
What's New in Esri® Business Analyst™ 10.3.1

2015 Canada Data Update

Last revised September, 2015

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Welcome to Esri Business Analyst 10.3.1

Overview – 2015 Canada Data Update

Esri® Business Analyst™ 10.3.1 Canadian Edition is built on the ArcGIS® Desktop 10.3.1 platform. This release of Business Analyst builds on previous releases. The focus of this update is release of the 2015 Canadian Data.

At release 10.3.1, data licenses available for new product sales are:

Business Analyst Basic
Business Analyst Standard

This document provides a summary of changes in the Canadian 2015 data set. A complete list of data variables in this update can be found in the Documentation directory of the installation:

- 2015_BA(CE)_Basic_Dataset.pdf
- 2015_BA(CE)_Standard_Dataset.pdf

Data Updates

Boundaries

- All census-based geography represents Census 2011 from Statistics Canada. Census boundaries are provided by NAVTEQ/HERE, and are current as of January 2015.

Street Data (Display, Routing, and Geocoding)

- This update provides street data from NAVTEQ/HERE. This data is used in street routing and address location lookup functions. The data comes from the StreetMap™ Premium for ArcGIS® NAVTEQ Q3 2014.

Demographic Data

- **DemoStats 2010/2015/2018/2020/2025** - The DemoStats database provided by Environics Analytics consists of current-year estimates for 742 variables and demographic projections for 428 of them for three, five and ten years into the future. The 2015 DemoStats data includes expanded demographic variables and all-new themes such as Condominium Status, Recent Immigrants by Country of Birth and Generation Status.

In addition to additional themes, the 2015 DemoStats variable names have changed significantly from the 2014 DemoStats database. Documentation for all variable changes in the 2015 DemoStats database is available in the [Business Analyst Resource Center's What's New – Esri 2015 Canada Data Update](#).

❖ **DemoStats 2015 - Variable Change List**

- **CensusPlus 2011** – The CensusPlus database provided by Environics Analytics is an enhanced version of Statistics Canada's 2011 NHS, which replaced the long-form census. Environics Analytics fills in missing values and eliminates random rounding in both NHS and Census data, resulting in a comprehensive set of demographic variables.
- **HouseholdSpend 2015** – The HouseholdSpend database by Environics Analytics provides current estimates of annual expenditures for 359 variables spanning 19 categories of goods and services used by Canadian households.

The 2015 HouseholdSpend variable names have changed significantly from the 2014 HouseholdSpend product. Documentation for all variable changes in the 2015 HouseholdSpend database is available in the [Business Analyst Resource Center's What's New – Esri 2015 Canada Data Update](#).

❖ **HouseholdSpend 2015 - Variable Change List**

- **DaytimePop 2015** – The DaytimePop (formerly Daytime Population) database is Environics Analytics' authoritative estimate of the population that's reachable in any geographic area during daytime hours.

The 2015 DaytimePop variable names have changed significantly from the 2014 Daytime Population database. Documentation for all variable changes in the DaytimePop database is available in the [Business Analyst Resource Center's What's New – Esri 2015 Canada Data Update](#).

❖ **DaytimePop 2015 – Variable Change List**

- **2015 PRIZM5 Segmentation** – Previously released as PRIZMC2, the 2015 segmentation database provided by Environics Analytics is now PRIZM5. PRIZM5 links to key Canadian marketing surveys and databases from such sources as Environics Research's Social Values,

PMB, Numeris RTS Canada, NADbank, Canadian Financial Monitor, AskingCanadians™, and WealthScapes™. (Please contact Esri Canada for more information on these optional add-ons for Business Analyst Canadian Edition.)

Documentation for all variable changes in the DaytimePop database is available in the [Business Analyst Resource Center's](#) *What's New – Esri 2015 Canada Data Update*.

❖ ***PRIZM5 2015 – Variable Change List***

Additional documentation for the StreetMap Premium, DemoStats, CensusPlus, DaytimePop, HouseholdSpend and PRIZM5 segmentation can be found in the Documentation folder of your installation.

Business Summary

- Esri extracts its business data from a comprehensive list of businesses licensed from Infogroup®. This business list contains data on more than 1.4 million Canadian businesses--including the business name, location, franchise code, industry classification code, number of employees, and sales volume--that is current as of January 2015. This release contains 2015 Business Summary data based on Infogroup® data.

Information about this data can be found in the Documentation directory of the installation:

2015_Business_Listings.pdf

Shopping Center Locations

- The Shopping Center Locations database provided by Environics Analytics' based on Rogers Publishing has been updated and current to January 2015.

Information about this data can be found in the Documentation directory of the installation:

Shopping Centres 2015 Release Note.pdf

Data Access

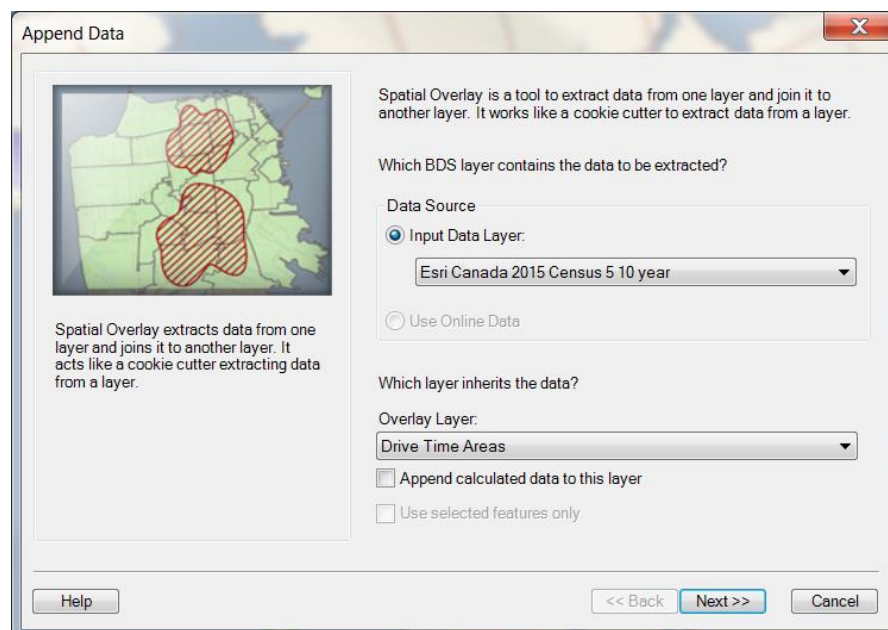
The 2015 Data is delivered in File Geodatabase format (fgdb). Data access is locked until a valid data license from Esri Canada is applied. Variables are delivered in two fgdb's:

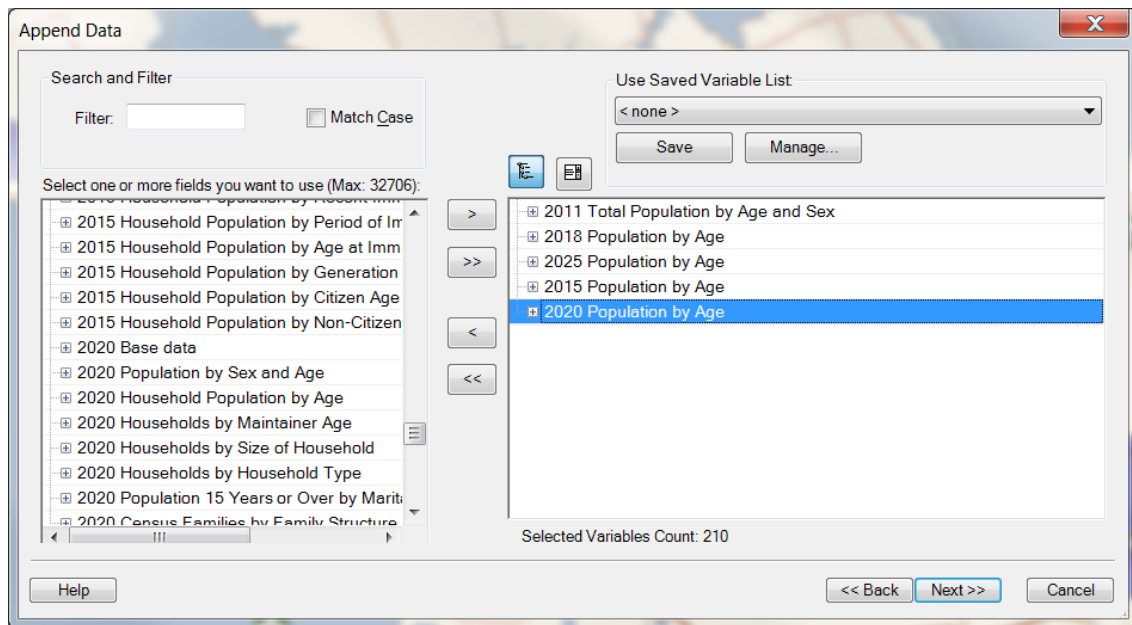
- BAC_2015 (Base geodatabase)
 - 2010, 2015, 2020 DemoStats variables
 - 2015 HouseholdSpend variables
 - 2015 Daytime Population
 - 2015 Prizm5 variables (if licensed for Basic or Standard data licenses)
- BAC_CPY_2015 (Census & Projected Year geodatabase)
 - 2011 Adjusted Census variables
 - 2018, 2025 DemoStats variables

Several Business Analyst wizards provide an interface to select variables from a list. You will now see two data hierarchies available for selection. If 'Esri Canada 2015 Business Analyst Base Data' hierarchy is selected, only variables from the Base geodatabase will be available for selection. To access the full list of variables, select the 'Esri Canada 2015 Census 5 10 year' hierarchy. Variables from the Base dataset will be appended at the end of the list.

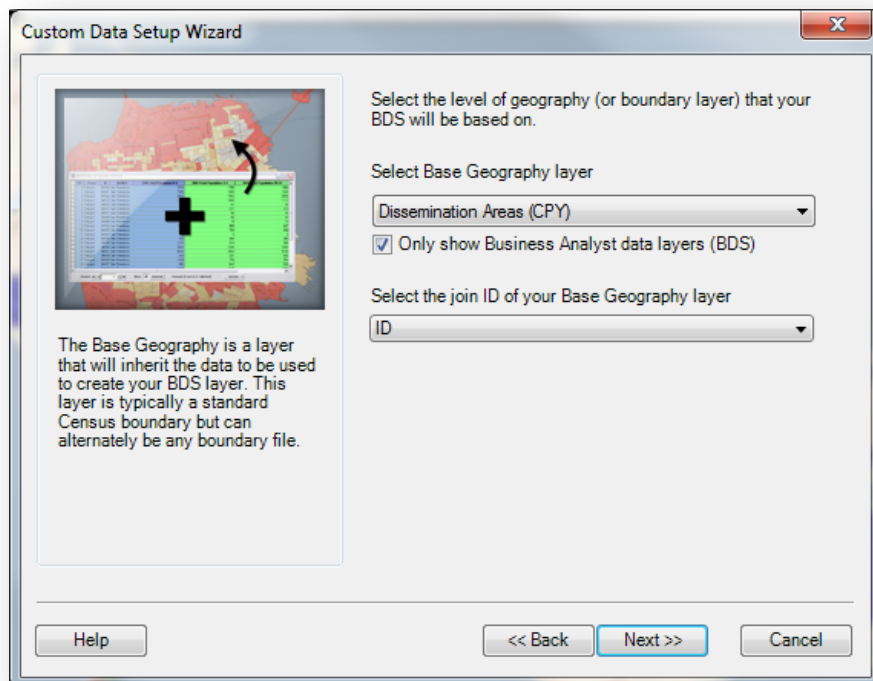
Below are several examples of various wizards that provide this option.

- *Append Tool (Spatial Overlay)*
 - Select 'Esri Canada 2015 Business Analyst Base Data' hierarchy if you only need variables in the base dataset
 - Otherwise, to access the full dataset, select the 'Esri Canada 2015 Census 5 10 year' Hierarchy





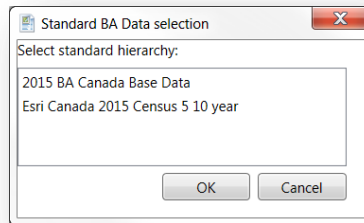
- **Custom Data Setup**
 - Select one of the base geographies if you only need variables in the base dataset (e.g. Dissemination Areas).
 - Otherwise, to access the full dataset, select one of the (CPY) geographies (e.g. Dissemination Areas (CPY)).



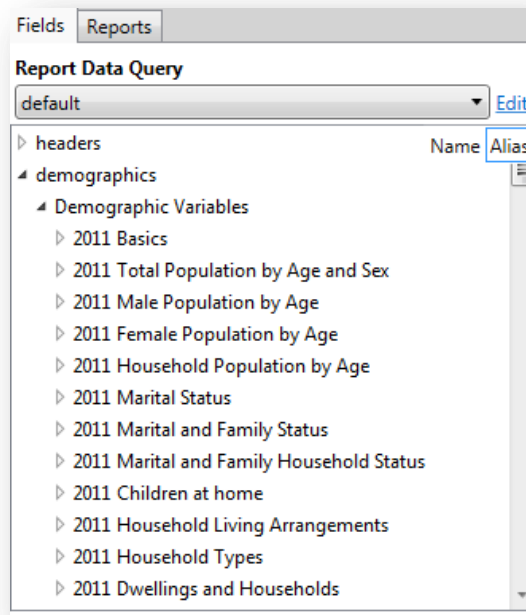
- Fusion Report Editor
 - When creating a new report, click the 'Add Standard BA Data' link.

[Add Standard BA Data](#) [Add Custom BDS Layer](#)

- Select 'Esri Canada 2015 Business Analyst Base Data' if you only need variables in the base dataset.
- Otherwise, to access the full dataset, select 'Esri Canada 2015 Census 5 10 year'.



- The full set of variables are now accessible in the Report Data Query window under 'Demographic Variables'.



Software Patch

Esri Business Analyst Desktop 10.3.1 General Update Patch

<http://support.esri.com/en/downloads/patches-servicepacks/view/productid/153/metaid/2051>

This update patch applies necessary fixes to work with the 2015 Canada Data Update in the areas of Add Business Listings and Address Coder (U.S. only), as well as Fusion Reports and Thiessen Polygons. Additional performance improvements and maintenance fixes are also included. It deals specifically with the issues listed below:

- BUG-000084562 - Creating Thiessen polygons, or an equal competition trade area results in sliver polygon.
- Bug 45319:[10.3.1 QFE] Reports – Fusion Report Designer – Validate Error
- Bug 44354:[10.3.1 QFE] Dynamic Ring Analysis – “Object reference not set to an instance of an object” Error