

# How to Make a Demographic Map in 5 Minutes

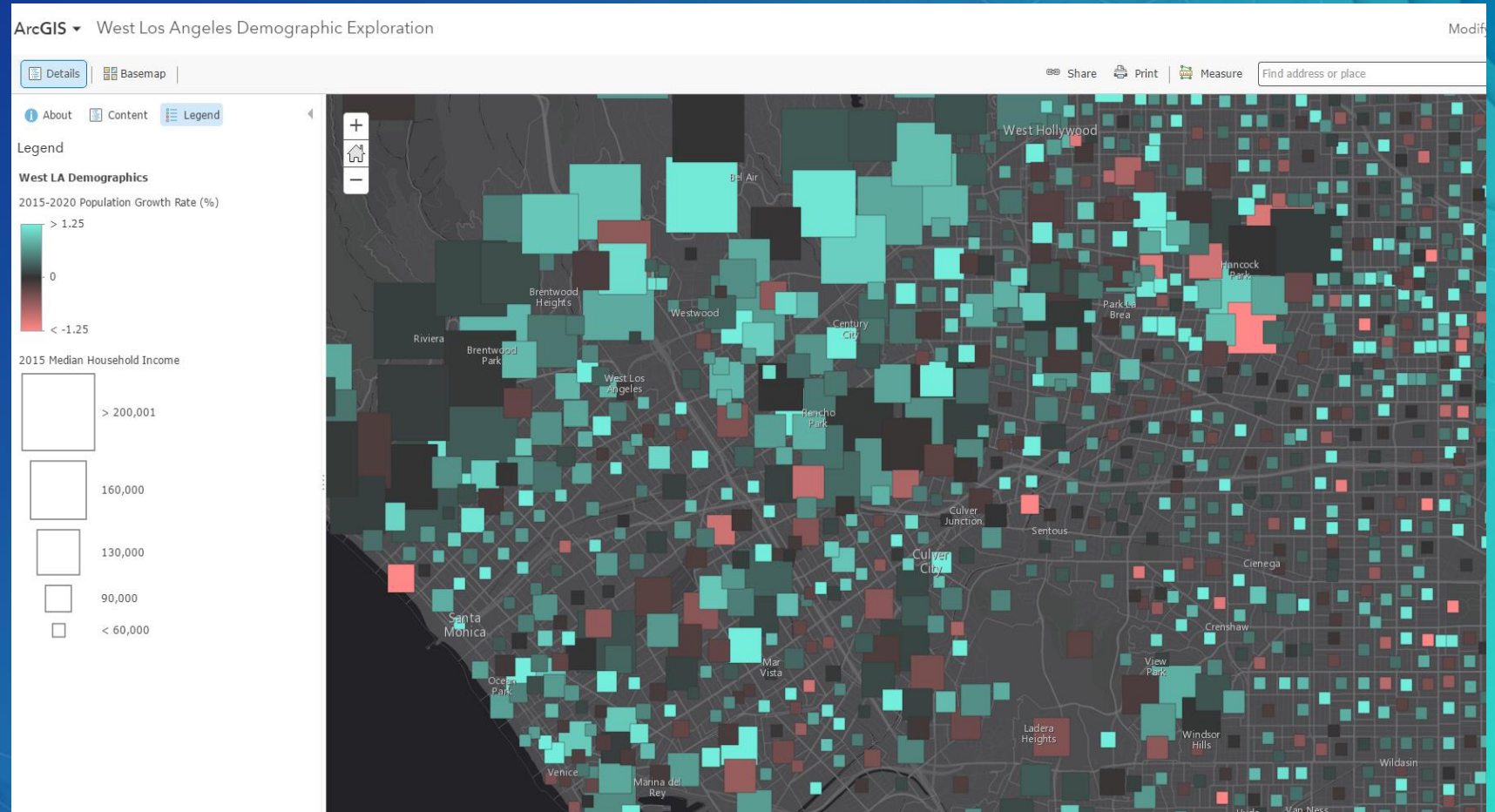
Lisa Berry- Cartographic Product Engineer

 @lisaberry\_gis

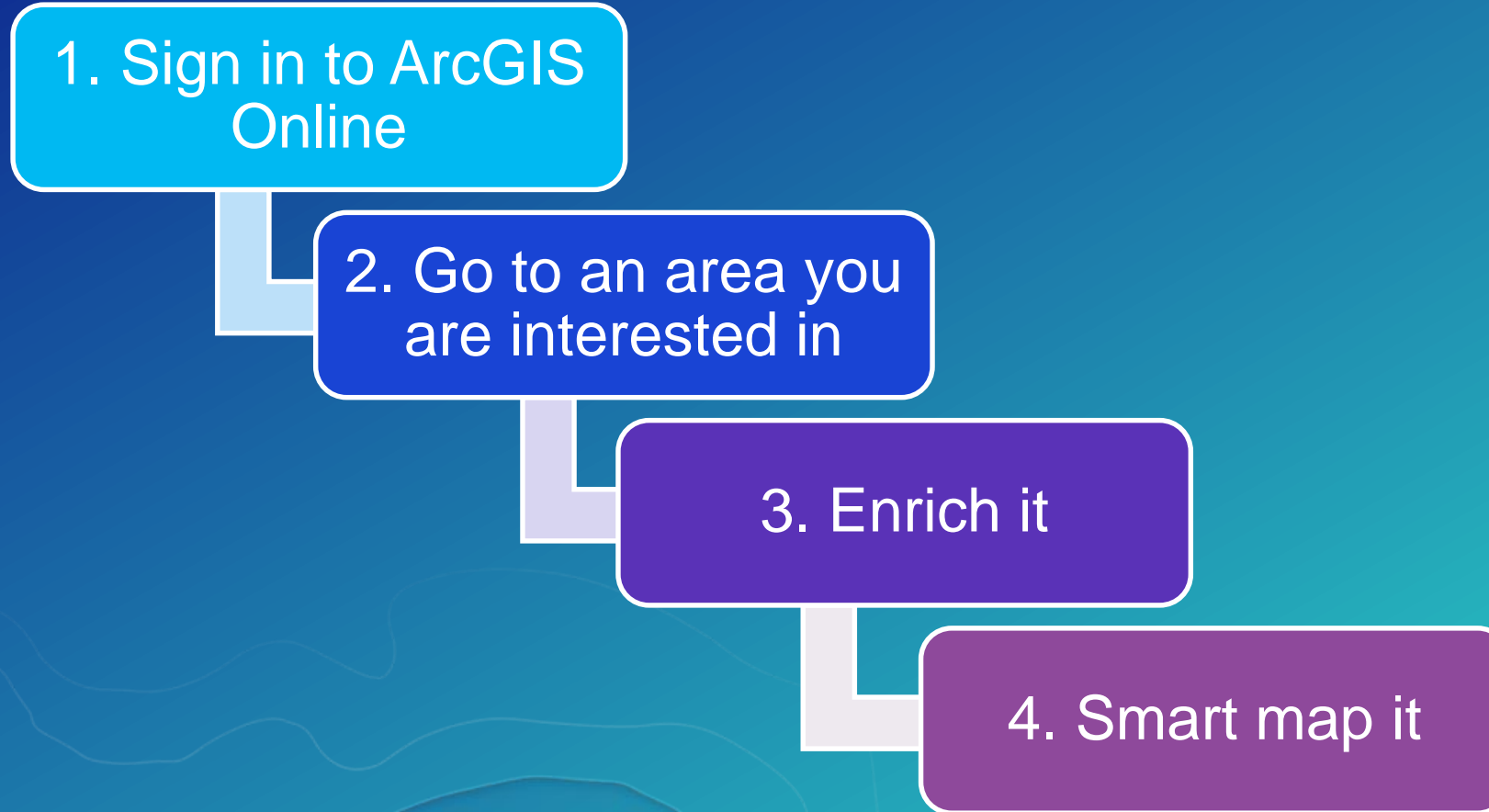
# No data? No problem.

Make a demographic map in minutes! (really)

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



## 4 Easy Steps

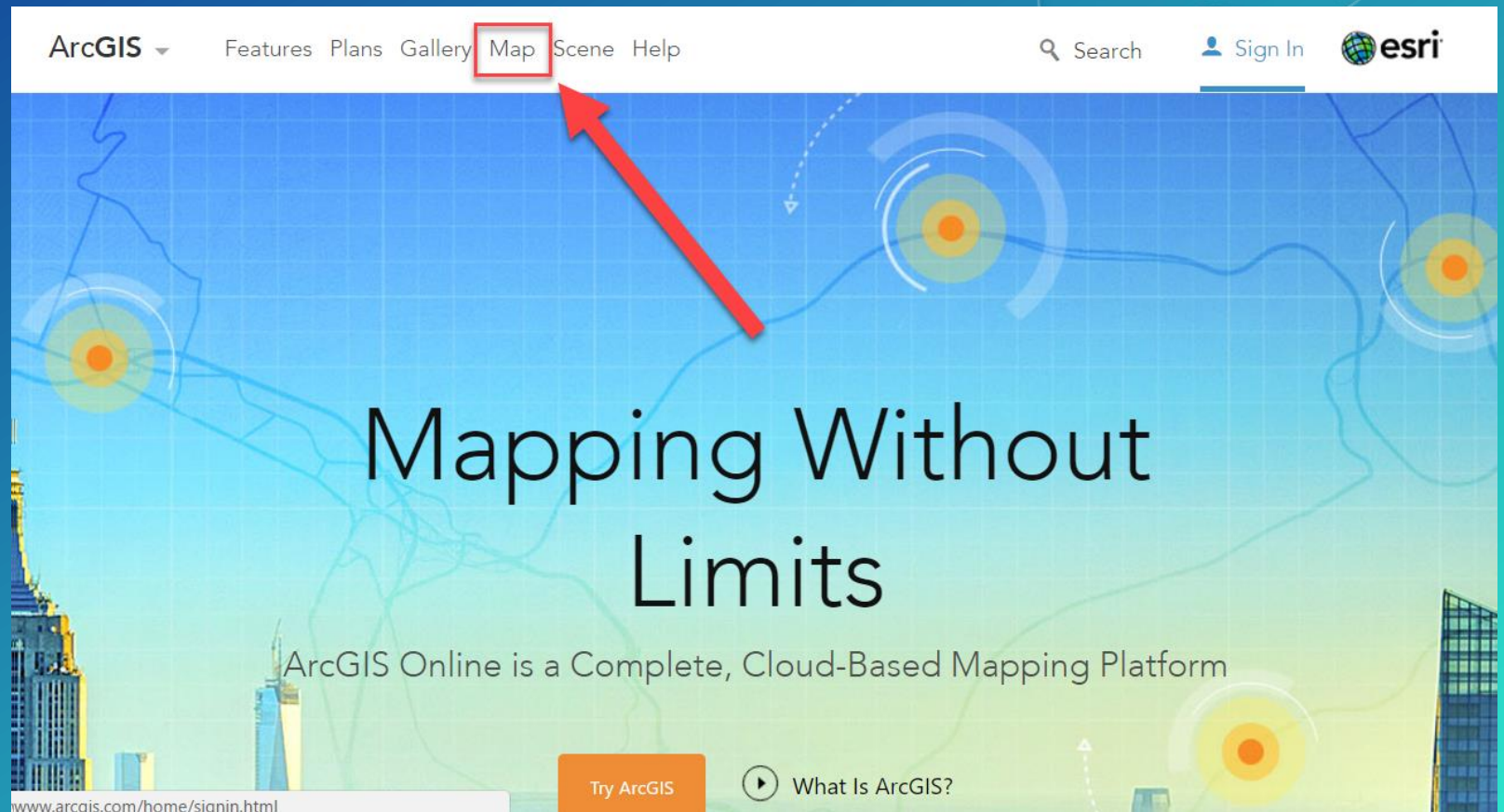




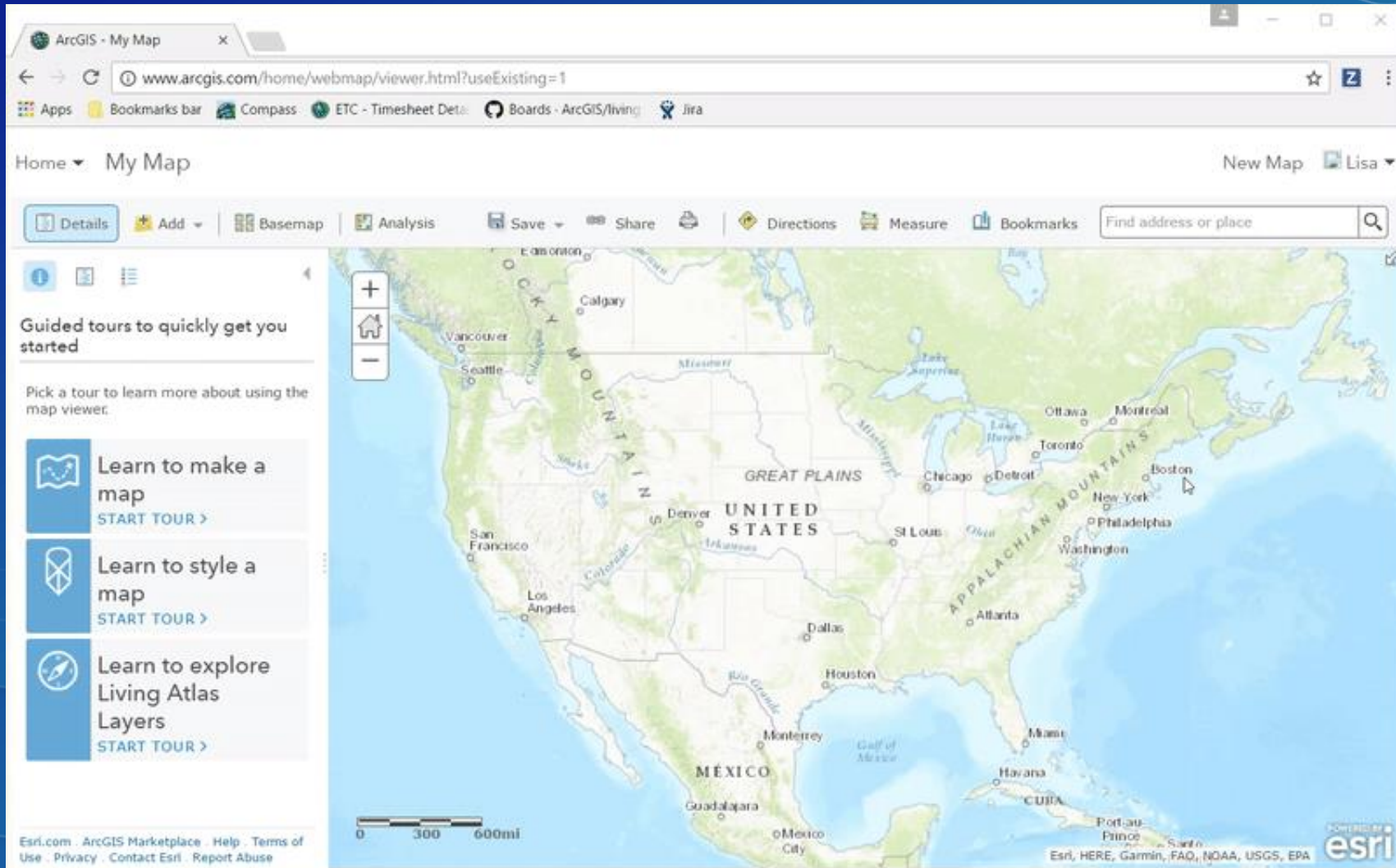
# Step 1: Sign in to ArcGIS Online

Open ArcGIS Online and sign in

Click on “Map” to get started



## Step 2: Go to an area you are interested in

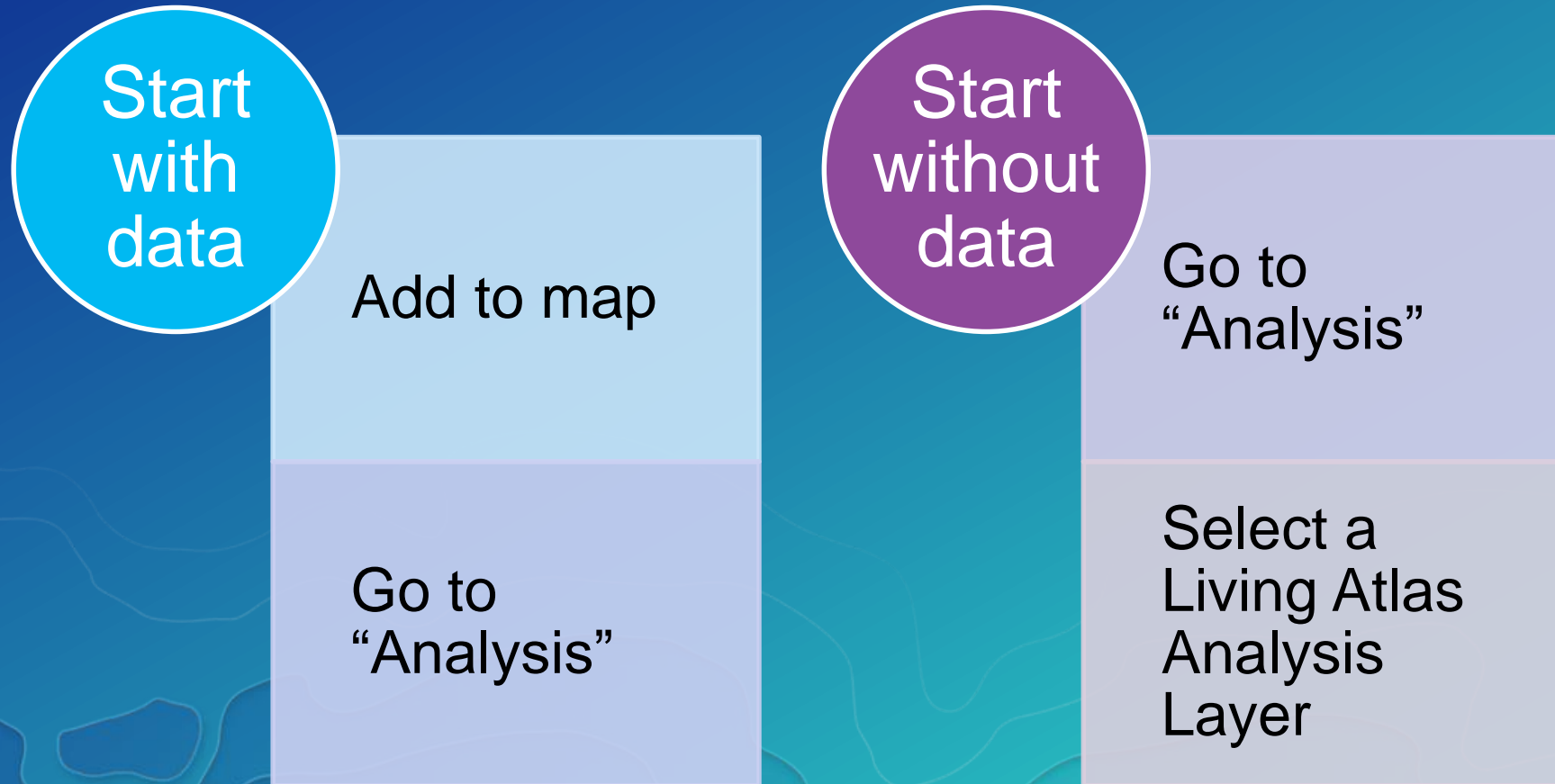


Zoom to the area  
you want to explore

Consider extent

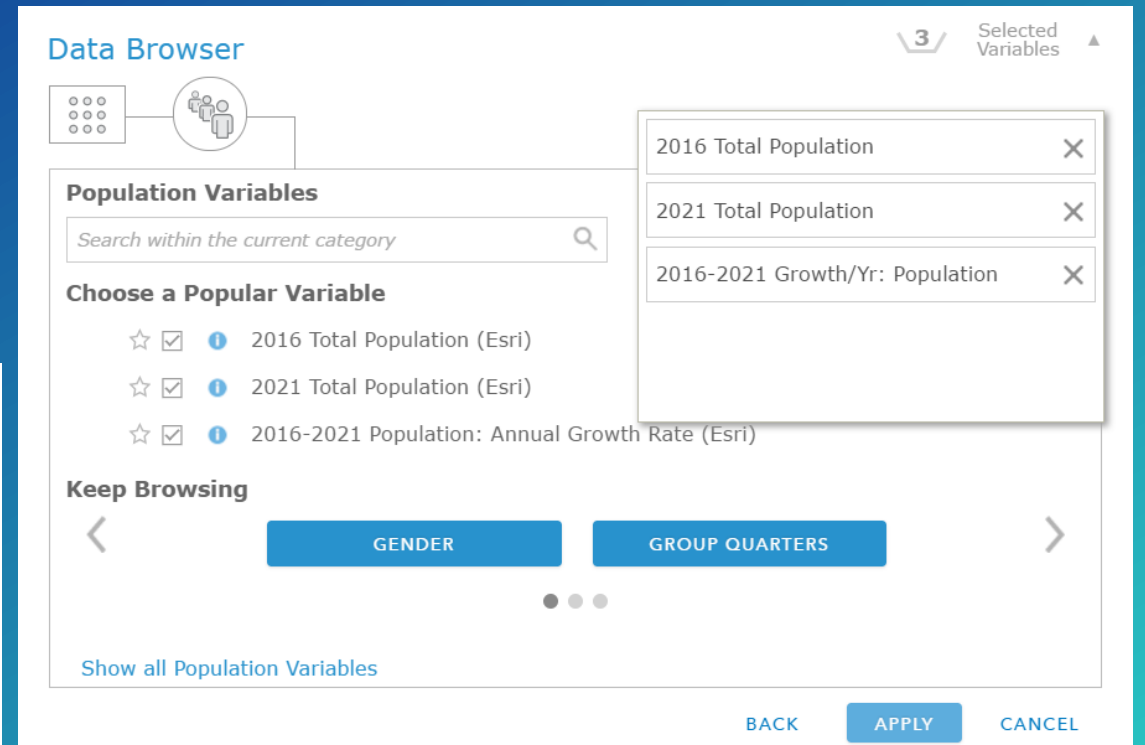
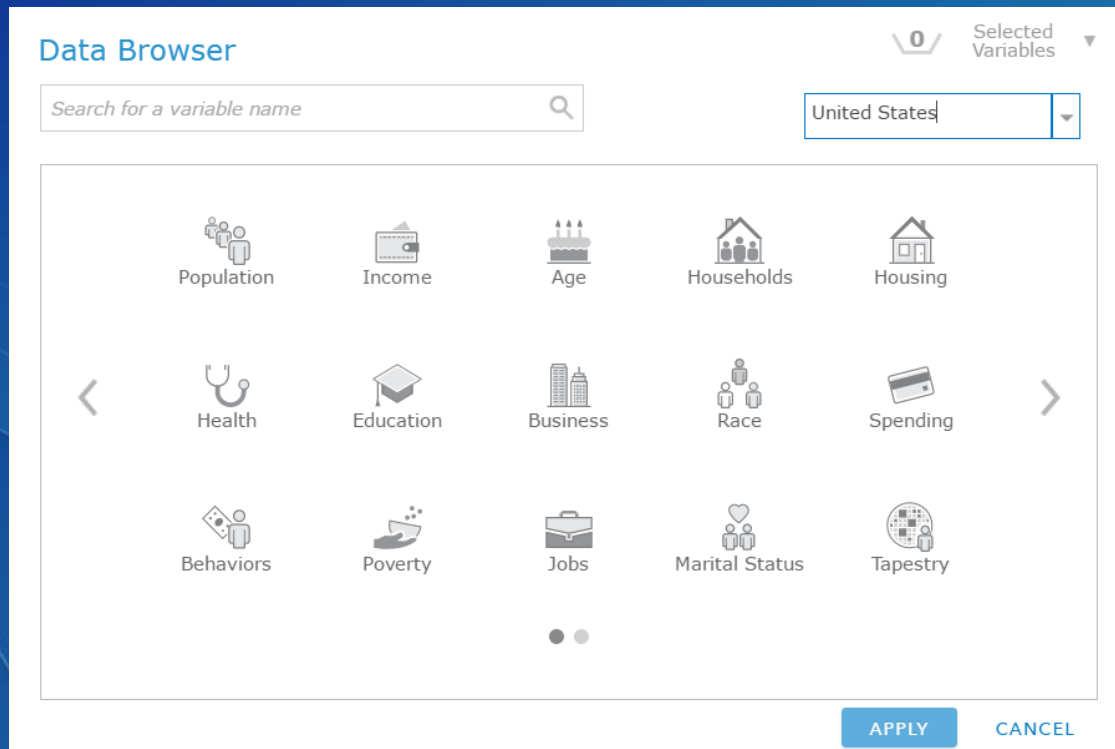
## Step 3: Enrich it

Two ways to start:



# Step 3: Enrich it

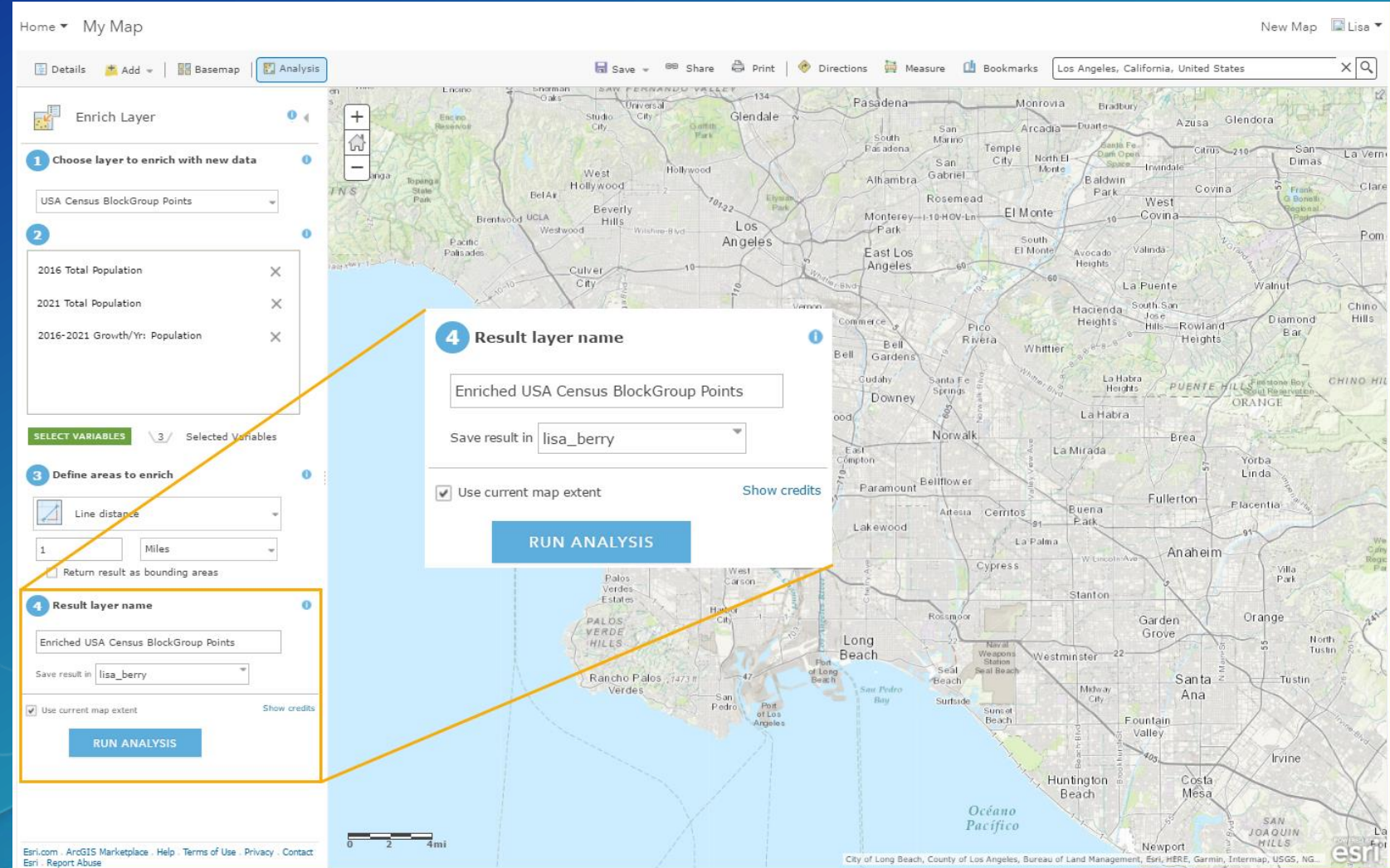
- Select Variables
  - Categorized for browsing or by “search”





# 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

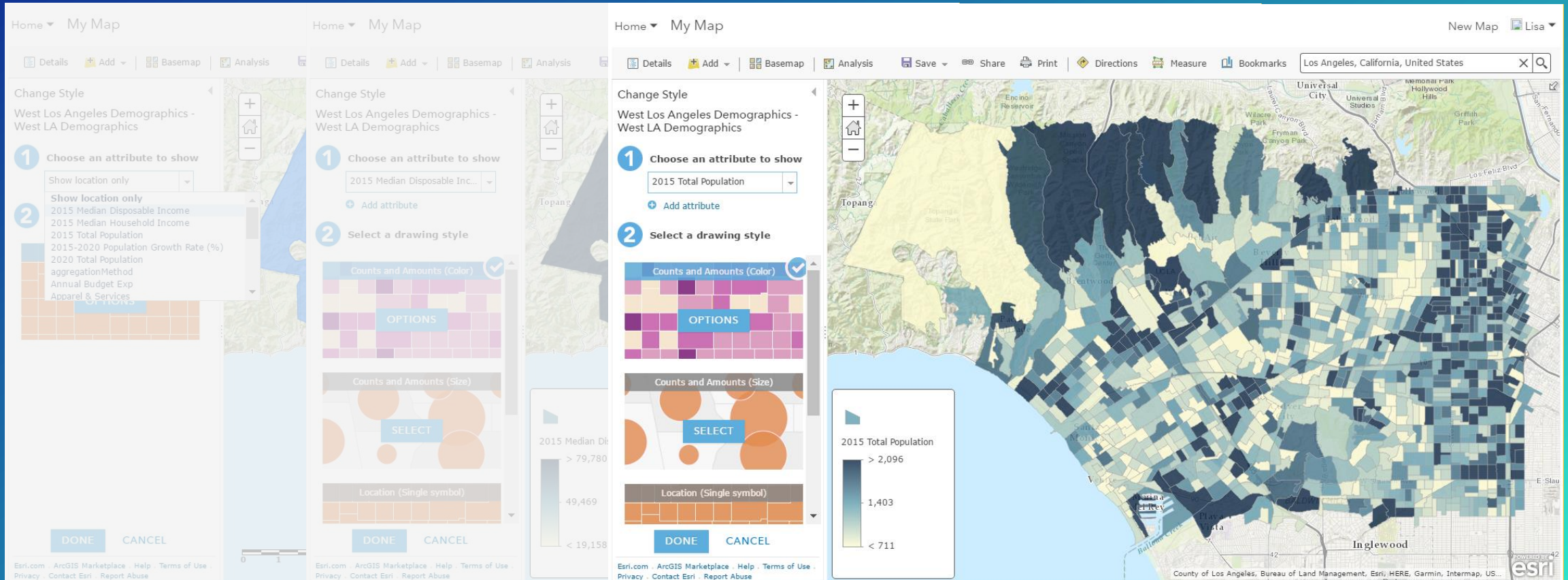




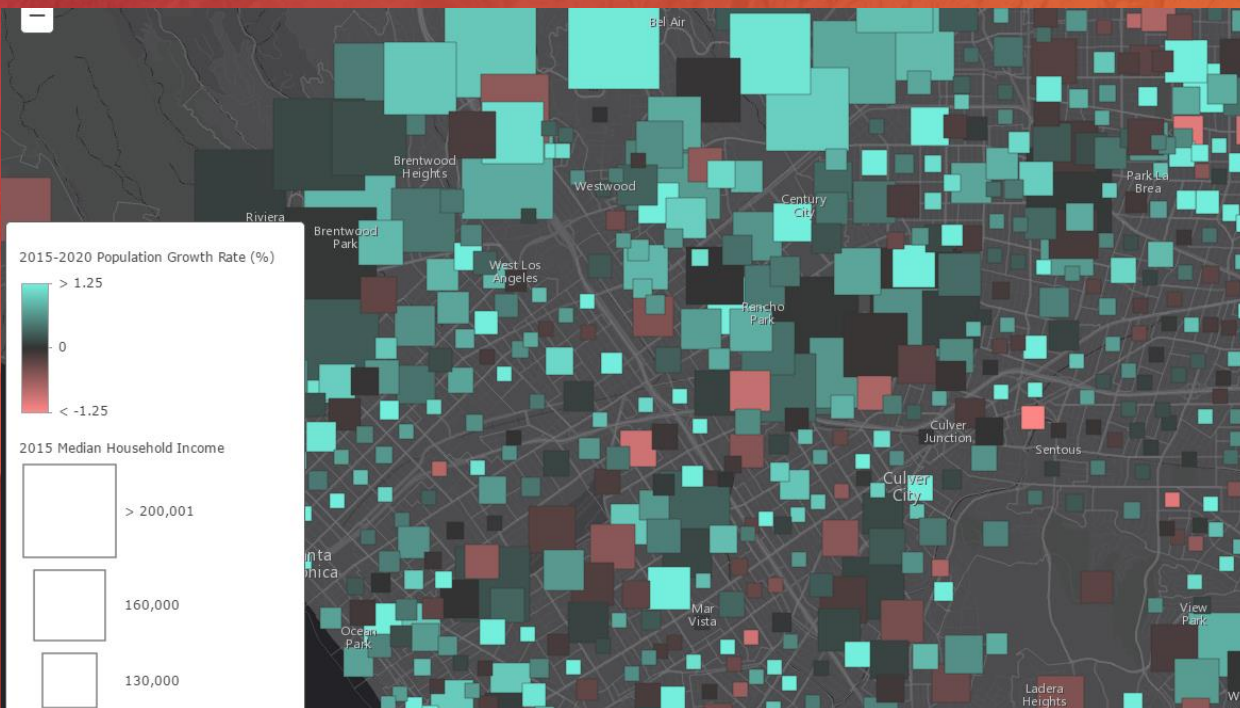
# Step 4: Smart map it

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



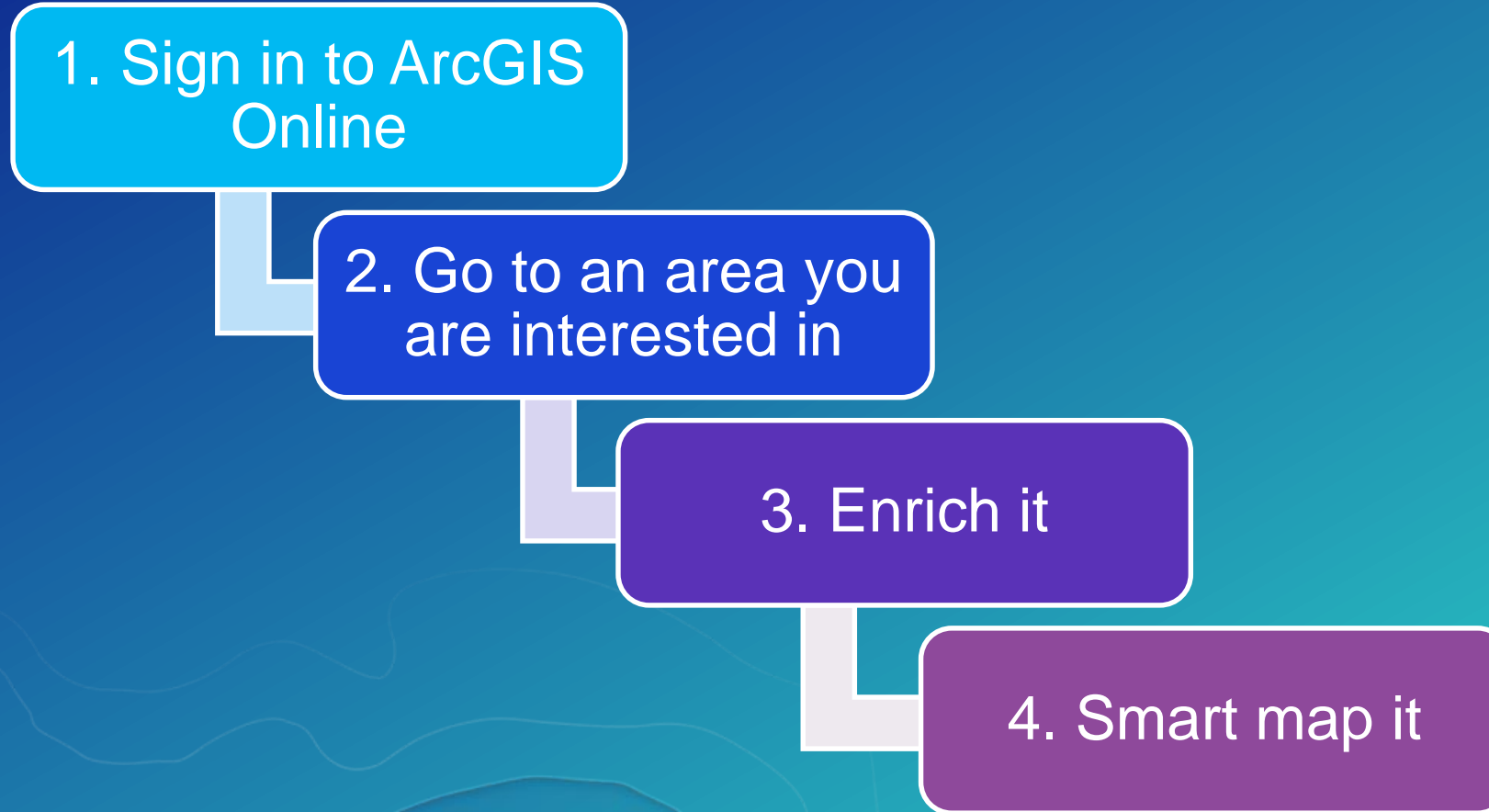




# Implement the 4 Steps

Demo

## Review the 4 Easy Steps





# 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 13<sup>th</sup>

1:30 – 2:45pm

### **Data Exploration with Smart Mapping**

Sapphire Ballroom E/F

Today, July 13<sup>th</sup>

3:15 – 4:45pm



Questions?



# Please Take Our Survey on the Esri Events App!

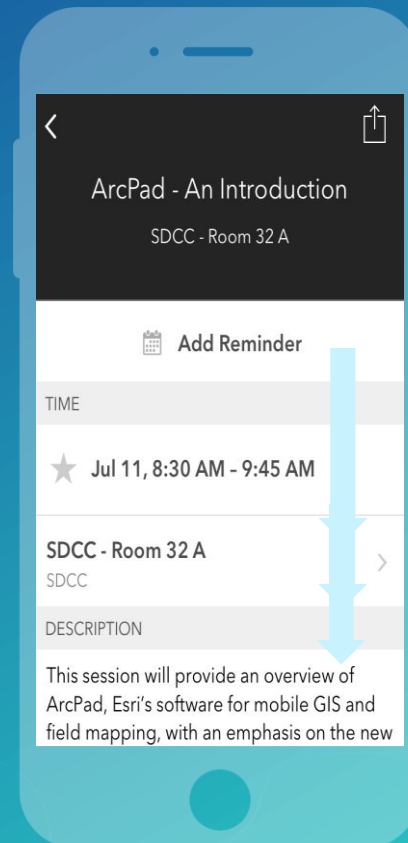
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**Complete Answers and Select "Submit"**





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