2007 Community™ Sourcebook Products

The Community™ Sourcebook products from ESRI provide current and comprehensive demographic information based on ESRI's 2007/2012 projections of key population and income data. They include more than 80 data variables for every U.S. ZIP Code or county, Census 2000 information, demographic updates and projections, consumer spending data, business data, and the ESRI® segmentation system Community Tapestry™ as well as methodology statements and maps.

Companies, public agencies, universities, and public libraries use Community Sourcebook data for quick and easy demographic research and analysis projects such as

- Profiling customers or constituents
- Forecasting demand for products and services
- Exploring new markets and business opportunities
- Analyzing spending patterns
- Planning marketing and media campaigns
- Evaluating product performance
- Comparing sales territories

Community Sourcebook of ZIP Code Demographics

The 21st edition contains more than 1,500 pages of spending, business, and Community Tapestry data and includes

- 2007 updates and 2012 projections
- All residential and nonresidential U.S. ZIP Codes
- Total businesses and total employment information as well as the dominant industry in each ZIP Code
- Spending potential indexes for 20 product and service categories
- Dominant Tapestry lifestyle consumer type in each ZIP Code
- Tapestry segment descriptions
- Summary data for quick comparison of any ZIP Code to state and national information
- Individual state maps that delineate three-digit ZIP Code area boundaries
- NAICS code definitions
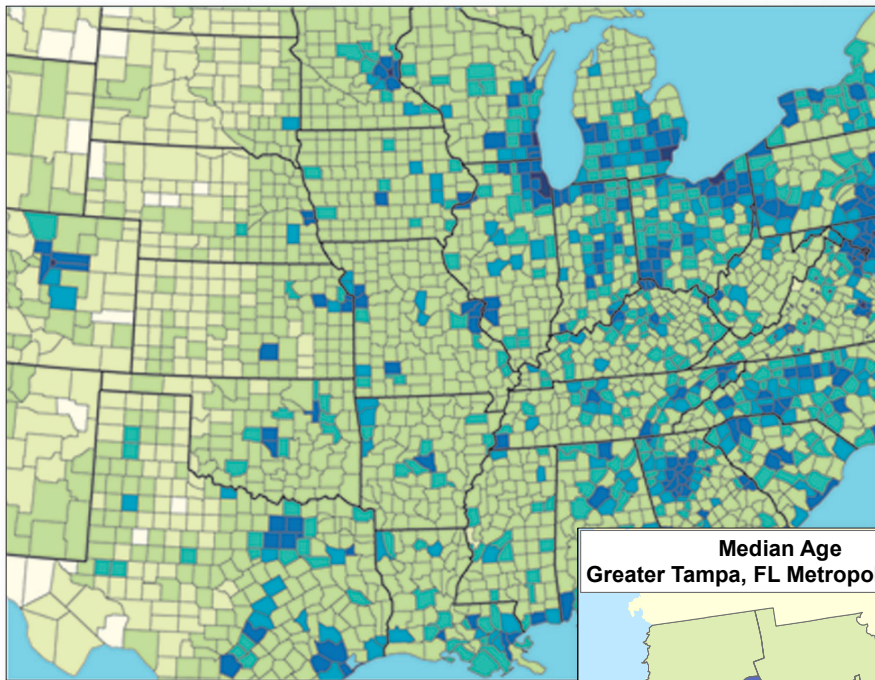
Community Sourcebook of County Demographics

The 19th edition includes

- 2007 updates and 2012 projections
- More than 80 demographic variables for each U.S. county
- Consumer spending indexes for 20 product and service categories
- Summary data for all Core Based Statistical Areas (CBSAs) and Designated Market Areas with state maps of each county and CBSA boundary
- Total businesses and total employment information as well as the dominant industry in each county

Community Sourcebook • America with ArcReader

Community Sourcebook • America™ with ArcReader™, the industry's first digital atlas, is a CD-ROM that combines demographic data from *Community Sourcebook of County Demographics* and *Community Sourcebook of ZIP Code Demographics* with query, sort, and report software and ArcReader™ map display software. Use *Community Sourcebook • America with ArcReader* to easily view, explore, display, and print maps.

*Partial map of population density in the
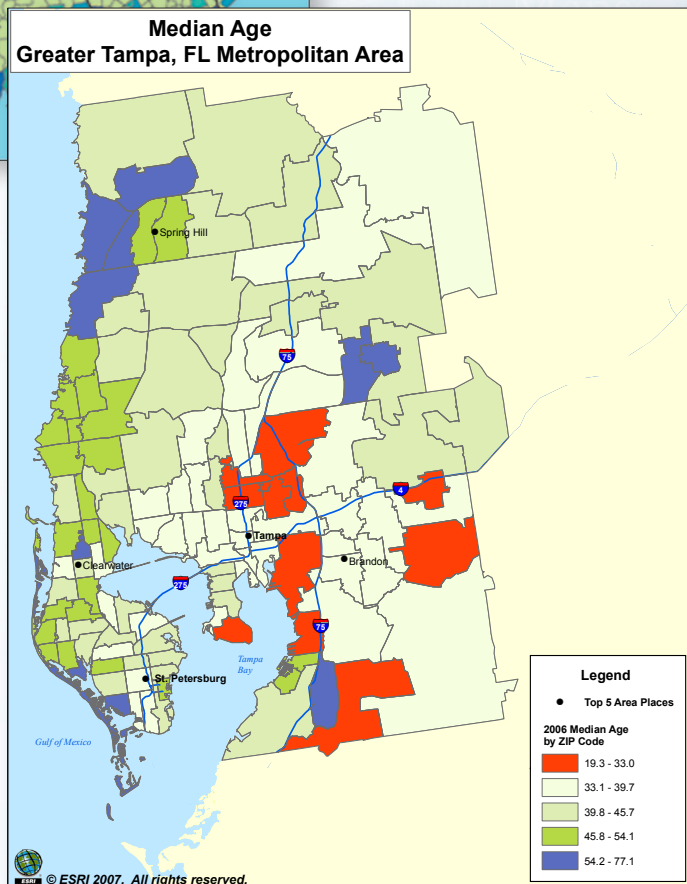United States by county*

**Median Age
Greater Tampa, FL Metropolitan Area**

Spring Hill

Clearwater

Tampa

Brandon

St. Petersburg

*Tampa
Bay*

Gulf of Mexico

Legend

• **Top 5 Area Places**

**2006 Median Age
by ZIP Code**

■	19.3 - 33.0
■	33.1 - 39.7
■	39.8 - 45.7
■	45.8 - 54.1
■	54.2 - 77.1

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Map of Tampa, Florida, by median age

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$395   *Community Sourcebook of County
         Demographics,* 19th edition (soft-cover book)
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