

# What's New in Esri's US Demographic Updates

Lucy Guerra

# Data about...

## People

- Updated Demographics
- Census, ACS
- Tapestry Segmentation

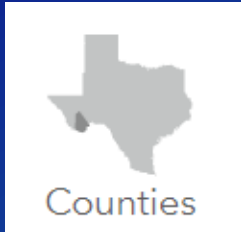
## Behaviors

- Consumer Spending
- Market Potential

## Area

- Retail MarketPlace
- Businesses
- Shopping Centers
- Traffic
- Crime

# Geography Changes



- Bedford City, VA *became part of* Bedford County, VA
- Wade Hampton Census Area, AK *became* Kusilvak Census Area, AK
- Shannon County, SD *became* Oglala Lakota County, SD



- Warren County, IN *moved from* Champaign & Springfield-Decatur, IL *to* Indianapolis, IN

ZIP Codes (HERE Q3 2016)

Congressional Districts (115<sup>th</sup>)

Core-based Statistical Areas – CBSA (July 2015)

Places (TIGER 2014)

# Updated Demographics

2017/2022\* Age by Sex (by Race)

2017/2022 Race and Hispanic Origin

2017 Industry and Occupation

2017 Educational Attainment

2017 Marital Status

2017 Daytime Population

2017/2022 Income (by Age)

2017 Disposable Income (by Age)

2017 Net Worth (by Age)

2017/2022 Home Value

*\*Planned Release: September 2017*



# Demographics from American Community Survey (ACS) 2011-2015

*Planned Release: September, December 2017*

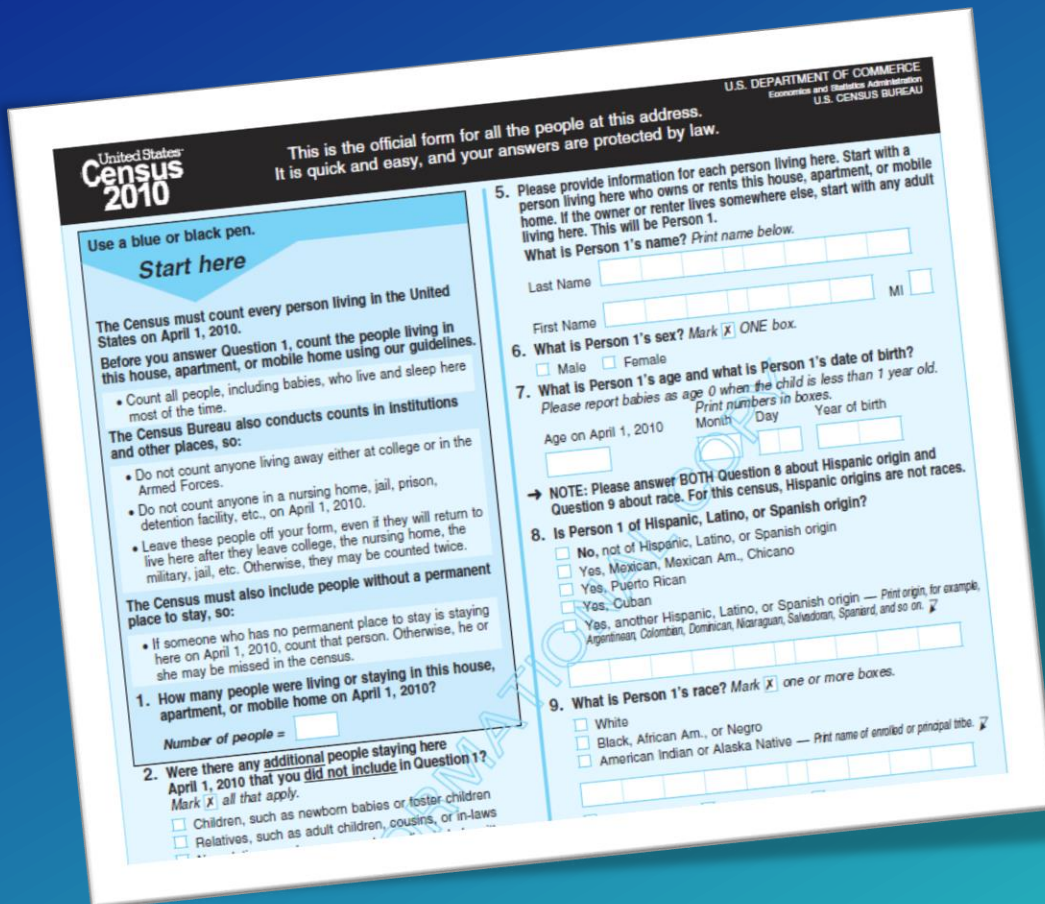
School Enrollment	Mortgage Status	Place of Birth/Citizenship
Language Spoken at Home	Rent	Language Spoken
Relationship/Household Type	Year Moved In	Asian, Hispanic origin
Employment Status	Heating Fuel	Single Ancestry
Journey to Work	Vehicles	Transportation to Work
Veteran Status & Military Service	Units in Structure	Poverty & Education
Health Insurance Coverage	Year Built	Poverty & Labor Force
Ratio of Income to Poverty	Monthly Owner Costs	Poverty & Race
Households by Type, Size, Age	(as a percent of Income)*	Poverty & Food Stamps
Other Income		Income by Race*
Poverty Status		

*\*New Variables*



# Census

- Decennial
- All households (short form)
- Point Estimates



United States  
**Census 2010**

U.S. DEPARTMENT OF COMMERCE  
Economic and Statistics Administration  
U.S. CENSUS BUREAU

This is the official form for all the people at this address.  
It is quick and easy, and your answers are protected by law.

Use a blue or black pen.  
**Start here**

The Census must count every person living in the United States on April 1, 2010.  
Before you answer Question 1, count the people living in this house, apartment, or mobile home using our guidelines.

- Count all people, including babies, who live and sleep here most of the time.

The Census Bureau also conducts counts in institutions and other places, so:

- Do not count anyone living away either at college or in the Armed Forces.
- Do not count anyone in a nursing home, jail, prison, detention facility, etc., on April 1, 2010.
- Leave these people off your form, even if they will return to live here after they leave college, the nursing home, the military, jail, etc. Otherwise, they may be counted twice.

The Census must also include people without a permanent place to stay, so:

- If someone who has no permanent place to stay is staying here on April 1, 2010, count that person. Otherwise, he or she may be missed in the census.

1. How many people were living or staying in this house, apartment, or mobile home on April 1, 2010?

Number of people =

2. Were there any additional people staying here April 1, 2010 that you did not include in Question 1? Mark ☒ all that apply.

- ☐ Children, such as newborn babies or foster children
- ☐ Relatives, such as adult children, cousins, or in-laws

5. Please provide information for each person living here. Start with a person living here who owns or rents this house, apartment, or mobile home. If the owner or renter lives somewhere else, start with any adult living here. This will be Person 1.

What is Person 1's name? Print name below.

Last Name  MI

First Name

6. What is Person 1's sex? Mark ☒ ONE box.

☐ Male ☐ Female

7. What is Person 1's age and what is Person 1's date of birth? Please report babies as age 0 when the child is less than 1 year old. Print numbers in boxes.

Age on April 1, 2010  Month  Day  Year of birth

NOTE: Please answer BOTH Question 8 about Hispanic origin and Question 9 about race. For this census, Hispanic origins are not races.

8. Is Person 1 of Hispanic, Latino, or Spanish origin?

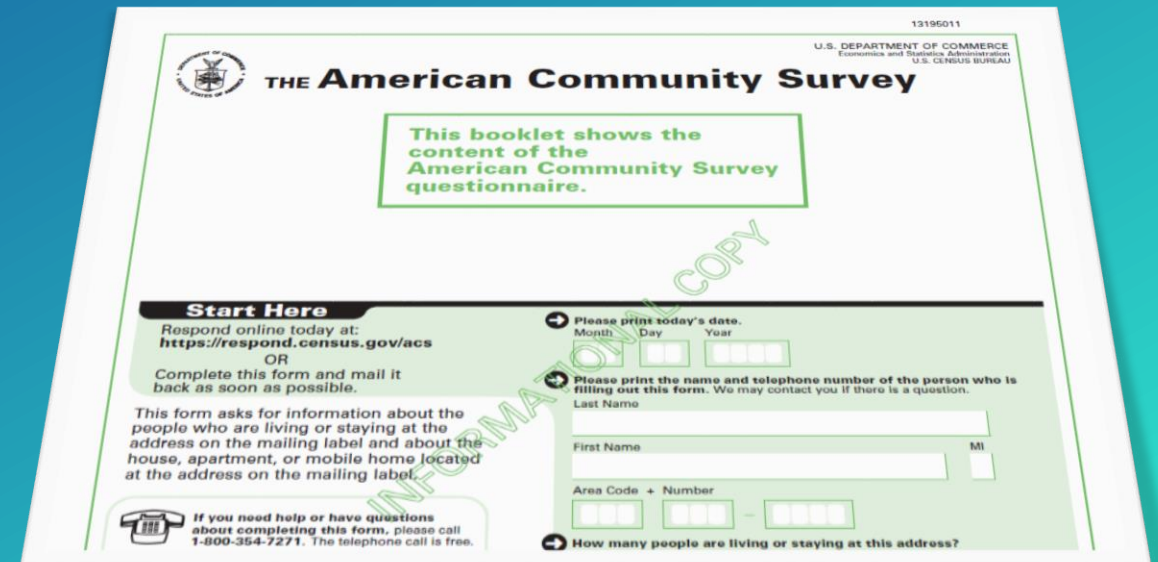
- ☐ No, not of Hispanic, Latino, or Spanish origin
- ☐ Yes, Mexican, Mexican Am., Chicano
- ☐ Yes, Puerto Rican
- ☐ Yes, Cuban
- ☐ Yes, another Hispanic, Latino, or Spanish origin — Print origin, for example, Argentinian, Colombian, Dominican, Nicaraguan, Salvadoran, Spaniard, and so on.

9. What is Person 1's race? Mark ☒ one or more boxes.

- ☐ White
- ☐ Black, African Am., or Negro
- ☐ American Indian or Alaska Native — Print name of enrolled or principal tribe.

# ACS

- Annual
- 1 in 40 households
- Period Estimates
- Margin of Error



13195011

U.S. DEPARTMENT OF COMMERCE  
Economic and Statistics Administration  
U.S. CENSUS BUREAU

**THE American Community Survey**

This booklet shows the content of the American Community Survey questionnaire.

**Start Here**

Respond online today at:  
<https://respond.census.gov/acs>  
OR  
Complete this form and mail it back as soon as possible.

This form asks for information about the people who are living or staying at the address on the mailing label and about the house, apartment, or mobile home located at the address on the mailing label.

Please print today's date.  
Month  Day  Year

Please print the name and telephone number of the person who is filling out this form. We may contact you if there is a question.

Last Name

First Name  MI

Area Code + Number  -

How many people are living or staying at this address?

If you need help or have questions about completing this form, please call 1-800-354-7271. The telephone call is free.



# Tapestry Lifestyle Segmentation System

## Mid-Decade Refresh





Total Population: 314,468,000	Median Income: \$51,000	Home Ownership Rate: 64%
Total Households: 118,979,000	Median Net Worth: \$71,000	Average Household Size: 2.58
Median Age: 37.4	Diversity Index: 62.1	Home Value: \$177,000





# Tapestry Segmentation

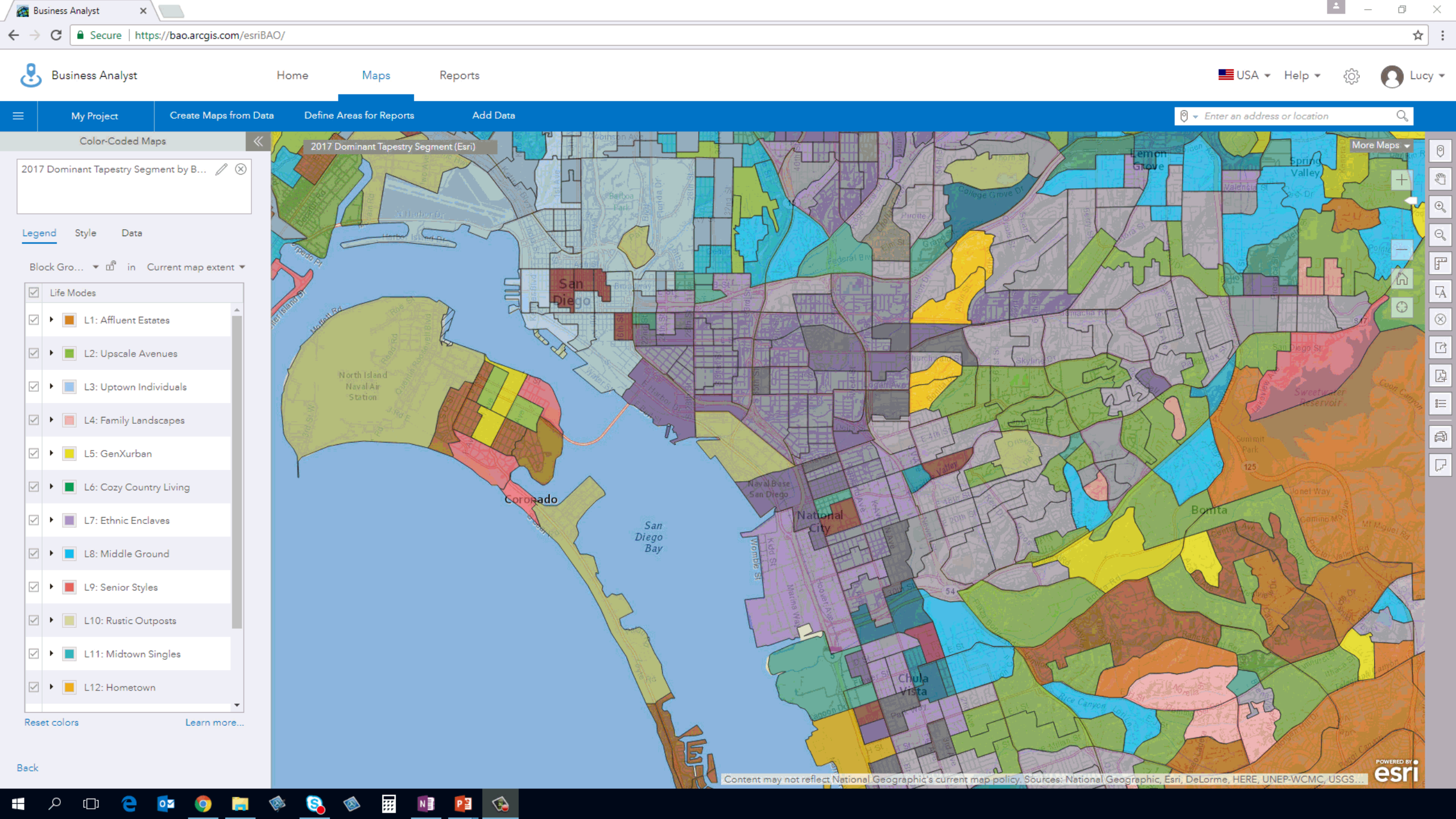
	 <b>John Smith</b>	 <b>Bob Jones</b>
<b>Median Age</b>	<b>39.4</b>	<b>41.3</b>
<b>Median Household Income</b>	<b>\$44,900</b>	<b>\$42,100</b>
<b>Tapestry Segment</b>	<b>Old &amp; Newcomers</b>	<b>Diners &amp; Miners</b>



**Old & Newcomers**



**Diners & Miners**





# Consumer Spending

Survey Data

# Market Potential

Survey Data

Items Removed

New items

- Social networks
- Methods of internet access
- Means of acquiring music
- Cell phone use
- Intent to purchase a hybrid auto



# Exploring Daytime Population

Understanding the population impact from the daytime workforce.

**Kids  
Unemployed  
Retirees  
Homemakers  
College students  
Nursing Homes  
Detention Centers  
Shelters  
Absent from Work**





Kids  
Unemployed  
Retirees  
Homemakers  
College students  
Nursing Homes  
Detention Centers  
Shelters  
Absent from Work

At Work

Armed Forces







# Exploring Daytime Population

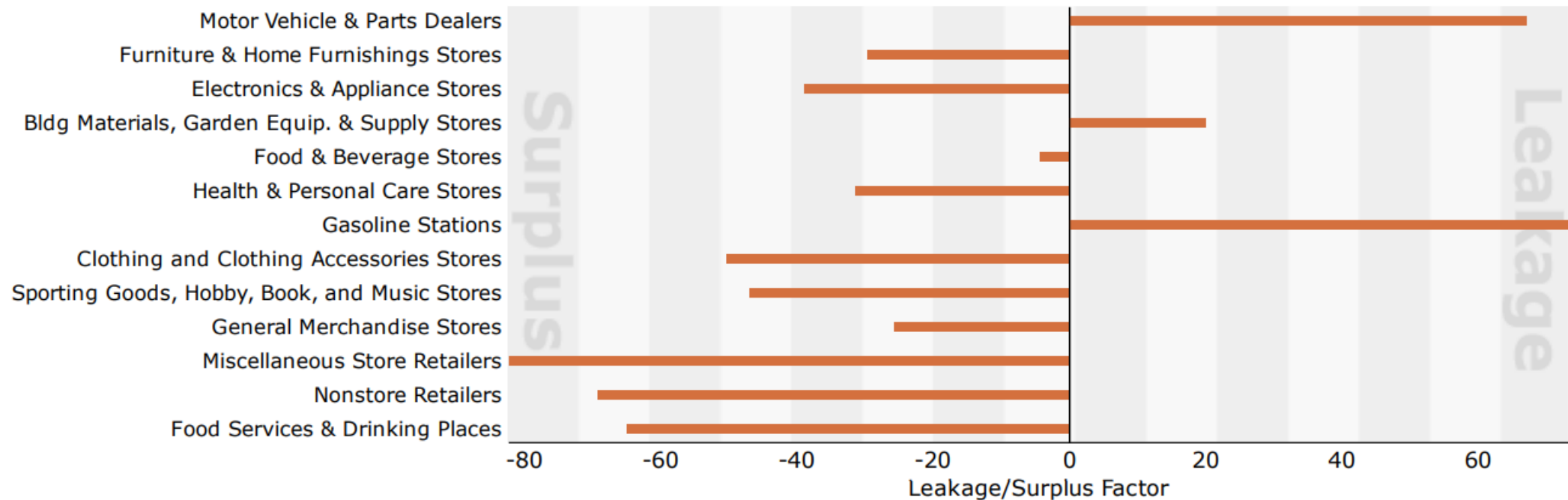
Understanding the population impact from the daytime workforce.



# Retail MarketPlace

## Measuring Supply & Demand

Leakage/Surplus Factor by Industry Subsector





**Demographic Updates**  
**Tapestry Segmentation**  
**Consumer Spending**  
**Market Potential**  
**Retail MarketPlace**

**Esri Data  
Development**

# Esri U.S. Data is Accurate

Data Accuracy Study

## Esri Ranked #1!

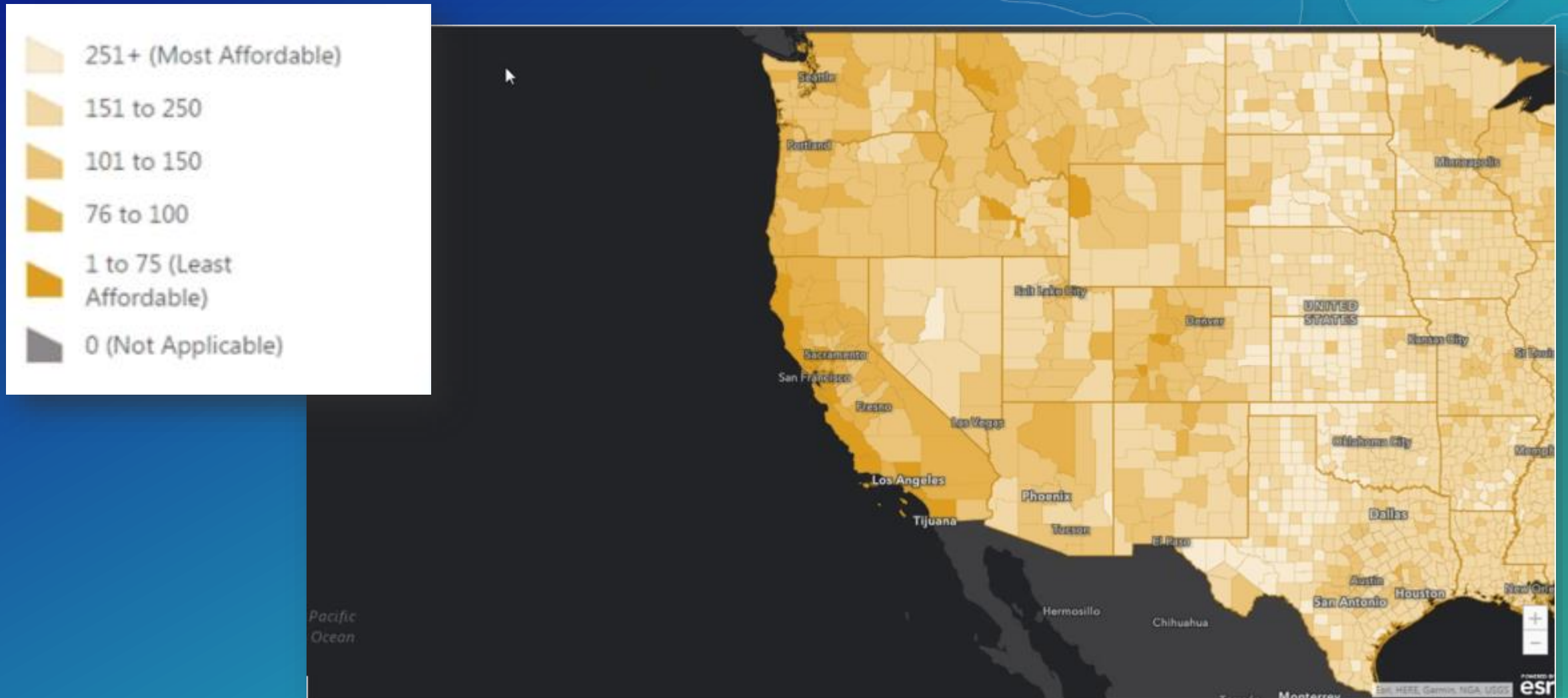
Geography	Vendor 1	Esri	Vendor 3	Vendor 4	Vendor 5
Total US	315.9	247.7	276.7	295.7	304.7
State	21.4	12.6	17.9	19.3	29.7
County	49.2	39.8	52.1	46.5	55.7
Census Tract	106.6	89.5	93.3	106	99.6
Block Group	138.7	105.8	113.4	123.9	119.7

**Precision scores for each data vendor by geography.  
The lowest score indicates the highest accuracy.**

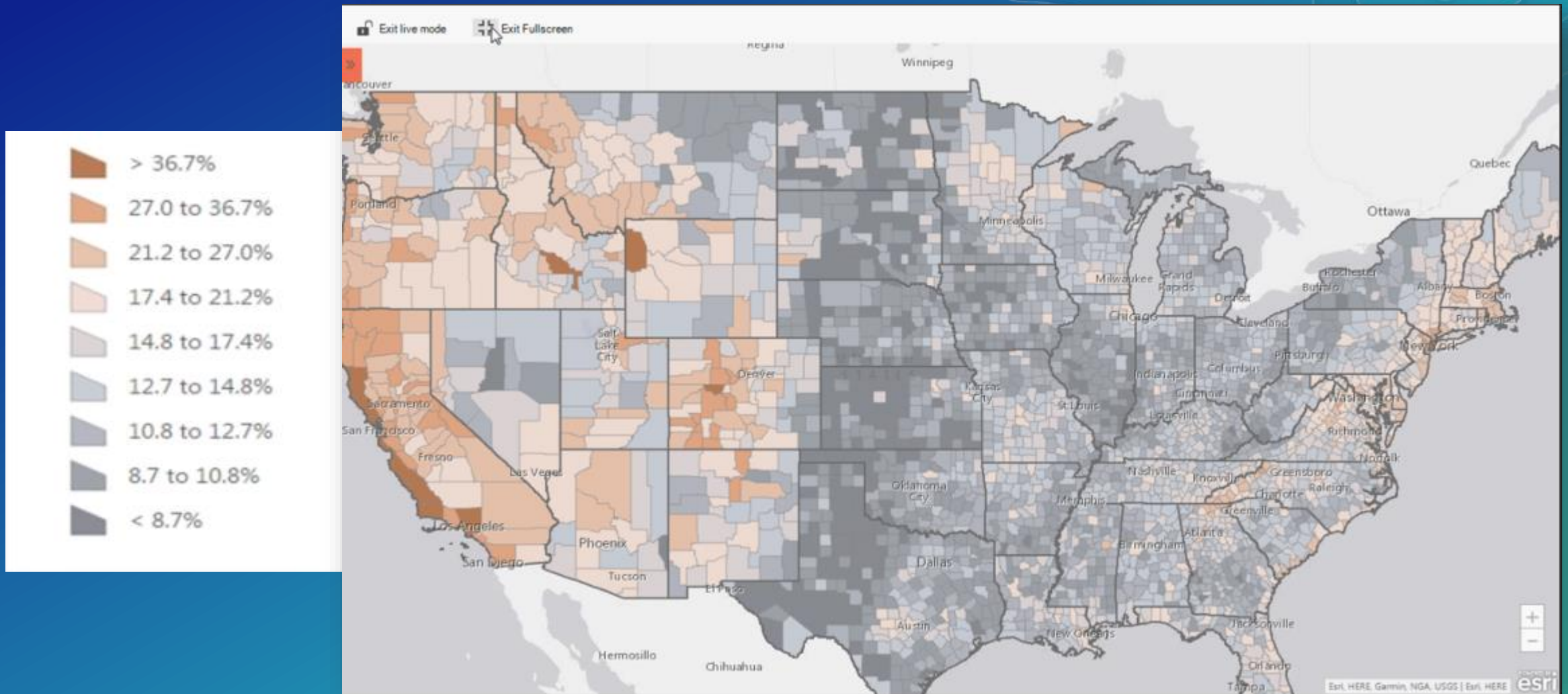
[www.esri.com/accuracy](http://www.esri.com/accuracy)



# Housing Affordability



# Share of Income to Mortgage





# Living Atlas Community Webinar

Eyeing the Future: Trends to Watch  
How Esri Data Can Keep You Ahead of the Curve





[livingatlas.arcgis.com](https://livingatlas.arcgis.com)

## Content for the Planet

The Living Atlas of the World is the foremost collection of global geographic information from Esri and its partners, including maps, apps, and data layers used to support critical decision making. [Learn More](#) or read the [FAQ](#).

Contribute Now

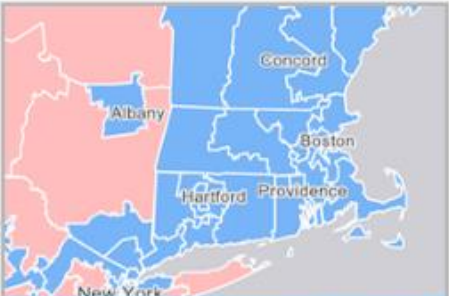
Browse





My Region ▾ Basemaps ▾ Imagery ▾ Demographics ▾ Transportation ▾ Boundaries & Places ▾ Landscape ▾ Oceans

CLEAR ALL > Maps X AND Esri-only X AND ( Demographics X ) Sort By: Most Recent ▾ 57 Results



WEB MAP

USA Congressional Districts

By esri\_dm



Open In ▾



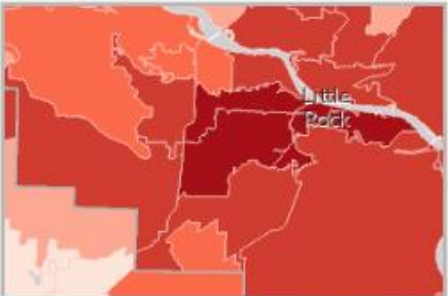
WEB MAP

2017 Tapestry Segmentation in the United ...

By esri



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WEB MAP

2017 Crime in the United States

By esri



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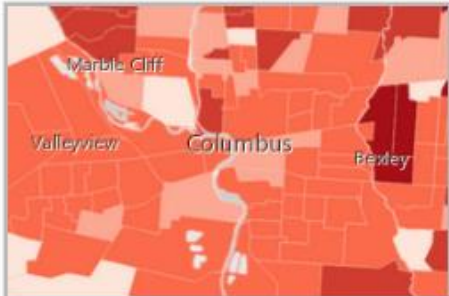
WEB MAP

2017 Personal Crime in the United States ...

By esri



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WEB MAP

2017 Property Crime in the United States ...

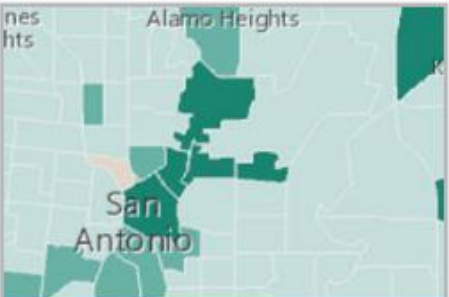
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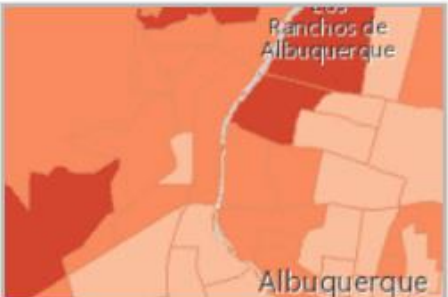
Open In ▾



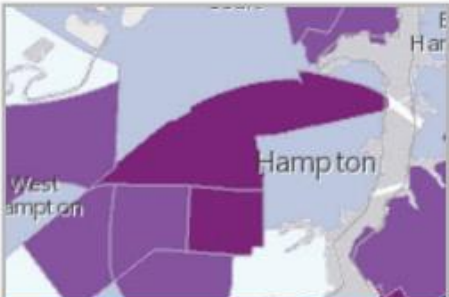
WEB MAP



WEB MAP



WEB MAP



WEB MAP



WEB MAP





WEB MAP

2017 Tablet Ownership in the United Stat ...

By esri



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WEB MAP

2017 Smartphone Ownership in the United ...

By esri



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WEB MAP

2017 Retirement 401(k) Plans in the Unit ...

By esri



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WEB MAP

2017 Retail Opportunity in the United St ...

By esri



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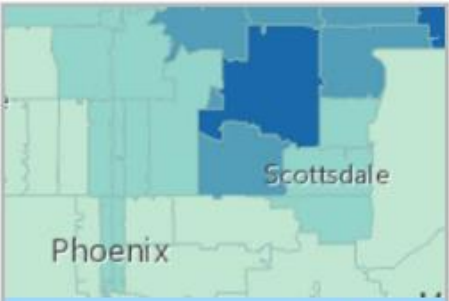
WEB MAP

2017 Retail Goods Spending in the United ...

By esri



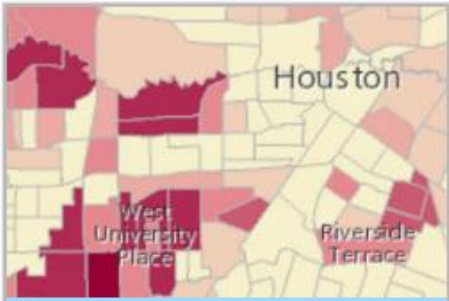
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WEB MAP

2017 Restaurant Spending in the United S ...

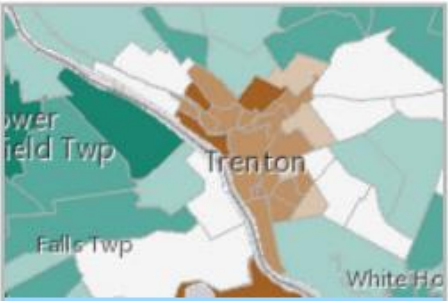
By esri



WEB MAP

2017 Republican Party Affiliation in the ...

By esri



WEB MAP

2017 Recycling Habits in the United Stat ...

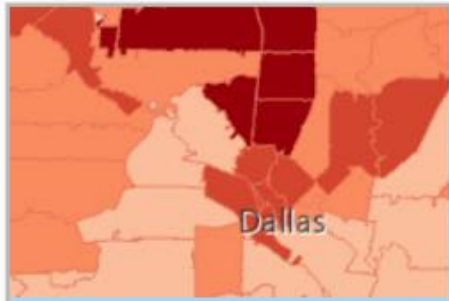
By esri



WEB MAP

2017 Population Density for the United S ...

By esri



WEB MAP

2017 Phone Services Spending in the Unit ...

By esri



Details

Add ▾

Basemap

Analysis

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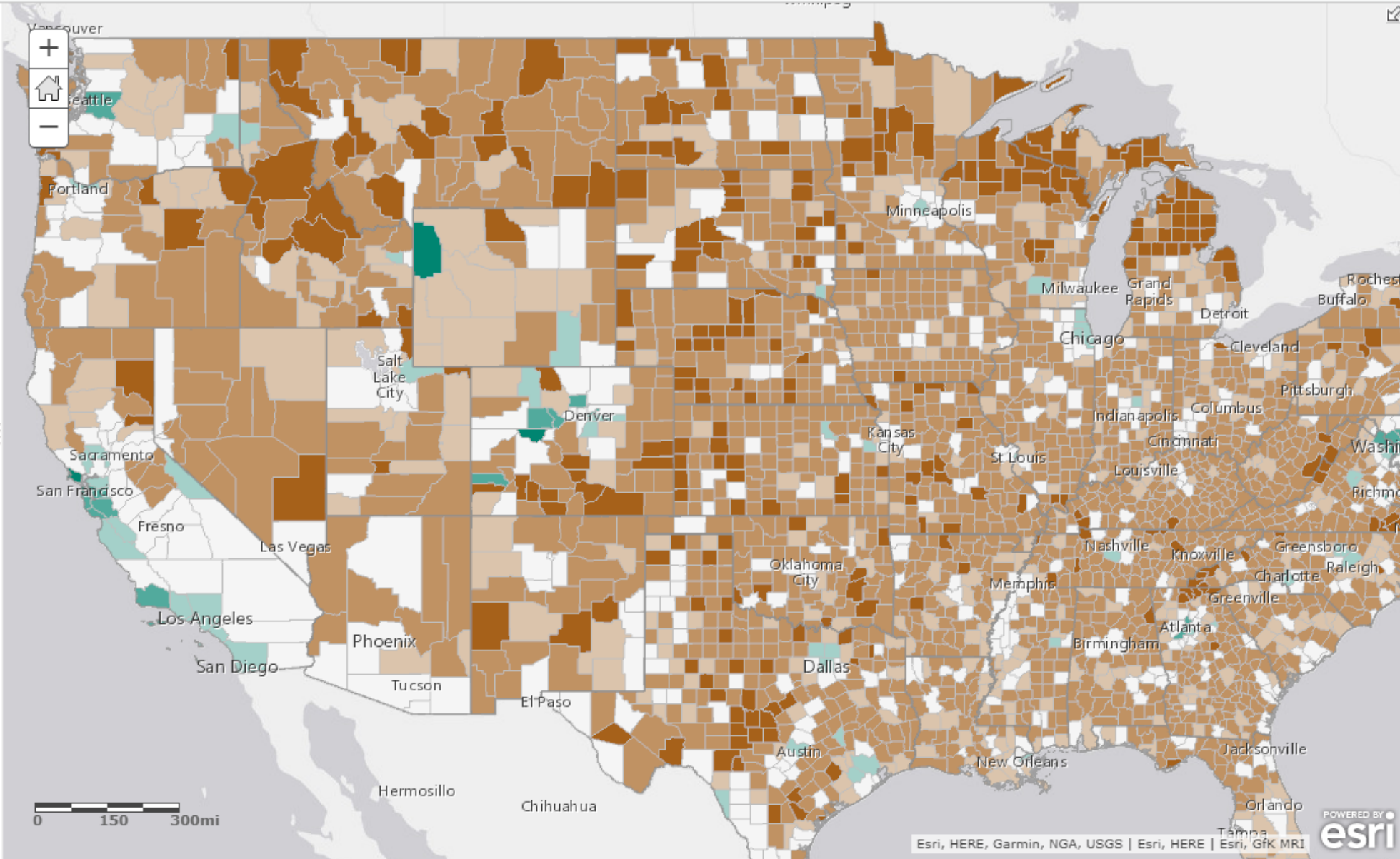
Content

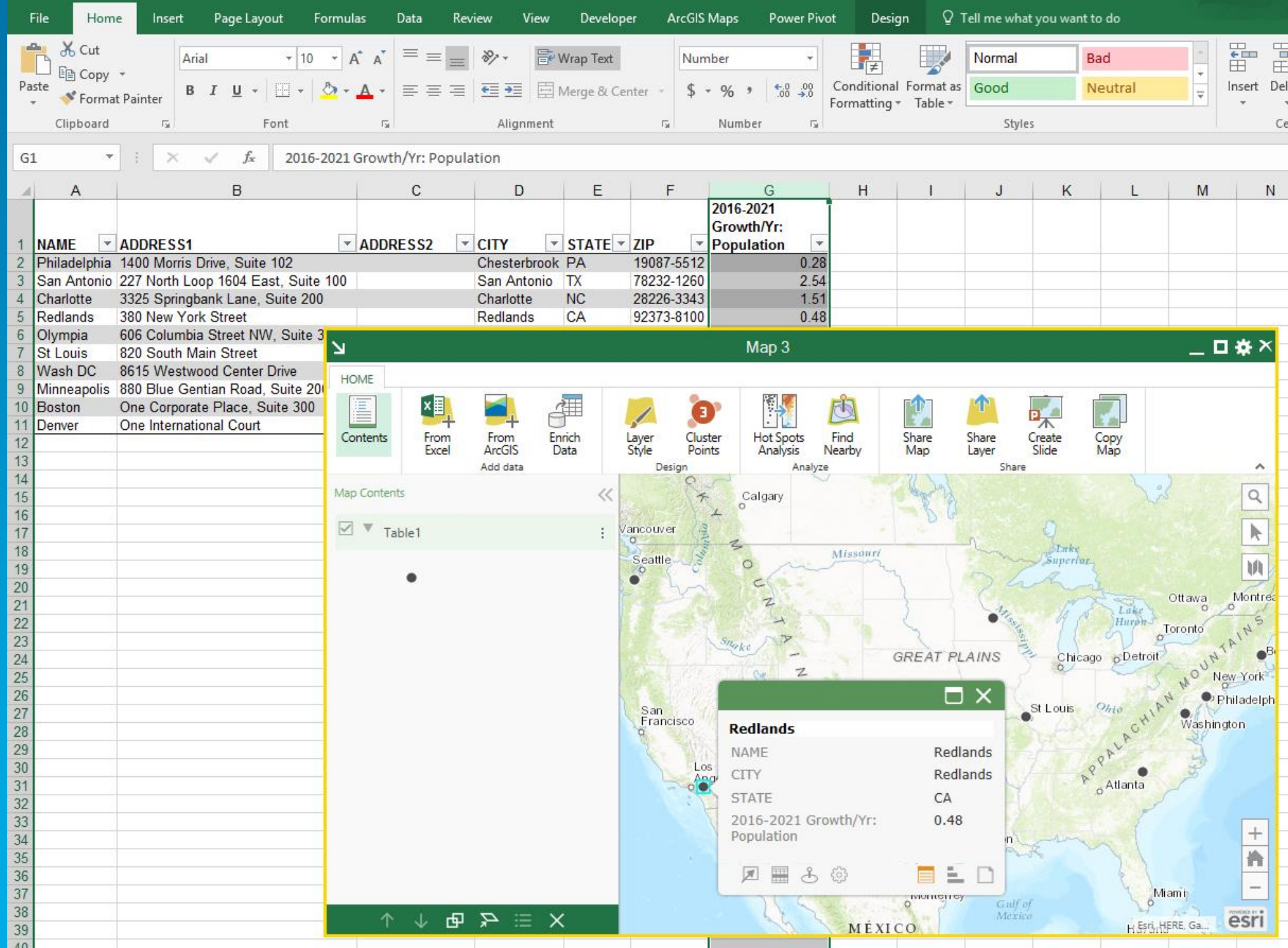
Legend

Legend

**2017 USA Organic Food Consumption**

- County
- 134 - 175 (Highest Potential)
  - 119 - 134
  - 110 - 119
  - 90 - 110 (Average Potential)
  - 81 - 90
  - 66 - 81
  - 0 - 66 (Lowest Potential)





## MARKETING PROFILE

380 New York St, Redlands, California, 92373



380 New York St, Redlands, California, 92373

### KEY FACTS

12,094

Population



2.57

Average  
Household Size

32.9

Median Age

\$48,169

Median Household  
Income

### ANNUAL HOUSEHOLD SPENDING

\$1,799  
Apparel &  
Services



\$4,458  
Groceries

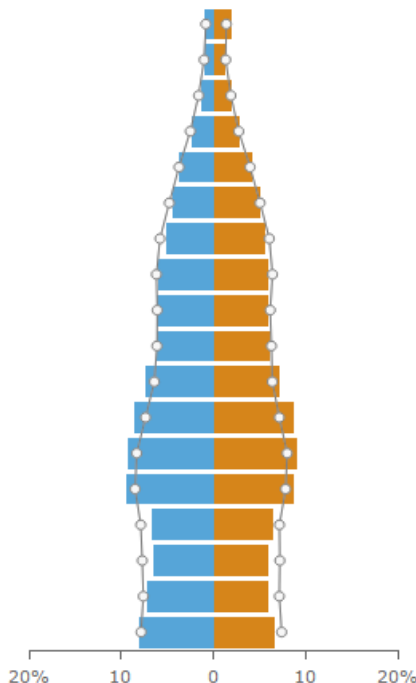
\$160  
Computers &  
Hardware



\$4,276  
Health Care

\$2,785  
Eating Out

### Age Pyramid



The largest group:  
2016 Females Age  
25-29

The smallest group:  
2016 Males Age 80-  
84

Dots show comparison to  
San Bernardino County

### EDUCATION

11%  
No High  
School  
Diploma



28%  
High School  
Graduate



33%  
Some College



28%  
Bachelor's/Grad/Prof  
Degree

### ANNUAL LIFESTYLE SPENDING



\$1,480  
Travel



\$43  
Theatre/Operas/  
Concerts



\$61  
Movies/Museums/  
Parks

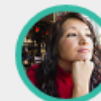


\$45  
Sports Events



\$3  
Online Games

### Tapestry Segments



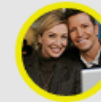
11D Set to Impress  
1,060 households

23%  
of Households



11B Young and  
Restless  
842 households

18%  
of Households



5B In Style  
606 households

13%  
of Households

Household Type:  
Married Couples  
w/No Kids

Median Age:  
41

Employment:  
Prof; Mgmt

Education:  
College Degree



Married Couples w/No  
Kids

Print

Export



# Access from Anywhere

ArcGIS Online MapViewer

Story Maps

ArcGIS Pro & ArcMap

Business Analyst

Community Analyst

Maps for Office

Maps for Power BI

Maps for SharePoint

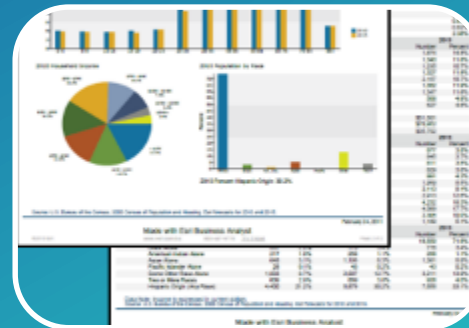
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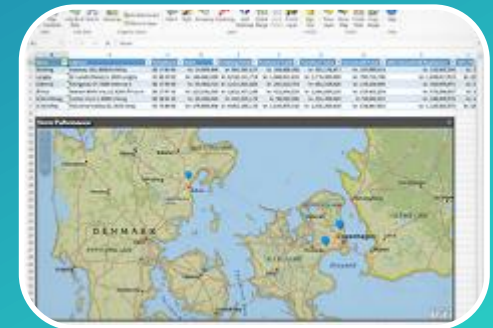
Maps



Charts/Infographics



Reports



Enrich

# Access from Anywhere

*[developers.arcgis.com](https://developers.arcgis.com)*



## Living Atlas of the World

The Living Atlas is the foremost collection of authoritative, ready-to-use global geographic information ever assembled. The themed content in the Living Atlas is curated from content available in ArcGIS Online.



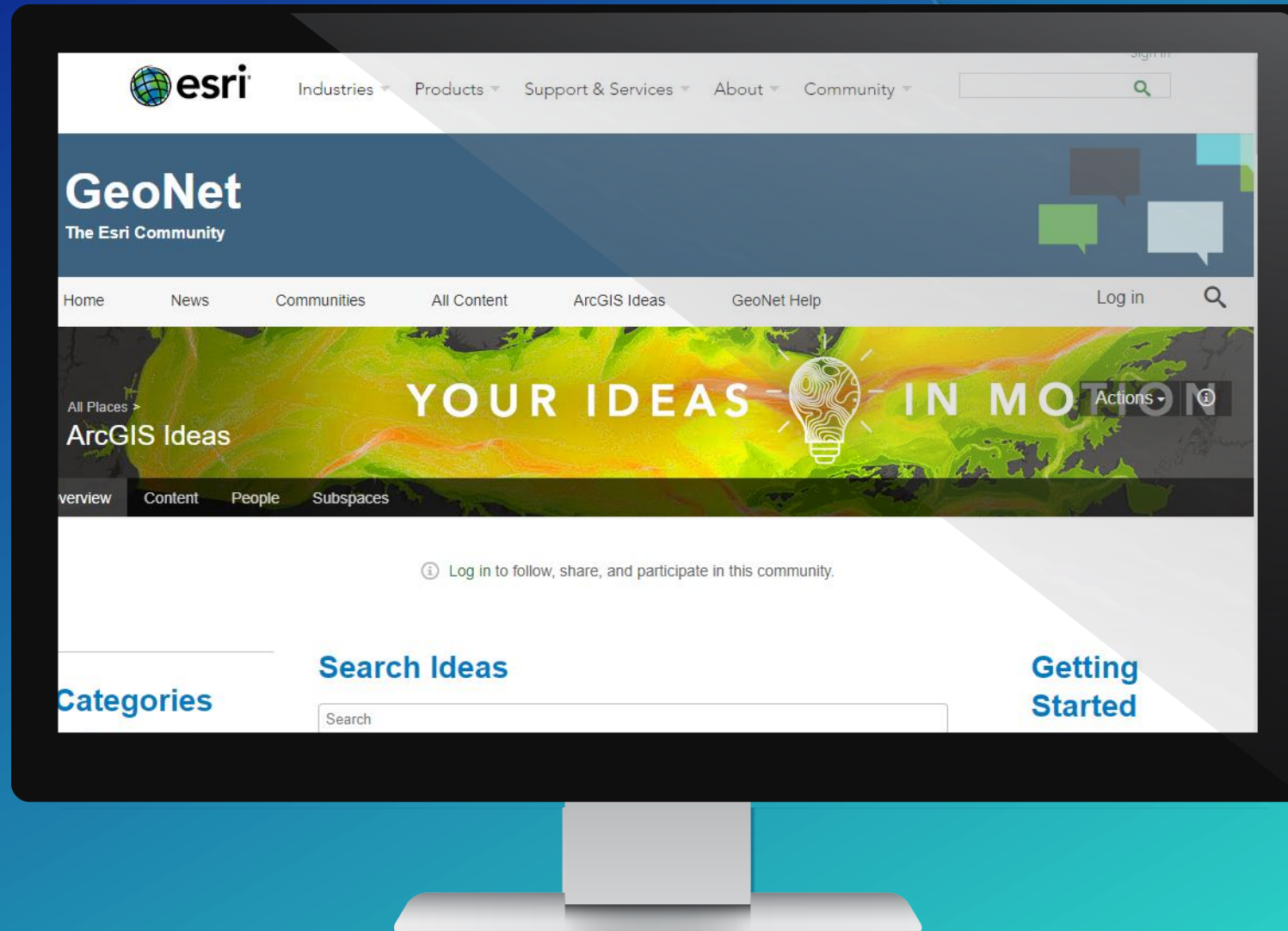
## GeoEnrichment

Given a point, area, or street address, find demographic and contextual geoenrichment data about a study area such as average income, household size, and population density.

# Be an Expert...



# Share your ideas...





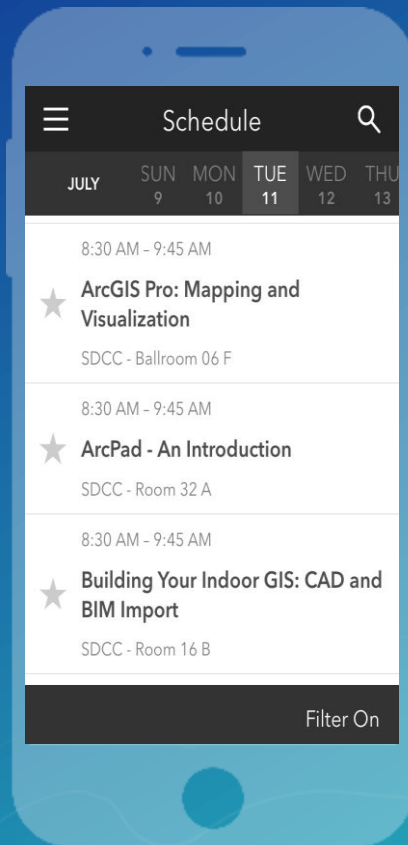
# Questions

# Please Take Our Survey on the Esri Events App!

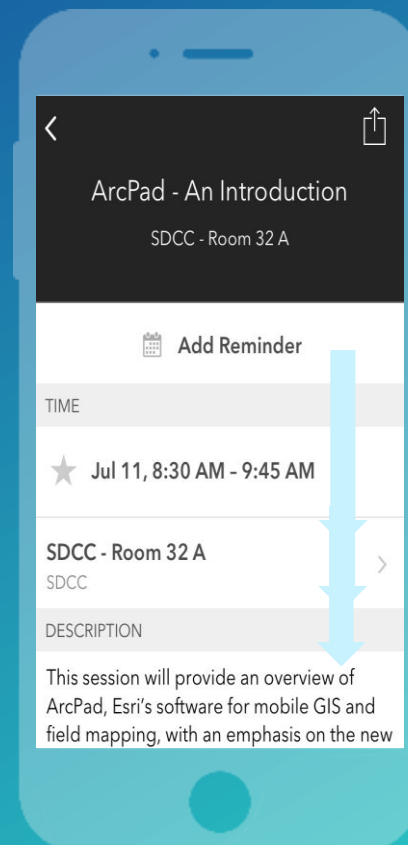
**Download the Esri Events app and find your event**



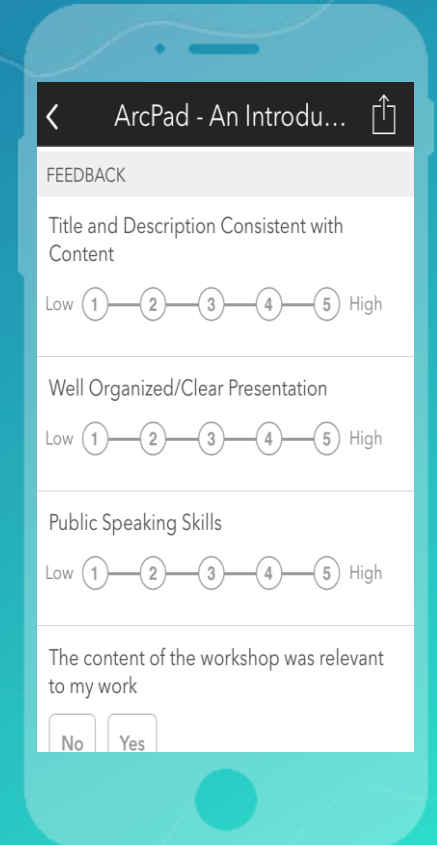
**Select the session you attended**



**Scroll down to find the survey**



**Complete Answers and Select "Submit"**





esri

THE  
SCIENCE  
OF  
WHERE