
What's New in Esri® Business Analyst™ 10.1

Esri 2012/2017 US Data Update

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Welcome to Esri® Business Analyst™ 10.1

Esri 2012/2017 US Data Update

Overview—Esri 2012/2017 US Data Update

Esri® 2012/2017 US Demographics continues to build on the industry's most accurate data while adapting to changes in source data. Esri's 2012/2017 US Demographics data incorporates Census 2010 counts and is in 2010 geography. This release includes updates to the standard Business Analyst™ datasets and reports. This is a Business Analyst 10.1 release.

This document provides a summary of the new data updates in the Esri 2012/2017 US Data Update.

A complete list of data variables and reports in this update can be found in the Documentation directory of the installation:

2012 BA Desktop Variable and Report List.xlsx

Data Updates

Boundaries

- All census-based geography represents Census 2010. Census boundaries are from TIGER 2010.
- ZIP code boundaries come from the NAVTEQ Q4 2011 release.
- Designated market areas (DMAs) represent the 2011–2012 markets defined by Nielsen Media Research.
- Congressional districts represent the 112th Congress.

For more information about the 2010 geography changes, see arcgis.com/en/esri_data/geography_changes/index.html.

Street Data (Display, Routing, and Geocoding)

- This update provides street data from NAVTEQ. This data is used in street routing and address location lookup functions. The data comes from the ArcGIS® StreetMap™ Premium Q4 2011 release.

Known Issue: Time of day settings are available with this release of the routing data. In order to take advantage of the time of day settings, you must install the software patch for 2012 Esri Data.

Known Issue: Due to file size, the ZIP+4 Geocoding Locator is not available on the installation media. It is available for download from the Customer Care portal. Download this locator if your customer/point data already contains a ZIP+4 on each record and you would like to use the ZIP+4 to aid in geocoding.

Demographic Data

- **Esri 2012/2017 US Data**—This release includes Esri's 2012/2017 US Demographic Data. Built with evaluated and revised models, Esri 2012/2017 Demographic Data is based on Census 2010 counts and is in 2010 geography. It contains an expanded set of data variables compared to the 2011/2016 Esri Data Update. It contains updates to age, race, income, and housing data variables as well as labor force, home value, disposable income, net worth, and business summary data variables. Education and marital status are not yet available in the Esri Updates.

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

2012_USA_ESRI_Demographic_Update_Methodology.pdf
2012_USA_ESRI_Diversity_Index_Methodology.pdf

- **Census 2010 Data**—Esri's release of Census 2010 data combines the PL94-171 file and variables from Summary File 1 (SF-1).
- **Census 2000 in 2010 Geography**—Esri has recalibrated some key Census 2000 data variables into Census 2010 geography. This enables you to make direct comparisons of Census 2000, Census 2010, and Esri 2012/2017 data.

- **Tapestry™ Segmentation**—Tapestry Segmentation classifies US neighborhoods into 65 distinct market segments. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods showing divergent characteristics are separated. Tapestry Segmentation combines the *who* of lifestyle demography with the *where* of local neighborhood geography to create a model of various lifestyle classifications or segments of actual neighborhoods with addresses—distinct behavioral market segments. Information about this data can be found in the Documentation directory of the installation:

2012 Tapestry LifeMode Group Summary Tables.pdf

2012 Tapestry Segment Summary Tables.pdf

2012 Tapestry Urbanization Group Summary Tables.pdf

2012_USA_ESRI_Tapestry_Methodology.pdf

2012_USA_ESRI_Tapestry_Segments_and_Groups.csv

2012_USA_ESRI_Tapestry_Segments_and_Groups.pdf

- **Consumer Spending**—The Consumer Spending database gives you the details about which products and services consumers buy. This release includes the updated 2012 Consumer Spending data and corresponding Expenditure reports. See the Reports section in this document for information about Expenditure reports. Information about this data can be found in the Documentation directory of the installation:

2012_USA_ESRI_Consumer_Spending_Methodology.pdf

USA_2012_CEX_Renumbering_Crosswalk.xlsx

Important Note about the 2012 Consumer Spending Data

The 2012 release of the Esri Consumer Spending data for the United States includes an update to the underlying survey data from the Bureau of Labor Statistics. The 2012 release from Esri incorporates the 2010 and 2011 Consumer Expenditure (CEX) diary and interview surveys. As a result of this change in survey data, we are able to add over 30 new variables to the dataset. However, the 2012 release of the Esri Consumer Spending data for the United States also includes a renumbering of data variables. This means that some variable names now represent different categories of data than they did in previous releases of this data.

Example 1

In the 2011 Esri Consumer Spending data, x5078 represented Men's Uniforms. In the 2012 Esri Consumer Spending data, x5078 represents Watches.

Example 2

In the 2011 Esri Consumer Spending data, Annual Budget Expenditures was represented by X1000. In the 2012 Esri Consumer Spending data, it is represented by X1001.

Be sure to view the **USA_2012_CEX_Renumbering_Crosswalk.xlsx** file included in the Documentation directory.

- **Market Potential**—The Market Potential data tells you about the products and services consumers want and the civic attitudes they have. This release includes the updated 2012 Market Potential data and reports. See the Reports section in this document for information about Market Potential reports. Information about this data can be found in the Documentation directory of the installation:

2012_USA_ESRI_Market_Potential_Methodology.pdf

- **Census 1990**—This release **does not contain** Census 1990 data. Census 1990 data can be accessed online via the Report and Analysis wizards as well as through color-coded maps.

- **Business Summary**—This release contains 2012 Business Summary data. Information about this data can be found in the Documentation directory of the installation:
2012_USA_InfoGroup_Business_Listings_Data_Descriptions.pdf
2012_USA_ESRI_Business_Data_Methodology.pdf
- **Retail MarketPlace**—This release **does not contain** Retail MarketPlace data. Retail MarketPlace data can be accessed online via the Report and Analysis wizards as well as through color-coded maps.

Business Locations

- The Business Location data from Infogroup has been updated. The Business Location data is dated July 2012. Information about this data can be found in the Documentation directory of the installation:
2012_USA_InfoGroup_Business_Listings_Data_Descriptions.pdf
2012_USA_ESRI_Business_Data_Methodology.pdf

Shopping Center Locations

- The Shopping Center Location data from Directory of Major Malls has been updated. The Shopping Center data is dated June 2012. Information about this data can be found in the Documentation directory of the installation:
2012_USA_DMM_Shopping_Centers_Data_Descriptions.pdf

Reports

Updated Reports—The following reports have been updated to include Esri 2012/2017 US data:

Report Name	Contained in Business Analyst Basic	Contained in Business Analyst Standard (formerly Premium)
Demographic Reports		
Market Profile	X	X
Age 50+ Profile	X	X
Age by Income Profile	<i>Discontinued</i>	<i>Discontinued</i>
Age by Sex Profile	X	X
Age by Sex by Race Profile	X	X
Census 2010 Summary Profile	X	X
Demographic & Income Profile	X	X
Demographic & Income Comparison	X	X
Detailed Age Profile		X
Detailed Income Profile	<i>Discontinued</i>	<i>Discontinued</i>
Disposable Income Profile		X
Executive Summary	X	X
Graphic Profile		X
Housing Profile	X	X
Net Worth Profile		X
Household Income Profile	X	X
Quarterly Demographic Profile	<i>Discontinued</i>	<i>Discontinued</i>
Tapestry Area Profile	X (to the Tract Level)	X (to Block Group Level)
Business Reports		
Business Summary		X
Consumer Spending Reports		
Automotive Aftermarket Expenditures		X
Financial Expenditures		X
House and Home Expenditures		X
Household Budget Expenditures		X
Medical Expenditures		X
Recreation Expenditures		X
Retail Goods and Services Expenditures	X	X

Report Name	Contained in Business Analyst Basic	Contained in Business Analyst Standard (formerly Premium)
Market Potential Reports		
Electronics and Internet Market Potential		X
Financial Investments Market Potential		X
Health and Beauty Market Potential		X
Pets and Products Market Potential		X
Restaurant Market Potential		X
Retail Market Potential		X
Sports and Leisure Market Potential		X

Removed Reports—The following reports are no longer available:

- Quarterly Demographic Profile
- Age by Income Profile—*See Household Income Profile*
- Detailed Income Profile—*See Household Income Profile*

Business Analyst Online™ (BAO™) Subscriptions

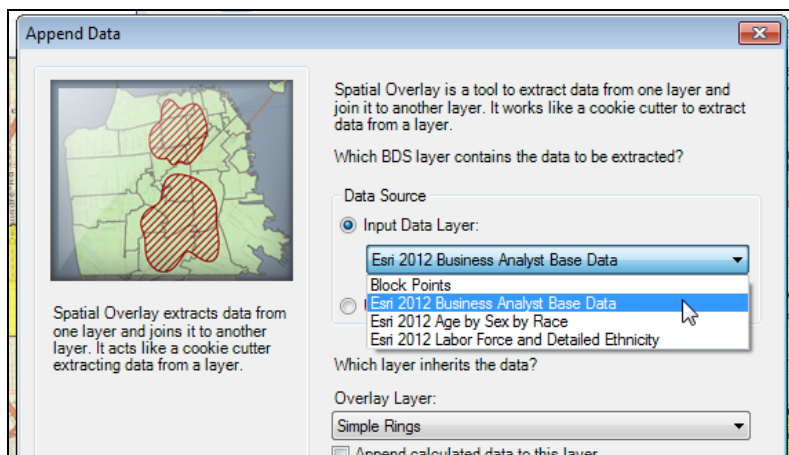
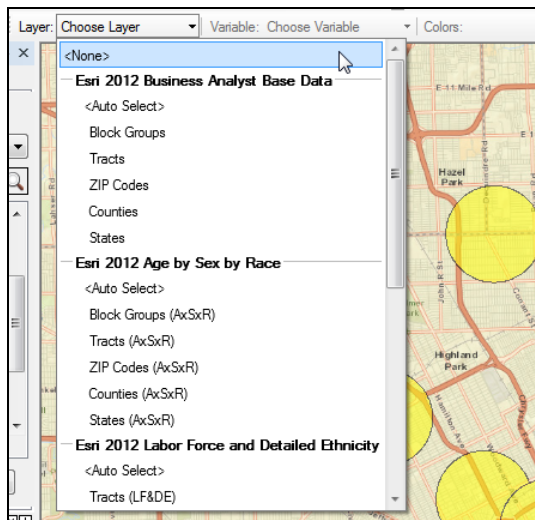
All licensees of Business Analyst for Desktop receive a Business Analyst Online subscription. The subscription provides access to reports and mapping through BAO (<http://bao.esri.com>) as well as access to online reports and data through Business Analyst for Desktop wizards.

Desktop Version	Online Version
Basic	Basic
Standard	Standard Plus

What's New in the MXD

In the Esri 2012 Data Update, there are three data layers in the MXD, which are accessible via Business Analyst analysis and reports wizards and in color-coded maps:

- **Esri 2012 Business Analyst Base Data**—Contains Demographic and Tapestry Segmentation, Consumer Spending, and Market Potential datasets.
Available Geography Levels: Block Group, Tract, ZIP Code, County, CBSA, DMA, State, US
- **Esri 2012 Age by Sex by Race**—Contains the Age by Sex by Race data from Esri 2012 and Census 2010. When this layer is selected in the Report wizard, the Age by Sex by Race Profile report is available.
Available Geography Levels: Block Group, Tract, ZIP Code, County, CBSA, DMA, State, US
- **Esri 2012 Labor Force and Detailed Ethnicity**—Contains the Labor Force data from Esri 2012 and Detailed Hispanic and Asian Ethnicity data from Census 2010. When this layer is selected in the Report wizard, the Labor Force and Ethnicity report templates are available.
Available Geography Levels: Tract, ZIP Code, County, CBSA, State, US



Known Issues and Software Fixes

1. The ZIP+4 Geocoding Locator is no longer included with the Business Analyst installation. It is available as a separate download from the [Customer Care portal](#).
2. Software Patch for Esri 2012 Data Update

This software patch enables Business Analyst to work with multiple demographic hierarchies. To use the two additional datasets included with the Esri US 2012 Data Update (Age by Sex by Race and Labor Force & Detailed Ethnicity), this patch must be installed. The patch is included with the installation media. Below is a complete list of what is fixed with this software patch:

- CR245578 Find Similar crashes for Retail Market Potential variables.
- CR245563 [10.1 SP1][P3] Spatial Overlay fails on Argentina dataset if the ring is fully outside of Argentina Boundaries.
- CR254854 [2012 Data] Time of day setting doesn't work for 2012 streets network.
- CR254946 [2012 Data] Cannot calculate ASR and LBF variables for STd Geo Trade Areas.
- CR255410 [2012 Data] Average Drive Time report doesn't work.
- CR255298 [2012 Data] Drive Times in BA are different from Service Areas in NA.
- CR254417 [2012 Data] Spatial Overlay fails on the specific Drive Time polygon.
- CR255672 [2012 Data] Drive Time - 'Join street attribute fields to the street layer' issue.
- CR256145 [2012 Data] Incorrect Street Network Path Created.