

# Fact Sheet

## Esri® US Data

Database Name	Source	Vintage	Description	Updated
<b>Updated Demographics</b>	Esri	2018/2023	Esri offers current-year updates and five-year projections of population, age by sex, race and Hispanic origin, households and families, tenure, home value, household income, household income by age of householder, per capita income, current-year employed population by occupation and industry, unemployment, current-year marital status, current-year educational attainment, current-year age by sex and race, current-year disposable income, current-year net worth, and more.	Annually
<b>Census Data</b>	Esri and US Census Bureau	2010 & 2000	Esri provides census data for geographies not supplied by the Census Bureau including ZIP codes, DMAs, rings, drive times, and hand-drawn areas. Esri also provides data for states, counties, tracts, block groups, places, CBSAs, congressional districts, and county subdivisions.	Decennially
<b>American Community Survey (ACS)</b>	US Census Bureau	2012–2016	Esri provides ACS data for households by social security income, households by retirement income, poverty status, labor force, journey to work, languages spoken, and ancestry. To increase understanding of the data, Esri developed a system of reliability symbols that indicates the accuracy of each estimate. Esri also provides the ACS data for geographies not supplied by the Census Bureau such as ZIP codes, rings, drive times, and hand-drawn areas.	Annually
<b>Tapestry™ Segmentation</b>	Esri	2018	Tapestry Segmentation provides an accurate, detailed description of America's neighborhoods. US residential areas are divided into 67 distinctive segments based on their socioeconomic and demographic composition.	Annually
<b>Retail MarketPlace</b>	Esri	2017	This database includes retail sales by industry to households and retail potential or spending by households. The database provides a direct comparison between retail sales and consumer spending by industry and measures the gap between supply and demand.	Annually
<b>Business Locations</b>	Esri and Infogroup	2018	Esri's business locations data is extracted from a comprehensive list of businesses licensed from Infogroup. The business list contains data for more than 13 million US businesses including name and location, industrial classification code, number of employees, and sales.	Quarterly
<b>Business Summary</b>	Esri and Infogroup	2018	This geographic database summarizes the comprehensive list of businesses from Infogroup for select NAICS and SIC summary categories and includes total number of businesses, sales, and employees for a trade area.	Annually
<b>Consumer Spending</b>	Esri	2018	This comprehensive database, developed by Esri, is based on a combination of the latest Consumer Expenditure Surveys (CEX) from the Bureau of Labor Statistics. Data is reported by product or service and includes total expenditures, average spending per household, and a Spending Potential Index (SPI).	Annually
<b>Market Potential</b>	Esri and GfK MRI	2018	The Market Potential database includes data representing goods, services, attitudes, and activities and is collected from the GfK MRI consumer survey. The database provides the expected number of consumers and a Market Potential Index (MPI).	Annually
<b>Traffic Counts</b>	Kalibrate	2018	Esri's traffic count data comes from TrafficMetrix and provides the most current and extensive US traffic data for trade analysis, routing, or mathematical modeling.	Quarterly
<b>Major Shopping Centers</b>	Directory of Major Malls, Inc. (DMM)	2018	The Major Shopping Centers data from the DMM database includes information about shopping centers with a gross leasable area (GLA) of 250,000 square feet or more.	Semiannually

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Bank Branches	RPM Consulting	2016	Esri's Bank Branches database incorporates information from the BranchInfo™ data created by RPM Consulting. Detailed information about every bank location in the United States is carefully standardized and address-matched to provide branch-level information by institution and site over a five-year period.	Annually
Banking Potential	RPM Consulting	2015	MarketBank™ data from RPM Consulting is the source of Esri's Banking Potential database. This information estimates market penetration and potential for 15 savings, investment, and lending products for every block group in the United States.	Annually
Crime Indexes	Applied Geographic Solutions (AGS)	2018	Esri's Crime Indexes data incorporates information from the AGS national CrimeRisk database that is based on an extensive analysis of several years of crime incidents reported by most US law enforcement jurisdictions. The Crime Indexes database includes standardized indexes for a range of serious crimes against both persons and property. The data is available at multiple geographies down to the block group level.	Semiannually

Esri US Demographics are available across the ArcGIS® platform, offering a comprehensive set of demographic, lifestyle, spending, and business data for mapping and analysis purposes. Esri US Demographics can be accessed through web maps and GeoEnrichment<sup>SM</sup> services, which include infographics, data enrichment, and reports.

Note: Vintages noted are for data orders; however, these vintages may differ in software and online products.



For more information about Esri's data products,  
call **1-800-447-9778** or visit [esri.com/bizdata](https://esri.com/bizdata).