
What's New in Esri® Business Analyst™ 10.2

Esri 2013/2018 US Data Update

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Welcome to Esri® Business Analyst™ 10.2

Esri 2013/2018 US Data Update

Overview—Esri 2013/2018 US Data Update

Esri® 2013/2018 US Demographics continues to build on the industry's most accurate data while adapting to changes in source data. Esri's 2013/2018 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 10.2 release.

This document provides a summary of the new data updates in the Esri 2013/2018 US Data Update.

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

2013 BA Desktop Variable and Report List.xlsx

Data Updates

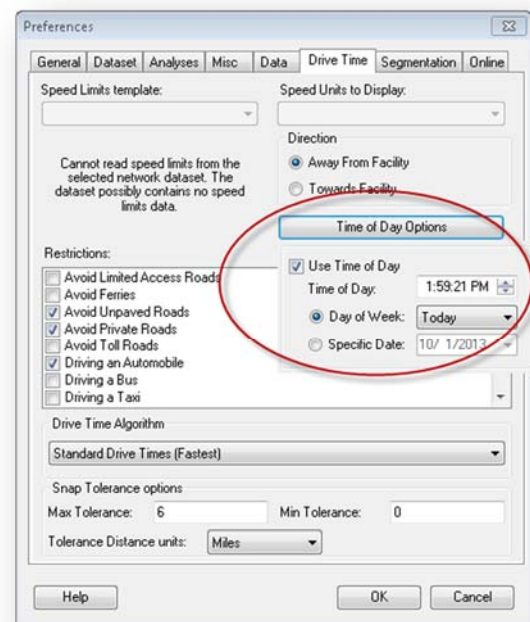
Boundaries

- All census-based geography represents Census 2010. Census boundaries are from TIGER 2010.
- ZIP code boundaries come from NAVTEQ. They are the USPS Q4 2012 inventory.
- Designated market areas (DMAs) represent the 2012–2013 markets defined by Nielsen Media Research.
- Congressional districts represent the 113th Congress.

For more information about the 2010 geography changes, see http://help.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 Q1 2013 (NAVTEQ) release.
- In 10.2, Time of Day options are now available when creating drive times. In BA Preferences, go to the Drive Time tab to access these options.
- The ZIP+4 Geocoding Locator is now available as part of the Business Analyst installation. Install 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. (In the previous release, this locator was available as a separate download.)



Demographic Data

- **Esri 2013/2018 US Data**—This release includes Esri's 2013/2018 US Demographic Data. Built with evaluated and revised models, Esri 2013/2018 Demographic Data is based on Census 2010 counts and is in 2010 geography. 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. New with this release are updates to Education and Marital Status.

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

[2013_USA_ESRI_Demographic_Update_Methodology.pdf](#)
[2013_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 2013/2018 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:
 - [*2013 Tapestry LifeMode Group Summary Tables.pdf*](#)
 - [*2013 Tapestry Segment Summary Tables.pdf*](#)
 - [*2013 Tapestry Urbanization Group Summary Tables.pdf*](#)
 - [*2013 USA ESRI Tapestry Methodology.pdf*](#)
 - [*2013 USA ESRI Tapestry Segments and Groups.csv*](#)
 - [*2013 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 2013 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*](#)
- **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 2013 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:
 - [*2013 USA ESRI Market Potential Methodology.pdf*](#)

Important Note about the 2013 Market Potential Data

The 2013 release of the Esri Market Potential data for the United States includes an update to the underlying survey data from GfK MRI. The 2013 release from Esri incorporates the GfK MRI's Doublebase 2012 survey. As a result of this change in survey data, we are able to add several new variables to the dataset while removing others that are less current for today's market. In addition, the 2013 release of the Esri Market Potential data for the United States includes a renumbering of data variables. Variable names now follow the format MP#####a (adult based variables) and MP#####h (household based variables). (Previous versions of the data used the format M#####a and M#####h.) This means that custom reports or models built with previous years' versions of data will need to be updated with the new variable names. There is no one-for-one correspondence between each set of data. Therefore, you are encouraged to review the available variables and adjust your custom reports and models accordingly.

- **Census 1990**—This release **does not contain** Census 1990 data.
- **Business Summary**—This release contains 2013 Business Summary data. This is the first release with Dun & Bradstreet (D&B) data. Information about this data can be found in the Documentation directory of the installation:
 - [*2013 USA DandB Business Listings Data Descriptions.pdf*](#)
 - [*2013 USA ESRI Business Data Methodology.pdf*](#)

- **Retail MarketPlace**—This release contains 2013 Retail MarketPlace data. Information about this data can be found in the Documentation directory of the installation:
2013_USA_ESRI_RetailMarketPlace_Data_Methodology.pdf

Business Locations

- New with this release, the Business Location data is from Dun & Bradstreet (D&B). The Business Location data is dated April 2013. Information about this data can be found in the Documentation directory of the installation:
2013_USA_DandB_Business_Listings_Data_Descriptions.pdf
2013_USA_ESRI_Business_Data_Methodology.pdf

Important Note about the 2013 Business Data

The 2013 release of the business data for the United States includes a change in data providers to Dun & Bradstreet (D&B). As a result, you may see some changes in how data are presented compared to prior versions. Remember that you can continue to use prior released datasets if desired. Information about how to do this is available in the Esri [blog](#).

Shopping Center Locations

- The Shopping Center Location data from Directory of Major Malls has been updated. The Shopping Center data is dated June 2013. Information about this data can be found in the Documentation directory of the installation:
2013_USA_DMM_Shopping_Centers_Data_Descriptions.pdf

Reports

Updated Reports—The following reports have been updated to include Esri 2013/2018 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
Finances 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

*New report name.

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*

What's New in Online Access

Business Analyst Online™ (BAO™) Subscriptions

All licensees of Business Analyst for Desktop receive a Business Analyst Online (BAO) subscription. The subscription provides access to reports and mapping through BAO as well as access to online reports and data through Business Analyst for Desktop wizards.

At the time of this release, the BAO web application is in transition. Existing Business Analyst Desktop users will have access to the legacy BAO web application (bao.esri.com) and will be in the process of transitioning to the next generation BAO web application (bao.arcgis.com). New Business Analyst Desktop users will be granted access to the next generation BAO web application (bao.arcgis.com) only.

The next generation version of BAO is a consumption based web application. There are no subscription levels... all content and capabilities are available to all users. As licensees of Business Analyst Desktop, users are entitled to a subscription that includes the BAO web application (bao.arcgis.com) and 10,000 credits, to be used with the ArcGIS Desktop ArcGIS Online entitlement for 1 user.

Legacy BAO:

Desktop Version	Online Version
Basic	Basic
Standard	Standard Plus

Next Gen BAO:

Desktop Version	Online Version
Basic or Standard	BAO plus 10,000 credits

What's New in the MXD

In the Esri 2013 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 2013 Business Analyst Base Data**—Contains Demographic and Tapestry Segmentation, Business Summary, Consumer Spending, and Market Potential datasets.
Available Geography Levels: Block Group, Tract, ZIP Code, County, CBSA, DMA, State, US
- **Esri 2013 Age by Sex by Race**—Contains the Age by Sex by Race data from Esri 2013 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 2013 Detailed Ethnicity**—Contains Hispanic and Asian Ethnicity data from Census 2010. (The Labor Force data previously contained in this layer is now available in the base layer.)
Available Geography Levels: Tract, ZIP Code, County, CBSA, DMA, State, US

