Esri Global Demographic, Business and Lifestyle Data

Catherine Spisszak, Data Product Manager
Jeff Hincy, Data Product Engineer
The power of demographics
Estimated world population & projections

- High
- Medium
- Low

Population (billions)

- 2.5 in 1950
- 6.1 in 2010
- 7.4 in 2030
- 8.9 in 2050
- 10.6 in 2050

Years: 1950 to 2050
The Power of Demographics

- Living longer
- More diverse
- Ever changing product demands
- Depleting natural resources
- Innovative
- Past, present and future
Demographic, Lifestyle, and Business Data

- Restaurant
- Education
- Healthcare
- Economic Development
- Government
- Automotive
- Finance
- Site Selection

- Retail
- Target Marketing
- Real Estate
- Bank
- Site Location
- Merchandise Optimization
- Customer Intelligence
Data Types
What Data does Esri offer for the United States?
Esri U.S. Data

- 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
- Cable Boundaries
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. Data

Demographics

Lifestyle

Consumer

Business
Esri U.S. Demographic Data

- Census 2010
- ACS
- Census 2000
- Updated Demographics
Esri U.S. Demographic Data

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
- Journey to Work
- Poverty
- Military Service
- Mortgage Status
- Rent
- Vehicles Available
- Units in Structure
- Year Structure Built
**Esri U.S. Data is Accurate.**

*Data Accuracy Study*

The Results are In...Esri Ranked #1!

<table>
<thead>
<tr>
<th>Geography</th>
<th>Vendor 1</th>
<th>Esri</th>
<th>Vendor 3</th>
<th>Vendor 4</th>
<th>Vendor 5</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total US</td>
<td>315.9</td>
<td>247.7</td>
<td>276.7</td>
<td>295.7</td>
<td>304.7</td>
</tr>
<tr>
<td>State</td>
<td>21.4</td>
<td>12.6</td>
<td>17.9</td>
<td>19.3</td>
<td>29.7</td>
</tr>
<tr>
<td>County</td>
<td>49.2</td>
<td>39.8</td>
<td>52.1</td>
<td>46.5</td>
<td>55.7</td>
</tr>
<tr>
<td>Census Tract</td>
<td>106.6</td>
<td>89.5</td>
<td>93.3</td>
<td>106.0</td>
<td>99.6</td>
</tr>
<tr>
<td>Block Group</td>
<td>138.7</td>
<td>105.8</td>
<td>113.4</td>
<td>123.9</td>
<td>119.7</td>
</tr>
</tbody>
</table>

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

[www.esri.com/accuracy](http://www.esri.com/accuracy)
Esri U.S. Consumer Data

- Consumer Spending
- Retail MarketPlace
- Market Potential
Esri U.S. Consumer Data

### Consumer Spending

<table>
<thead>
<tr>
<th>Category</th>
<th>Spending Potential Index</th>
<th>Average Amount Spent</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel and Services</td>
<td>138</td>
<td>$3,203.41</td>
<td>$11,399,276</td>
</tr>
<tr>
<td>Men’s</td>
<td>132</td>
<td>$585.27</td>
<td>$2,082,677</td>
</tr>
<tr>
<td>Women’s</td>
<td>126</td>
<td>$1,015.94</td>
<td>$3,615,192</td>
</tr>
</tbody>
</table>

### Market Potential

<table>
<thead>
<tr>
<th>Product/Consumer Behavior</th>
<th>Expected Number Adults/HHs</th>
<th>Percent of Adults/HHs</th>
<th>MPI</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel (Adults)</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Bought any men’s apparel in last 12 months</td>
<td>3,749</td>
<td>50.6%</td>
<td>102</td>
</tr>
<tr>
<td>Bought any women’s apparel in last 12 months</td>
<td>3,700</td>
<td>50.0%</td>
<td>110</td>
</tr>
</tbody>
</table>

### Retail MarketPlace

<table>
<thead>
<tr>
<th>Industry Group</th>
<th>NAICS</th>
<th>Demand (Retail Potential)</th>
<th>Supply (Retail Sales)</th>
<th>Retail Gap</th>
<th>Leakage/Surplus Factor</th>
<th>Number of Businesses</th>
</tr>
</thead>
<tbody>
<tr>
<td>Clothing &amp; Clothing Accessories Stores</td>
<td>448</td>
<td>$8,798,820</td>
<td>$1,407,558</td>
<td>$7,391,262</td>
<td>72.4</td>
<td>5</td>
</tr>
</tbody>
</table>
Esri U.S. Lifestyle Data

Lifestyle Data

Tapestry Segmentation
### What Value Does Tapestry Add?

<table>
<thead>
<tr>
<th>Demographics</th>
<th>Area A</th>
<th>Area B</th>
</tr>
</thead>
<tbody>
<tr>
<td>2013 Median Household Income</td>
<td>$67,295</td>
<td>$69,779</td>
</tr>
<tr>
<td>2013 Median Age</td>
<td>48.9 Years</td>
<td>32.4 Years</td>
</tr>
<tr>
<td>2013 % Homeowners</td>
<td>85%</td>
<td>45%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Add Segmentation</th>
<th>Area A</th>
<th>Area B</th>
</tr>
</thead>
<tbody>
<tr>
<td>Car</td>
<td>Own or Lease a Honda</td>
<td>Own or Lease a Lexus</td>
</tr>
<tr>
<td>Media</td>
<td>Read Newspapers</td>
<td>Read Online Magazines</td>
</tr>
<tr>
<td>Recreation</td>
<td>Attend Golf Tournaments</td>
<td>Likely to join a gym</td>
</tr>
<tr>
<td>Banking</td>
<td>Own a US Savings Bond</td>
<td>Bank Online</td>
</tr>
<tr>
<td>Television</td>
<td>Watch the History Channel</td>
<td>Watch MTV</td>
</tr>
<tr>
<td>Urban/Rural</td>
<td>Rural</td>
<td>Urban</td>
</tr>
</tbody>
</table>
Up and Coming Families

John Smith
1201 South Main Street
Fairfax, VA 22031

$69,522

32.6
Now I Can Find Them…
65 Segments
How was Tapestry Segmentation Built?

Demographics
- Income Education
- HH Composition
- Urbanization
- Housing
- Ethnicity

Neighborhood Geographies
- Tracts
- Block Groups
- Blocks
- Zip Codes

Analysis

Consumer Data

Tapestry Lifestyle Segmentation System

Esri UC2013. Technical Workshop. Esri Global Demographic, Business and Lifestyle Data
Esri U.S. Business Data

- Businesses
- Traffic
- Banking
- Cable
- Crime
- Major Shopping Centers
What Data does Esri offer for Canada?
Demographic Data for Canada

• Nearly 3,000 variables available
• 162 different tables of data including:
  - Age
  - Marital Status
  - Education
  - Mother Tongue
  - Income
  - Occupation
  - Daytime Population
  - Expenditures
  - Housing
Esri Canadian Geographic Levels

- Country
- Provinces
- Federal Electoral Districts (FEDs)
- Census Metropolitan Areas/Census Agglomerations (CMA/CA)
- Census Divisions
- Forward Sortation Areas (FSAs)
- Census Subdivisions (CSDs)
- Census Tracts
- Dissemination Areas (DAs)
What International Data does Esri offer?
Global Demographic Data

- Around 100 variables per country
  - Population and Population per Mill
  - Average Household Size
  - Total Households
  - Purchasing Power
  - Age (15-Year Age Groups)
  - Gender
  - Consumer Spending
  - Income
  - Household Type
  - Marital Status
  - Education
# Global Geography Levels

## Admin Levels

<table>
<thead>
<tr>
<th>Admin Levels</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
<td>1</td>
</tr>
<tr>
<td>Kommuner</td>
<td>290</td>
</tr>
<tr>
<td>Laen</td>
<td>21</td>
</tr>
<tr>
<td>Landsdelar</td>
<td>3</td>
</tr>
<tr>
<td>Regioner</td>
<td>72</td>
</tr>
<tr>
<td>Riksomraden</td>
<td>8</td>
</tr>
</tbody>
</table>

## Postal Levels

<table>
<thead>
<tr>
<th>Postal Levels</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Postcode1</td>
<td>9</td>
</tr>
<tr>
<td>Postcode2</td>
<td>85</td>
</tr>
<tr>
<td>Postcode5</td>
<td>9,624</td>
</tr>
</tbody>
</table>

## Admin Levels

<table>
<thead>
<tr>
<th>Admin Levels</th>
<th>Count</th>
</tr>
</thead>
<tbody>
<tr>
<td>Country</td>
<td>1</td>
</tr>
<tr>
<td>Municipality</td>
<td>1,901</td>
</tr>
<tr>
<td>Prefecture</td>
<td>47</td>
</tr>
</tbody>
</table>
## Data Themes

<table>
<thead>
<tr>
<th>Data Theme</th>
<th>USA</th>
<th>Canada</th>
<th>International</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population (including age and gender)</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Marital Status</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Employment</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Income/Purchasing Power</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Households by Type</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Education</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Race</td>
<td>√</td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>Housing (Owner/Renter/Vacant)</td>
<td>√</td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>Consumer Spending</td>
<td>√</td>
<td>√</td>
<td>√</td>
</tr>
<tr>
<td>Lifestyle</td>
<td>√</td>
<td>√</td>
<td></td>
</tr>
<tr>
<td>Business Data</td>
<td>√</td>
<td>√</td>
<td>√ (37 countries)</td>
</tr>
</tbody>
</table>
Access to Demographic Data
Demographics for the world
To understand and analyze the global population…

Global Coverage

Dynamic Maps

Infographics

Data Enrichment

<table>
<thead>
<tr>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>ZIP</th>
<th>Median Age</th>
<th>Tapestry Segment</th>
<th>Median Income</th>
</tr>
</thead>
<tbody>
<tr>
<td>123 S Main St</td>
<td>Fairfax</td>
<td>VA</td>
<td>22031</td>
<td>32.4</td>
<td>Laptops &amp; Lattes</td>
<td>$77,018</td>
</tr>
</tbody>
</table>
Accessible in Four Ways

Maps

Infographics

Geographic Data Enrichment

Reports

<table>
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<td>$77,018</td>
</tr>
</tbody>
</table>
Maps

- Collection of Ready to use Maps for each country on 4 Themes
  - People
  - Housing
  - Money
  - Behavior

- Includes Popups

- Configurable

- “Demographics and Lifestyle” Group in ArcGIS Online
Infographics

• New style of reporting

• Dynamic and Interactive

• Esri Prepopulated some ready to use Infographics
  - Age
  - Average Household Size
  - Household Income
  - Housing Units by occupancy
  - Dominant Tapestry
Geographic Data Enrichment

- Add new columns of information to your data

- Data Collections
  - Key Facts
  - Spending Facts
  - Wealth Facts
  - Policy Facts
  - Health Facts
  - Business Facts
  - Media Facts
  - Poverty Facts
  - Retail Facts
  - At Risk

<table>
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<th>Address</th>
<th>City</th>
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<th>Tapestry Segment</th>
<th>Median Income</th>
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<td>Fairfax</td>
<td>32.4</td>
<td>Laptops &amp; Lattes</td>
<td>$77,018</td>
</tr>
</tbody>
</table>
Reports

• Pre-formatted PDF and XLS

• Collection of reports:
  • USA: 33 Reports
  • Canada: 10 Reports
U.S. Stand-alone Databases
Roadmap
Tapestry
Rebuilt in 2014
**Status**

As of July 2013

- **Mar**
  - **21 Countries**
    - USA & Western Europe Maps & Data Enrichment

- **July**
  - **81 Countries**
    - Maps
  - **24 Countries**
    - Data Enrichment, Reports & Infographics

- **Nov**
  - **124 Countries**
    - Maps, Data Enrichment, Reports & Infographics
    - USA Business Facts

**2012 USA**
- Maps & Data Enrichment

**2013 USA Demographics & Tapestry**
- Maps, Data Enrichment, Reports & Infographics
  - USA Business Facts
Global Data Release Schedule
One Global Content team

Working with our distributors for content
More information

All methodology statements are posted online.

http://www.esri.com/data/esri_data
www.esri.com/acs
www.esri.com/census2010
www.esri.com/accuracy