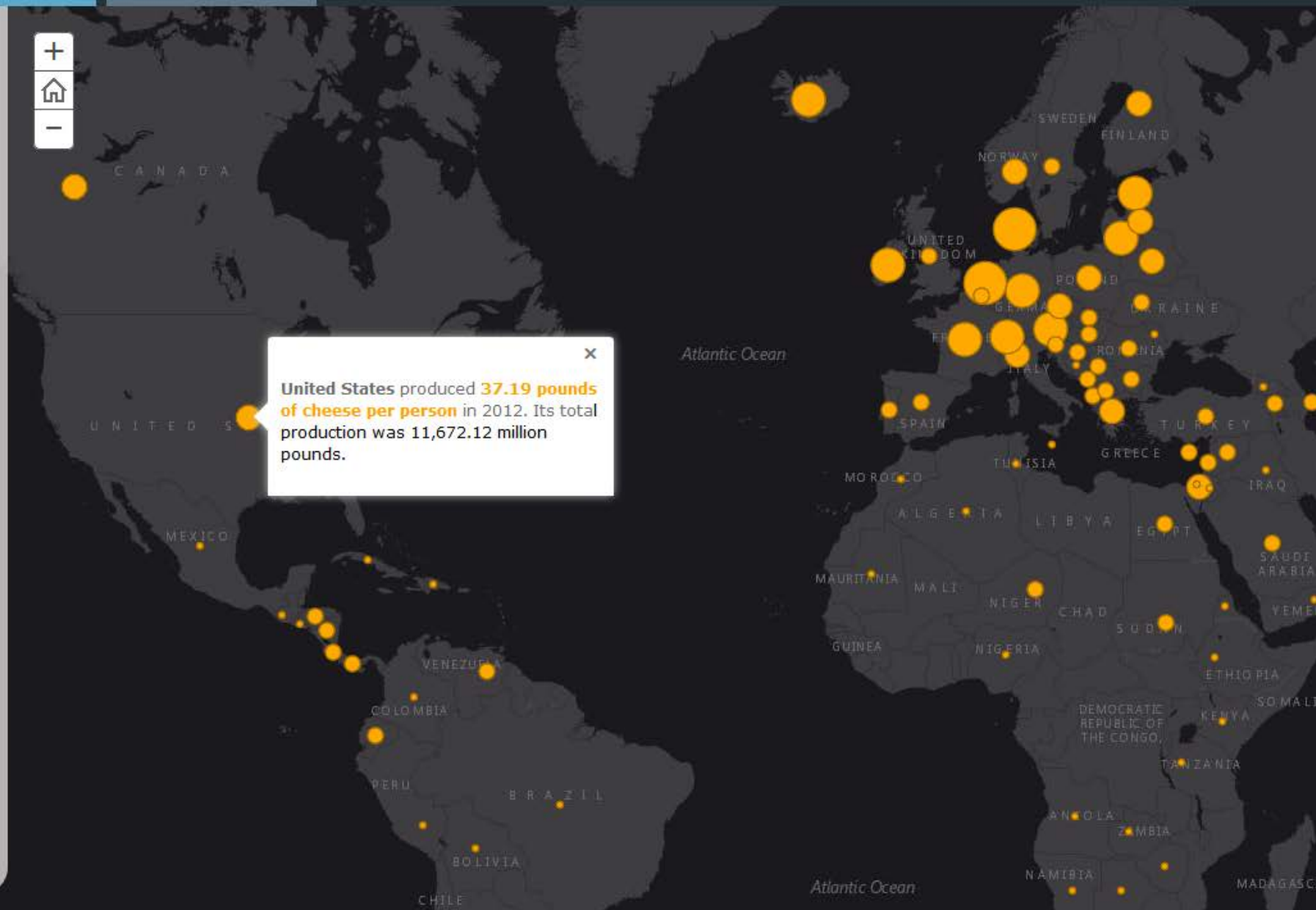
TOP FIVE CHEESE PRODUCERS





The United States leads the world in cheese production, cranking out 11.7 billion pounds per year. Germany is the runner up with 4.6 billion tons. On a per capita basis, New Zealand tops the list, producing 137 pounds per person.

Annual per capita cheese production in 2012 by country

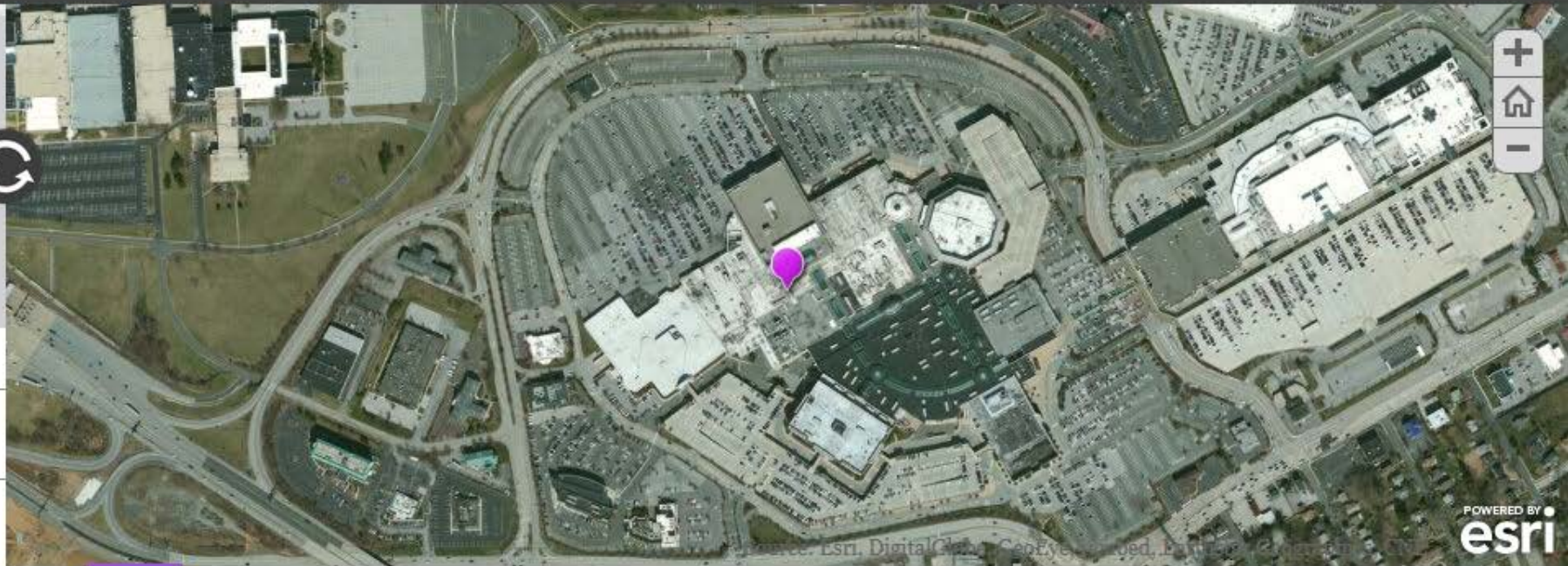
- Less than 5 pounds
- 5 to 25 pounds
- 25 - 50 pounds
- 50 - 100 pounds
- More than 100 pounds



Fifty Largest Shopping Malls in the United States

A story map  

Although layouts vary, big shopping malls typically feature a central pedestrian spine connecting three or more “anchor” stores. The combined retail area of these fifty malls totals more than three and a half square miles.



King of Prussia Mall

King of Prussia Mall is owned by the Simon Property Group, and includes Nordstrom, Macy's Neiman Marcus, Bloomingdale's, Lord & Taylor stores.

Rank	 4 	Where	King of Prussia, Pennsylvania
		Size (leasable sq. ft.)	2,690,922
Opened	1963	Number of Stores	368
Renovated	1996	Parking Places	18063
Food Court	Yes	Levels	3



Source: Esri, 2012 Directory of Major Malls, All rights reserved.

Esri U.S. Demographic and Lifestyle Data



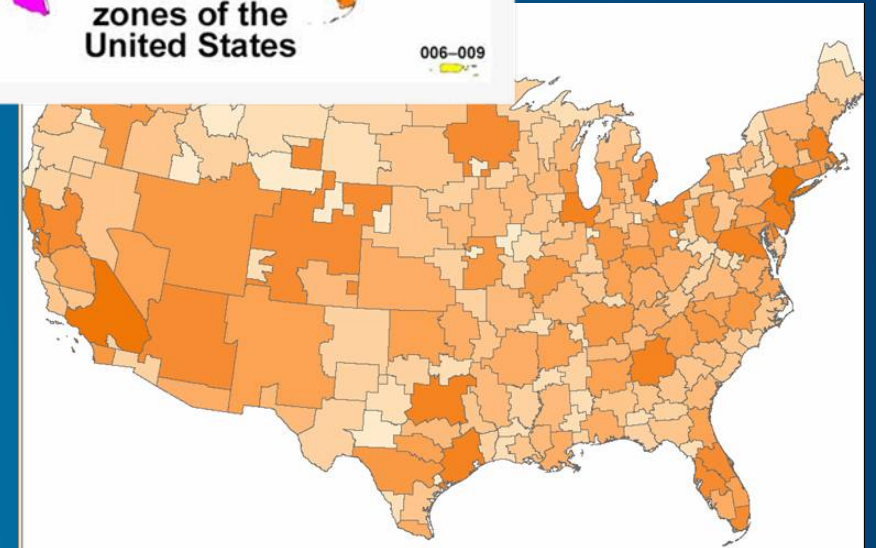
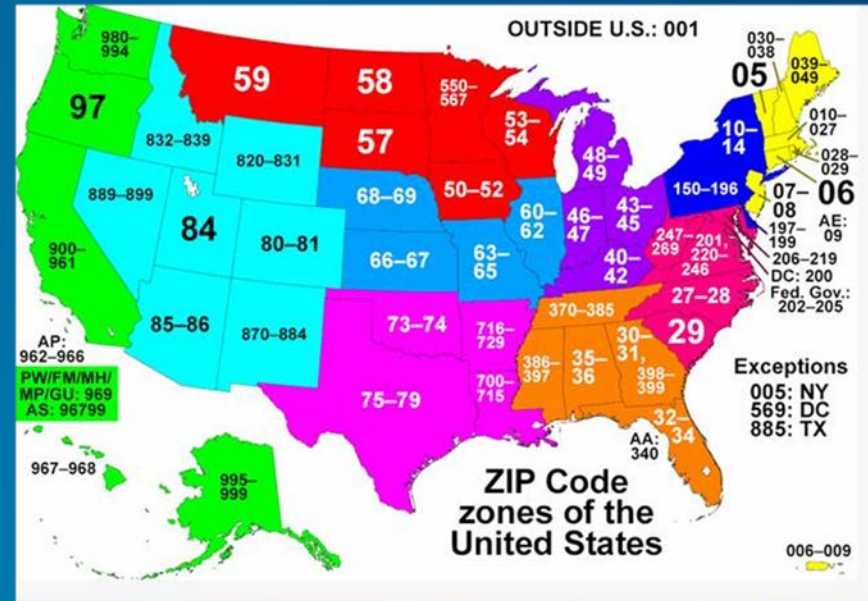
Esri U.S. Demographics

- Updated Demographics
- Tapestry Segmentation
- Census
- ACS Data
- Retail MarketPlace
- Business Locations
- Business Summary
- Consumer Spending
- Market Potential Data
- Traffic Counts
- Major Shopping Centers
- Bank Branches
- Banking Potential
- Crime Indexes



Esri U.S. Data Geographic Levels

- **Census Geography**
 - Block Group
 - Tract
 - County
 - State
 - US
- **Census Correspondence**
 - CBSA
 - DMA
 - Place
 - County Subdivisions
- **Postal Geography**
 - ZIP Code
- **Congressional Districts**





Esri U.S. Demographic Data

2014/2019 Updated Demographics

Population and Housing
Age by Sex
Race and Hispanic Origin
Education
Marital Status
Age by Sex by Race
Labor Force
Income
Home Value
Disposable Income
Net Worth

Census 2010

Population
Age by Sex
Race and Hispanic Origin
Household Size
Households by Type
Tenure

ACS

Language Spoken at Home
Veteran Status
Journey to Work
Poverty
Military Service
Mortgage Status
Rent
Vehicles Available
Units in Structure
Year Structure Built

New with 2008-2012 ACS

Food Stamps/SNAP
Disability
Health Insurance Coverage by Age

Esri U.S. Spending Data



Consumer Spending

	Spending Potential Index	Average Amount Spent	Total
Apparel and Services	138	\$3,203.41	\$11,399,276
Men's	132	\$585.27	\$2,082,677
Women's	126	\$1,015.94	\$3,615,192

Market Potential

Product/Consumer Behavior	Expected Number Adults/HHs	Percent of Adults/HHs	MPI
Apparel (Adults)			
Bought any men's apparel in last 12 months	3,749	50.6%	102
Bought any women's apparel in last 12 months	3,700	50.0%	110

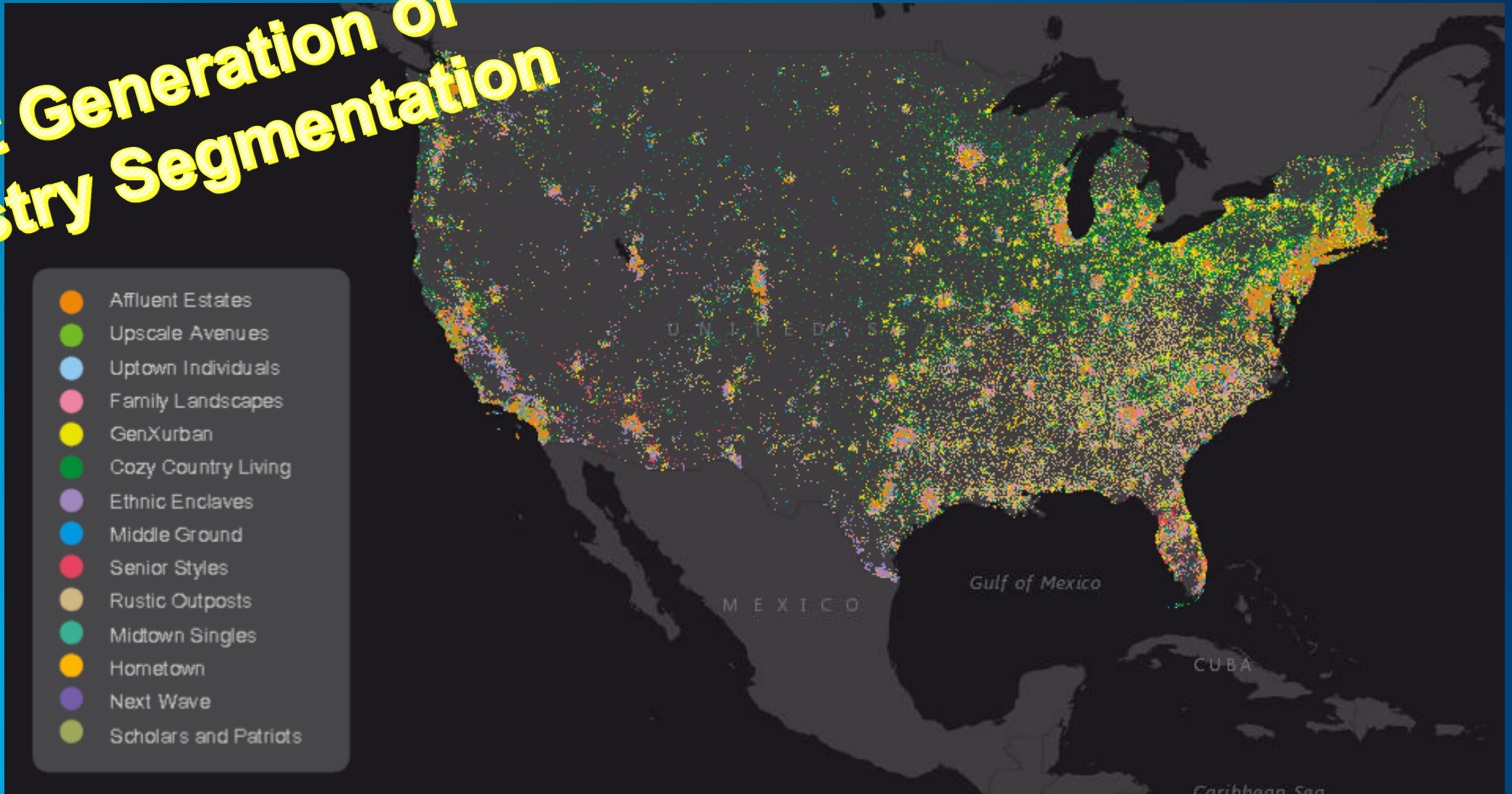
Retail MarketPlace

Industry Group	NAICS	Demand (Retail Potential)	Supply (Retail Sales)	Retail Gap	Leakage/Surplus Factor	Number of Businesses
Clothing & Clothing Accessories Stores	448	\$8,798,820	\$1,407,558	\$7,391,262	72.4	5

Esri U.S. Lifestyle Data





Next Generation of Tapestry Segmentation





Tapestry Segmentation

	 Beth Wright	 Amy Smith
Median Age	36.7	37.0
Median Household Income	\$86,900	\$100,100
Tapestry Segment	Soccer Moms	Laptops and Lattes



Beth Wright



Amy Smith

Two working parents with children living in the suburbs

Well connected for convenience

Spend money on family-oriented purchases like children's apparel and toys, visits to theme parks or zoos.

Like their gardens and own the tools for minor upkeep like riding mowers.

Most households own at least 2 vehicles

Single and partial to city living

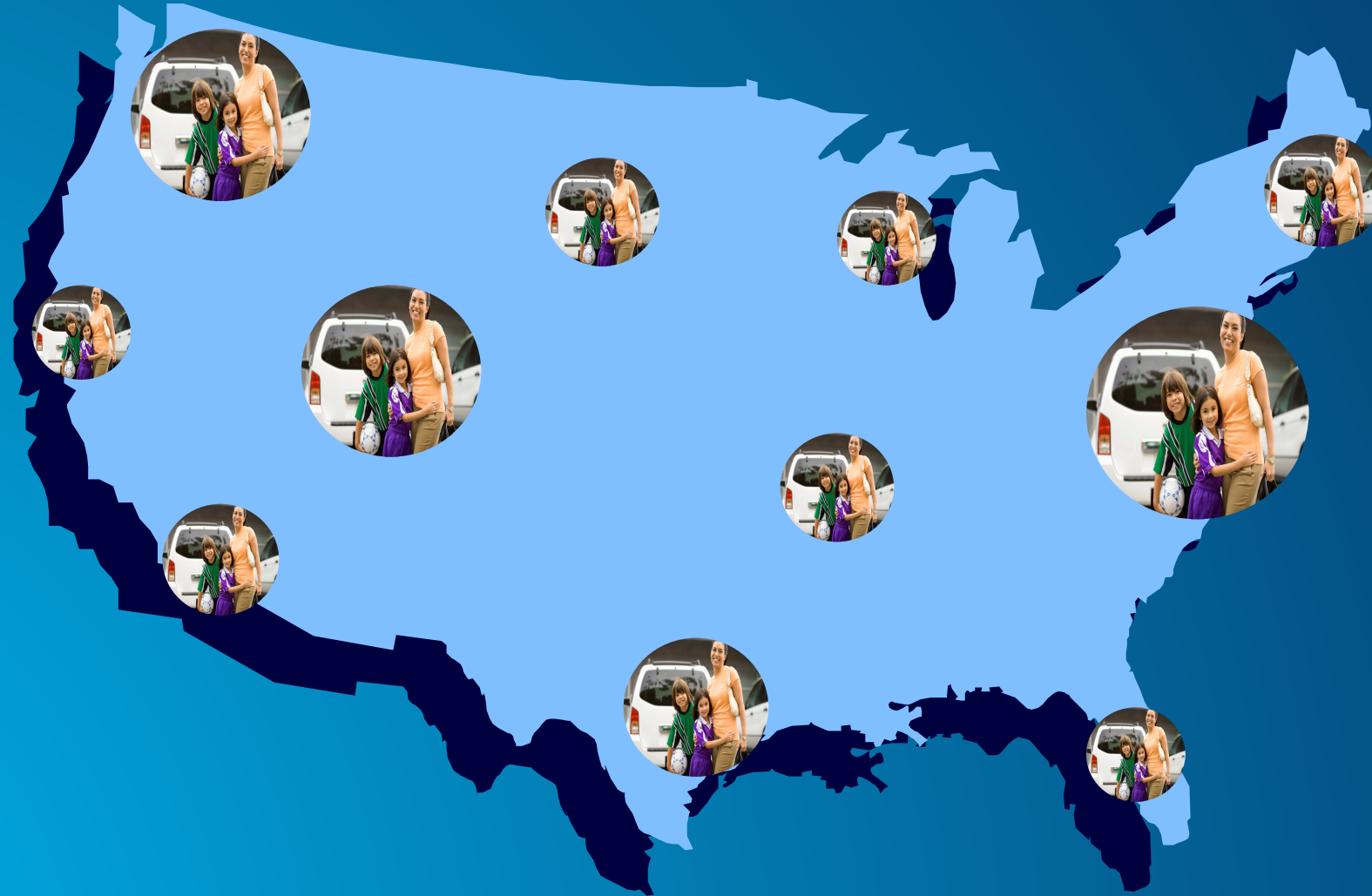
Use iPads to stay connected

Spend money on expensive clothes, dining out, travel, spa treatments and lattes.

Renters who are more interested in the stock market than the housing market.

Walk, bike or use public transportation

Now I Can Find Them...



Why did we update Tapestry Segmentation?

- **New housing patterns – less dense suburban developments**
- **Effects of the Recession**
 - Reduced income and asset levels
 - Lower home values
 - More subdued growth
- **Increasing diversity of the population**
- **Steady shift in household type away from traditional families**
- **Aging of the population**
 - Small households
 - Millennials moving out

The U.S. Census is collected and released every 10 years. Just as this database is reset, Tapestry must be reset to reflect the same changes in demography and geography.



LifeMode Group: GenXurban

Rustbelt Traditions

5d

Household: 2,685,000

Average Household Size: 2.46

Median Age: 31.6

Median Household Income: \$49,109

WHO ARE WE?

Rustbelt Traditions are aptly named. Most residents are still living in the same cities in which they grew up, although there are some expatriates that have retired to warmer climates. They do not follow fads or pursue the latest and greatest in product innovations. Although they tend to stick with what they know, they have adapted to entertainment a

OUR NEIGHBORHOOD

- Dominant household type: married couples (Index 95), with a slightly higher proportion of single person households (Index 105) that reflects the aging of the population
- Household size lower at 2.46 (Index 95)
- Housing units are primarily single family

LABOR FORCE

- Education: 68.3% with high school diploma or some college
- Unemployment rate lower at 7.8% (Index 90)
- Labor force participation rate, 67% (Index 103), with more dual earner

5d

LifeMode Group: GenXurban

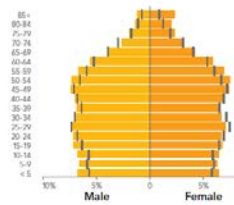
Rustbelt Traditions



AGE BY SEX

Median Age: 31.6 US: 37.6

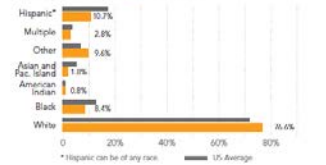
Indicates US



RACE & ETHNICITY

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: 44.2 US: 62.1



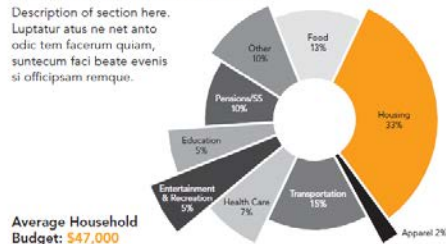
INCOME AND NET WORTH

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AVERAGE HOUSEHOLD BUDGET

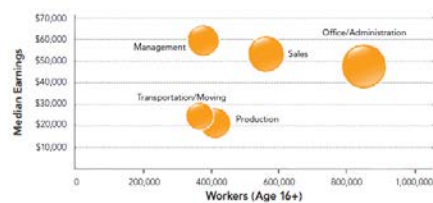
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Average Household Budget: \$47,000

OCCUPATION BY EARNINGS

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5d

LifeMode Group: GenXurban

Rustbelt Traditions



WHAT ARE MARKET CHARACTERISTICS?

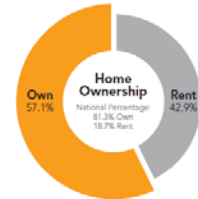
- Purchased a used or new domestic vehicle in past year
- Own 4+ TVs, including Internet connectivity
- Use Internet for chat rooms, gaming, Facebook and some online banking
- Investments more conservative, savings accounts or bonds
- Home remodeling and gardening are priorities
- Partial to traditional media, magazines, newspapers and radio
- Family oriented consumers that value time spent at home
- Budget aware shoppers that opt for comfort, brand loyalty—and buying American
- Digitally aware, but not wholly comfortable with the latest in tech-nology

HOUSING

Description of section here. Luptatur atus ne net anto odic tem facerum quiam, suntcum faci beate evenis si officpsam.



Housing: Single Family
Median Value: \$118,241
US Median: \$177,257



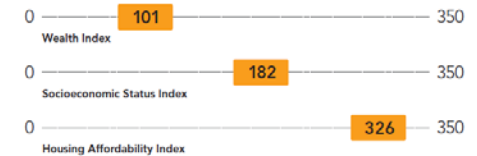
POPULATION CHARACTERISTICS

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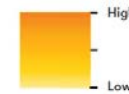
ESRI INDEXES

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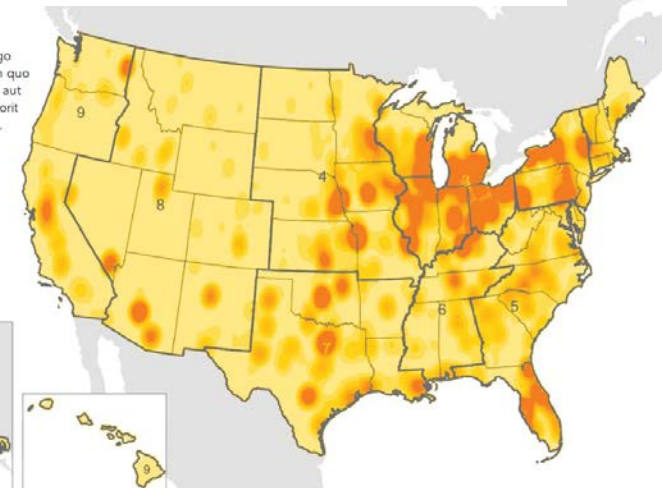


SEGMENT DENSITY

Definitions of High and Low can go here. Evendus adicatem. Nequam quo velossi minulla voloros qui oditati aut que con pa nos eatio idellab orestion oostis alique exceperum expellis.

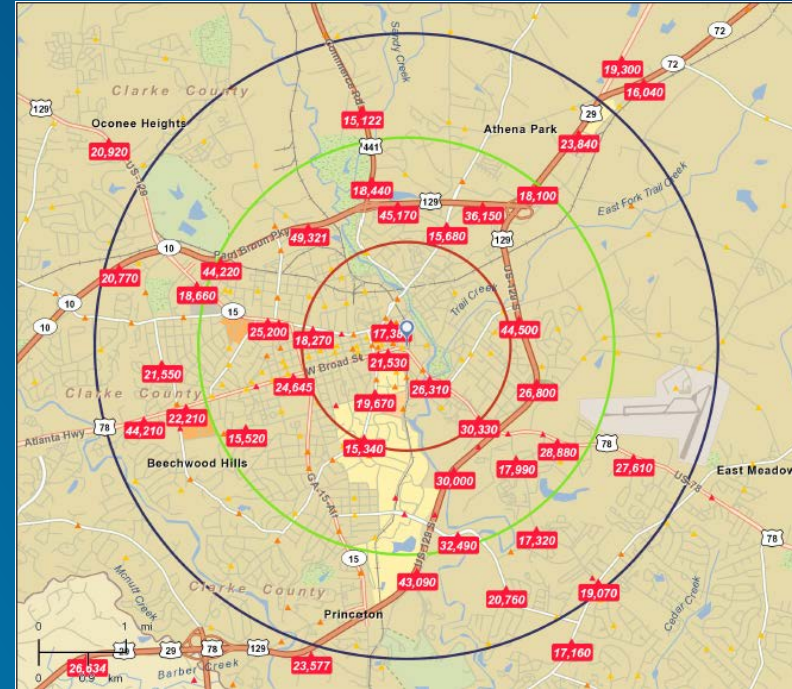
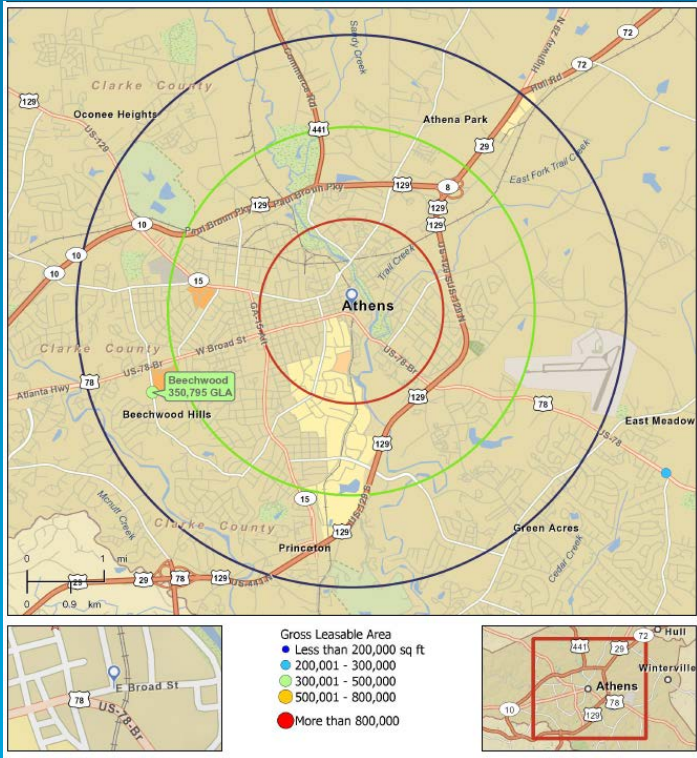


1. New England
2. Middle Atlantic
3. East North Central
4. West North Central
5. South Atlantic
6. East South Central
7. West South Central
8. Mountain
9. Pacific



For more information
1-800-447-9778
info@esri.com
esri.com

Esri U.S. Business Data



by SIC Codes	Businesses		Employees	
	Number	Percent	Number	Percent
Agriculture & Mining	8	1.0%	34	0.4%
Construction	32	3.8%	192	2.1%
Manufacturing	19	2.3%	225	2.4%
Transportation	14	1.7%	71	0.8%
Communication	7	0.8%	38	0.4%
Utility	2	0.2%	32	0.3%
Wholesale Trade	18	2.1%	108	1.2%

NAICS Code	Business Name	Franchise Code	Distance From Site in Miles	Employees		Sales (\$000)	
				Number	Percent	Number	Percent
511110	FLAGPOLE INC 112 Foundry St Ste A ATHENS, GA 30601	n/a	0.02 SE	10	0.0%	520	0.0%
111998	FARMERS EXCHANGE 580 E Broad St APT 305 ATHENS, GA 30601	n/a	0.03 SW	1	0.0%	63	0.0%

Esri International Demographic and Lifestyle Data



Coverage



<http://links.esri.com/demographics-global-coverage>

Esri Standard International Demographic Data



- **Around 100 variables per country**
 - **Population**
 - **Average Household Size**
 - **Total Households**
 - **Purchasing Power**
 - **Age (15-Year Age Groups)**
 - **Gender**
 - **Income**
 - **Household Type**
 - **Marital Status**
 - **Education**
 - **Spending on food, household, clothing, medical, recreation, more**

U.S.

Canada

Country 3

Country 4

Country 5

Standard Global Demographic Data ~ 100 variables

Strategy

Increase Coverage & Depth



One Global Content team

Working with our distributors for content

Detailed International Data

July 2014

- South Korea

Sept 2014

- France

Dec 2014

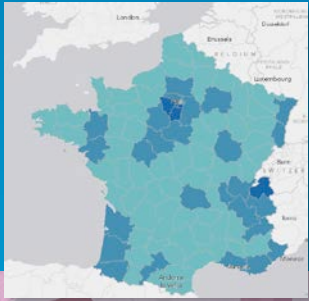
- Germany (Admin Data)
- India
- Australia (Census)

Feb 2015

- Spain
- Australia (Current year)
- Germany (Postal Data)

How to Access Esri Demographic and Lifestyle Data

Esri Demographic and Lifestyle Data Accessible in Four Ways



Maps



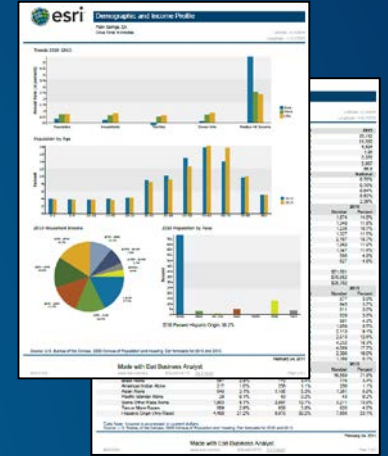
Infographics

Address	City
123 S Main St	Fairfax

+

Median Age	Tapestry Segment	Median Income
32.4	Laptops & Lattes	\$77,018

Geographic
Data
Enrichment

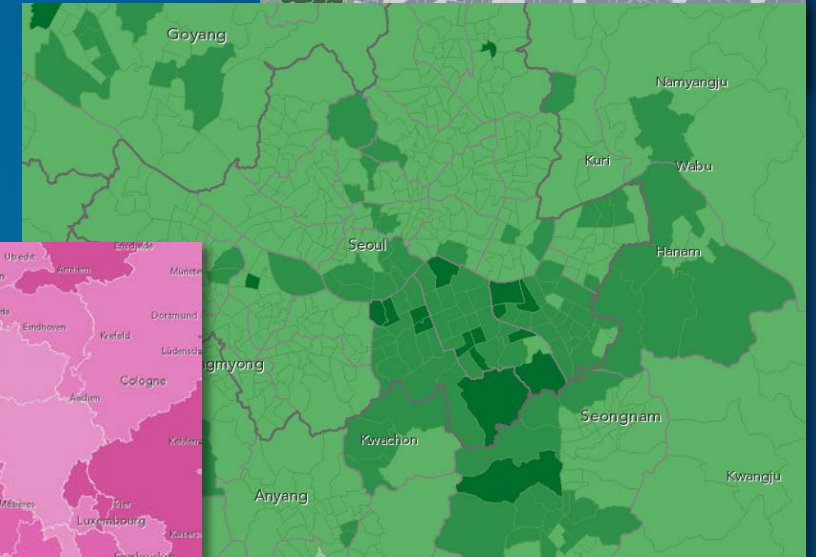
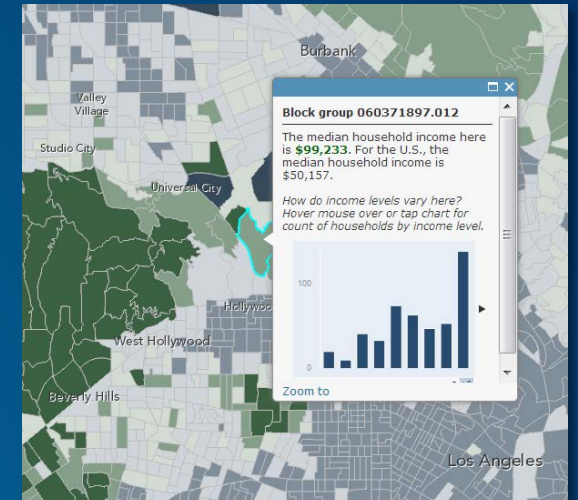


Reports

Demographic Maps

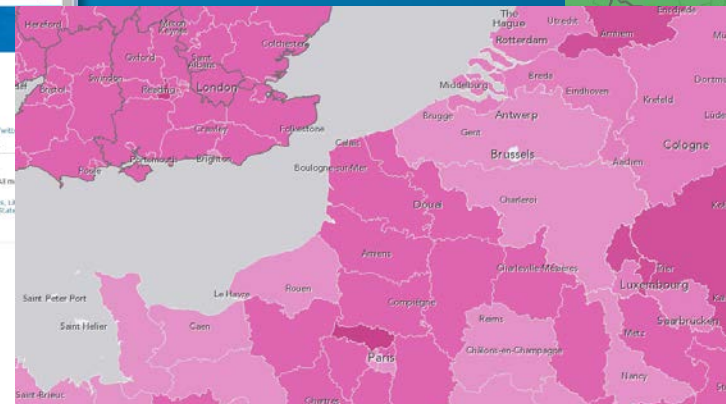
Collection of Ready-to-use Maps and Layers

- Data for Multiple Themes
 - Demographics, Lifestyle, Spending, Business
- Include Popups
- Configurable: customize symbols or popups
- Access via “Demographics and Lifestyle” Group



Screenshot of the 'Demographics and Lifestyle' group page on Esri Maps Arcade. The page displays a list of maps and their details, including titles, descriptions, and last modified dates.

Map Title	Description	Last Modified
Alcoholic Beverages Spending in the United States	This map shows the average amount spent on alcoholic beverages per household in the U.S. in 2013 in a multiscalar map (by state, county, ZIP Code, tract and block group). ArcGIS Online subscription required.	June 24, 2014
Average Age of Population in South Korea	This map shows the average age of the population in South Korea, by multiple levels of geography. ArcGIS Online subscription required.	June 24, 2014
Average Detached Housing Value in South Korea	This map shows the average value of detached housing units in South Korea, by multiple levels of geography. ArcGIS Online subscription required.	June 24, 2014
Average Household Income in South Korea	This map shows the average household income in South Korea, by multiple levels of geography. ArcGIS Online subscription required.	June 23, 2014



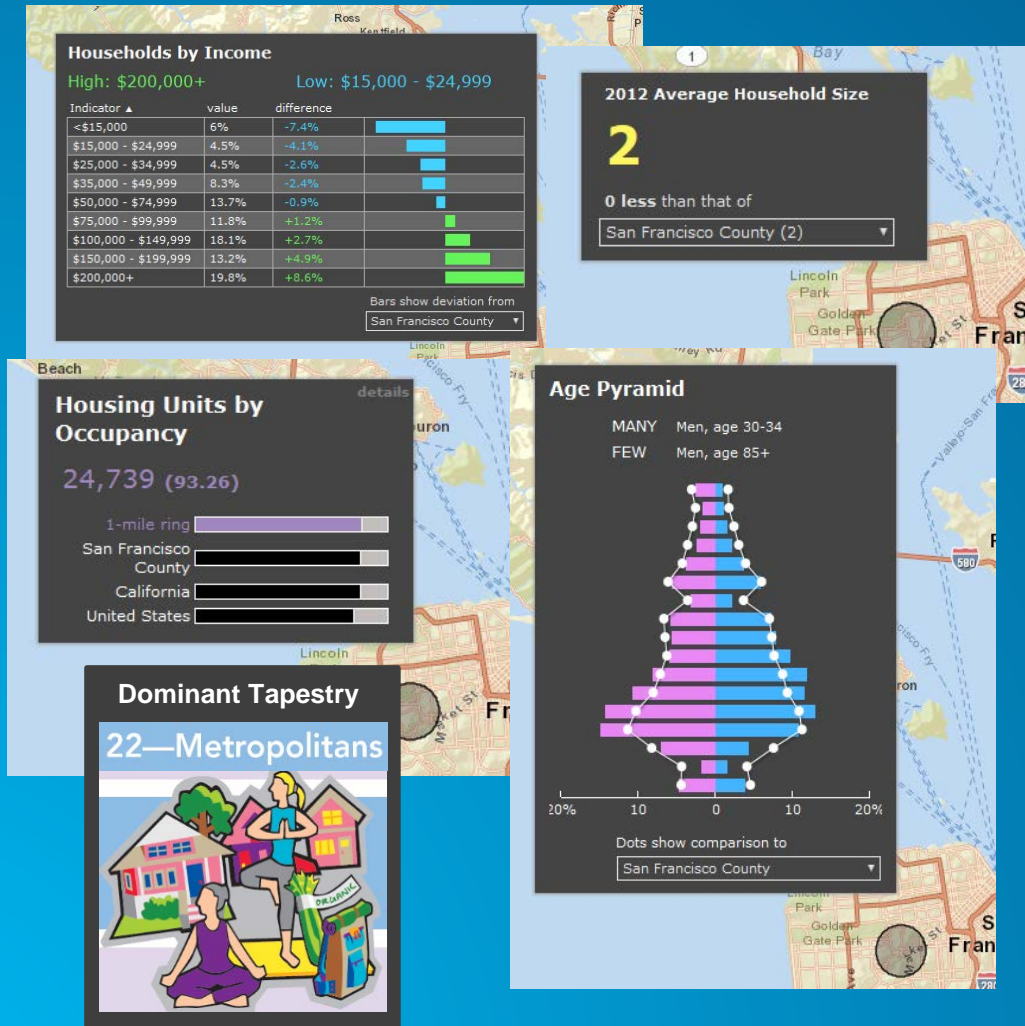
Infographics

- New style of reporting

- Ready to use

- Age
- Average Household Size
- Household Income
- Housing Units by Occupancy
- Dominant Tapestry

- Dynamic and Interactive



Geographic Data Enrichment

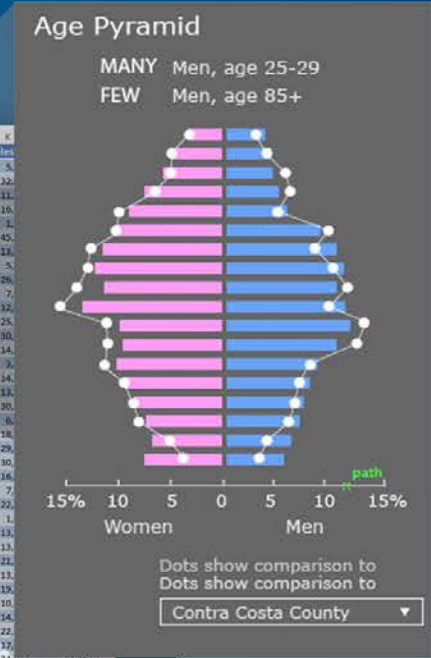
- Add new columns of information to your data
- Configurable

Business Data

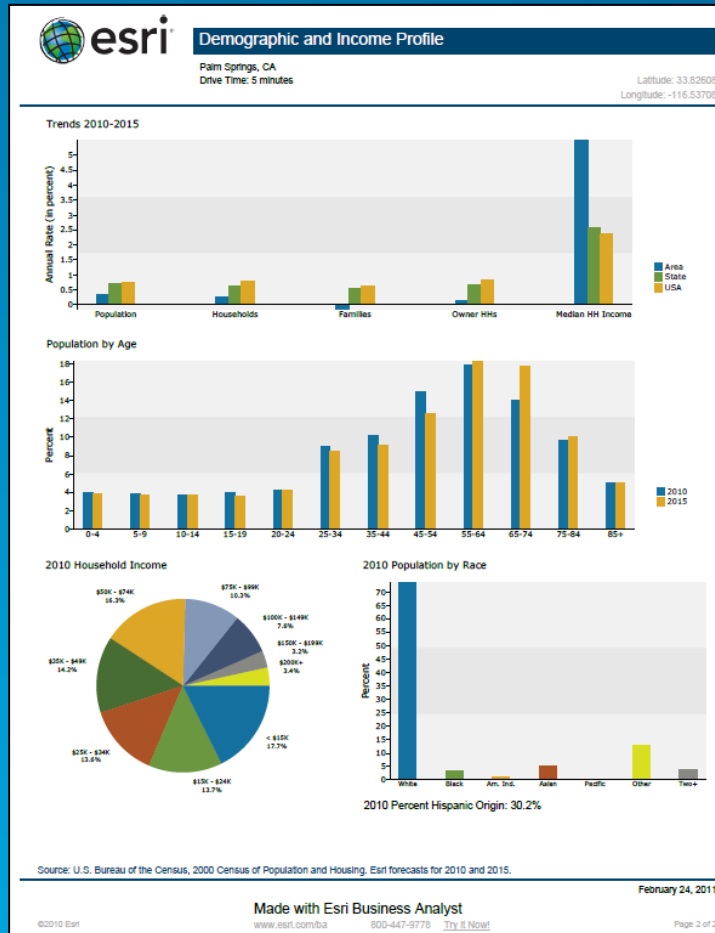
Lifestyle Data

Demographics

Your Data



Reports



Latitude: 33.82608
 Longitude: -116.53708

Year	Number	Percent
2015	23,132	11.56%
2010	4,494	1.90
2005	5,578	5.987
2000	55.6	0.78%
National	0.84%	0.82%
2015	2.36%	
2015	1,874	14.5%
2010	1,340	11.6%
2005	1,235	10.7%
2000	1,327	11.5%
1995	2,167	18.7%
1990	1,382	11.9%
1985	1,347	11.6%
1980	568	4.9%
1975	527	4.6%
2015	\$51,501	
2010	\$70,952	
2005	\$35,702	
2015	877	3.6%
2010	845	3.7%
2005	811	3.5%
2000	829	3.6%
1995	991	4.3%
1990	1,959	8.5%
1985	2,113	9.1%
1980	2,913	12.6%
1975	4,232	18.3%
1970	4,089	17.7%
1965	2,305	10.0%
1960	1,169	5.1%
2015	16,559	71.6%
2010	776	3.4%
2005	256	1.1%
2000	1,361	5.9%
1995	43	0.2%
1990	3,211	13.9%
1985	926	4.0%
1980	7,656	33.1%

Race	Number	Percent
Black Alone	587	2.8%
American Indian Alone	217	1.0%
Asian Alone	648	3.1%
Pacific Islander Alone	28	0.1%
Some Other Race Alone	1,803	8.7%
Two or More Races	609	2.9%
Hispanic Origin (Any Race)	4,400	21.2%
White	770	3.4%
Black	258	1.1%
Asian	1,195	5.3%
Other	43	0.2%
Two or More Races	2,887	12.7%
Hispanic Origin (Any Race)	859	3.8%
White	6,870	30.2%

February 24, 2011
 ©2010 Esri Page 1 of 2

- Pre-formatted
- PDF and XLS
- Demographic and Income Profile
- Market Profile
- ACS Reports
- Census 2010 Reports

Demo



United States Department of

Health & Human Services

Office of the Assistant Secretary for Preparedness and Response



Situational Awareness in Event Response

**How HHS uses situational awareness to make informed decisions
about planning, response and recovery needs prior to deploying staff and resources**



Community Analyst in Action



- Reports key demographic characteristics for affected communities
- Data sources
 - Community Analyst
 - American Community Survey (ACS)
 - Census
 - Behavioral Risk Factor Surveillance System (BRFSS)



- Reports key demographic characteristics for affected communities

- Data sources

- Community Analyst

- American Community Survey (ACS)

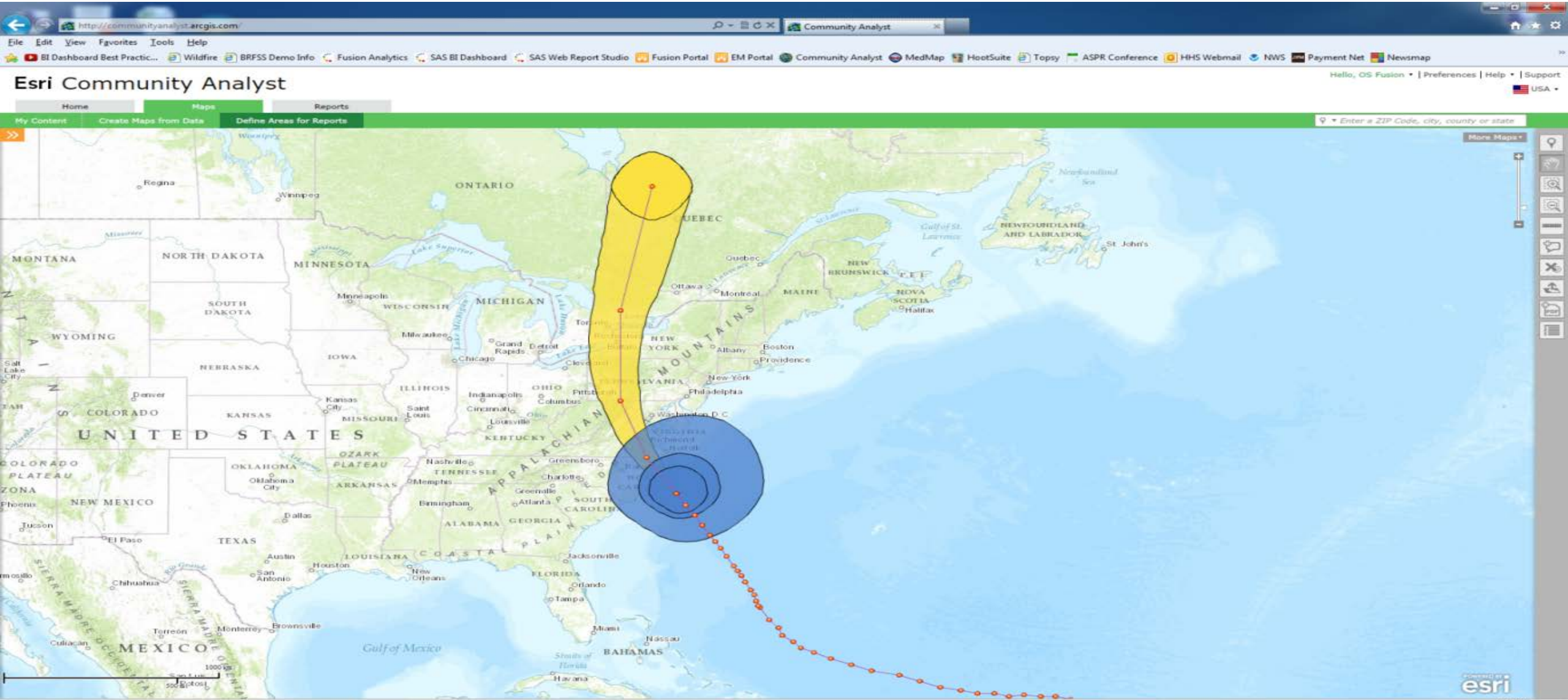
- Census

- Behavioral Risk Factor Surveillance System (BRFSS)





The storm approaches...

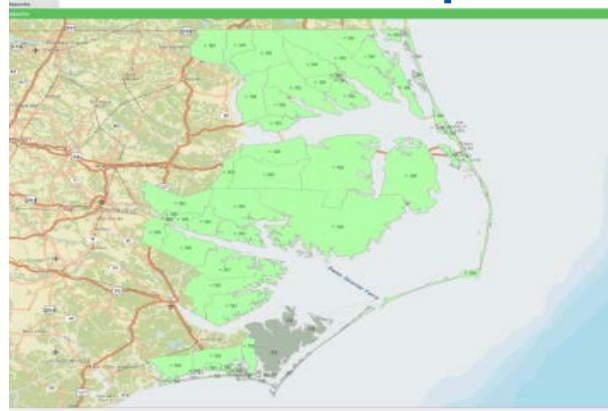


Utilization of Web Maps

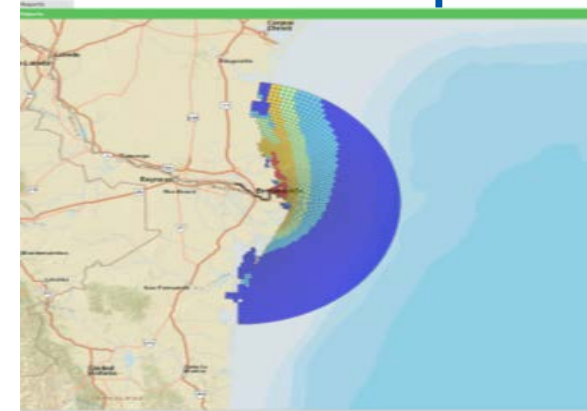
Event Layer



HAZUS outputs



SLOSH outputs





Select Area of Interest



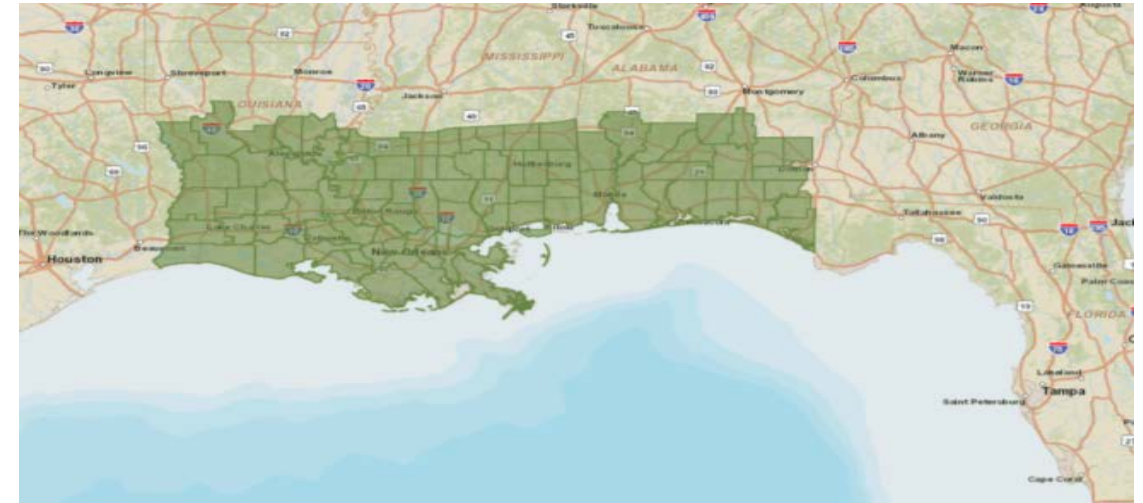
The screenshot displays the Esri Community Analyst web application interface. At the top, the browser address bar shows the URL <http://communityanalyst.arcgis.com>. The application header includes navigation tabs for Home, Maps, and Reports, with 'Define Areas for Reports' currently selected. A search bar prompts the user to 'Enter a ZIP Code, city, county or state'. The main map area shows a geographic view of Virginia, with a large green shaded region covering parts of York, Gloucester, James City, and Surry counties, including the cities of York, Gloucester, Newport News, and Hampton. The map also shows major roads like I-64, I-81, and I-95, and the Atlantic Ocean to the east. A scale bar at the bottom left indicates distances up to 40 miles. The Esri logo is visible in the bottom right corner.

My Site Library

HHS Regions



Past Responses





Identify Variables of Interest



- Standard Demographic Report
 - Age
 - <18
 - >=65
 - Gender
 - Race/Ethnicity
 - Households with income below poverty level
 - Households with no vehicles available
 - Insurance status
 - Pet Ownership
 - Home heating fuel type
 - Total Population

Information from other sources
Language
Health information



Sample Demographic Report Output



	Frequency	Proportion
Age		
<18	351,698	22.77
>=65	166,916	10.80
Total Population	1,544,906	
Male	760,612	49.23
Female	784,294	50.77
Race/Ethnicity		
White	876,237	56.72
Black/African American	509,267	32.96
American Indian/Alaska Native	6,269	0.41
Asian	61,084	3.95
Other	30,642	1.98
Hispanic Population	100,593	6.51
Households without vehicles available	8,546	1.53
Households with income below poverty level	60,023	10.71



Sample Demographic Report Output

	Frequency	Proportion
Pet Ownership		
Any pet	303,285	52.72
Dog	222,378	38.66
Cat	126,135	21.93
Bird	15,037	2.61
Medical Insurance		
Any medical insurance covering you and other household members	459,705	38.96
Medicaid	50,748	4.30
Medicare	110,703	9.38
Home Heating Fuel Type		
Utility Gas	230,987	41.22
Bottled/Tank/LP Gas	9,187	1.64
Electricity	290,253	51.80
Fuel Oil/Kerosene/etc.	23,931	4.27
Coal/Coke	39	0.01
Wood	2,760	0.49
Solar Energy	19	0.00
Other	1,473	0.26



- Compare information to other US geographies
 - Zip
 - County
 - State
 - Country

- Do differences matter?





Lessons Learned



- Don't make assumptions on what leadership might want to know
- “Leaning Forward” is not easy to do without making assumptions
- Determine the language that is needed for public messaging and communication – this may not be what you think
- Even if an event is similar in type the frequency of product needs can be significantly different
- All data needs to be vetted before it can be incorporated into the decision process, however not all vetting is the done in the same way depending on the data source



Demographic Report Supplement: Language Spoken



Language Information	Frequency	Proportion
Only Speak English	1,291,674	91.3
Additional Languages Spoken		
Spanish	53,202	3.8
Tagalog	17,922	1.3
French	6,302	0.4
German	5,671	0.4
Korean	4,141	0.3
Chinese	3,984	0.3
Vietnamese	3,658	0.3
African languages	3,380	0.2
Italian	2,669	0.2
Russian	2,340	0.2
Arabic	2,208	0.2



Behavioral Risk Factor Surveillance System Data



2011-2012 BRFSS Data

LOCATION: Anchorage, AK Metropolitan Statistical Area

Included in this area: [Anchorage Municipality, AK*](#); [Matanuska-Susitna Borough, AK*](#)

Conditions	Metropolitan Statistical Area		National Median %
	%	95% CI*	
Physician mentioned medical conditions:			
Asthma (currently)	9.3	(7.3, 11.4)	8.9
Diabetes	9.0	(6.6, 11.4)	9.7
Depression	17.5	(14.7, 20.4)	18.0
Adults limited in any activities due to physical, mental, or emotional problems	25.6	(22.3, 29.0)	20.1
Adults with health problems that requires use of special equipment	6.3	(4.7, 7.9)	8.0
No health care coverage	19.1	(16.1, 22.1)	17.1
Fair or poor health status	16.2	(13.2, 19.2)	16.9
Body Mass Index - Obese	27.4	(24.0, 30.8)	27.6

*CI = Confidence interval

City and county data (2011) available at: <http://apps.nccd.cdc.gov/brfss-smart/SelMMSAPrevData.asp>

State and national data (2012) available at: <http://apps.nccd.cdc.gov/BRFSS/index.asp>



Road Ahead



- Moving to a data resource portal
 - Sharing data
 - Sharing viewers
- Integrating services from different sources to allow for value added enrichment
- Creating specialized viewers – not one for all needs
- Allowing many other web pages in the HHS directory to include web maps



Summary



- Mapping
 - Too much data on your map can lead users astray
 - Simplify the viewer's experience
- Demographic Report
 - Provide a snapshot of affected community demographics during an emergency response
 - Community Analyst facilitates timely production of report
 - Not all data comes structured and easily integrated



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Thank you!

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Esri Demographic Data Help Documentation

- Data browser – variable lists for every data collection
- The Global Coverage Story map
- Detailed information on reports, infographics, data enrichment and web maps
- All methodology statements and white papers
- The brand new Tapestry Segment Summaries
- Essential Vocabulary and FAQ
- And more!



<http://doc.arcgis.com/en/esri-demographics/>

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Understanding our world.