# What's New in Esri® Business Analyst<sup>™</sup> 10.3 Desktop (Canadian Edition) – 2014 Data Update

Last revised January, 2015

## Contents

Esri Business Analyst 10.3 Desktop (Canadian Edition) – 2014 Data Update Overview	
2014 Canadian Data Update	2
Overview	2
2014 Updated Variables	2
What's New in Data Access	3

Copyright © 2014 Esri and Esri Canada All rights reserved. Printed in Canada.

#### US GOVERNMENT RESTRICTED/LIMITED RIGHTS

Any software, documentation, and/or data delivered hereunder is subject to the terms of the License Agreement. The commercial license rights in the License Agreement strictly govern Licensee's use, reproduction, or disclosure of the software, data, and documentation. In no event shall the US Government acquire greater than RESTRICTED/LIMITED RIGHTS. At a minimum, use, duplication, or disclosure by the US Government is subject to restrictions as set forth in FAR §52.227-14 Alternates I, II, and III (DEC 2007); FAR §52.227-19(b) (DEC 2007) and/or FAR §12.211/12.212 (Commercial Technical Data/Computer Software); and DFARS §252.227-7015 (DEC 2011) (Technical Data—Commercial Items) and/or DFARS §227.7202 (Commercial Computer Software and Commercial Computer Software Documentation), as applicable. Contractor/Manufacturer is Esri, 380 New York Street, Redlands, CA 92373-8100 USA.

The information contained in this document is subject to change without notice.

@esri.com, 3D Analyst, ACORN, Address Coder, ADF, AML, ArcAtlas, ArcCAD, ArcCatalog, ArcCOGO, ArcData, ArcDoc, ArcEdit, ArcEditor, ArcEurope, ArcExplorer, ArcExpress, ArcGIS, arcgis.com, ArcGlobe, ArcGrid, ArcIMS, ARC/INFO, ArcInfo, ArcInfo Librarian, ArcLessons, ArcLocation, ArcLogistics, ArcMap, ArcNetwork, ArcNews, ArcObjects, ArcOpen, ArcPad, ArcPlot, ArcPress, ArcPy, ArcReader, ArcScan, ArcScene, ArcSchool, ArcScripts, ArcSDE, ArcSdl, ArcSketch, ArcStorm, ArcSurvey, ArcTIN, ArcToolbox, ArcTools, ArcUSA, ArcUser, ArcView, ArcVoyager, ArcWatch, ArcWeb, ArcWorld, ArcXML, Atlas GIS, AtlasWare, Avenue, BAO, Business Analyst, Business Analyst Online, BusinessMAP, CityEngine, CommunityInfo, Database Integrator, DBI Kit, EDN, Esri, esri.com, Esri-Team GIS, Esri-The GIS Company, Esri-The GIS People, Esri-The GIS Software Leader, Network, FormEdit. GeoCollector. Geographic Design System, Geography Matters, Geography geographynetwork.com, GIS by Esri, gis.com, GISData Server, GIS Day, gisday.com, GIS for Everyone, JTX, Maplt, Maplex, MapObjects, MapStudio, ModelBuilder, MOLE, MPS-Atlas, PLTS, Rent-a-Tech, SDE, SML, Sourcebook-America, SpatiaLABS, Spatial Database Engine, StreetMap, Tapestry, the ARC/INFO logo, the ArcGIS Explorer logo, the ArcGIS logo, the ArcPad logo, the Esri globe logo, the Esri Press logo, The Geographic Advantage, The Geographic Approach, the GIS Day logo, the MapIt logo, The World's Leading Desktop GIS, Water Writes, and Your Personal Geographic Information System are trademarks, service marks, or registered marks of Esri in the United States, the European Community, or certain other jurisdictions. CityEngine is a registered trademark of Procedural AG and is distributed under license by Esri.

Other companies and products or services mentioned herein may be trademarks, service marks, or registered marks of their respective mark owners.

## Esri Business Analyst 10.3 Desktop (Canadian Edition) – 2014 Data Update

### Overview

Esri® Business Analyst<sup>™</sup> 10.3 Canadian Edition is built on the ArcGIS® Desktop 10.3 platform. This release of Business Analyst builds on previous releases. The focus of this update is release of the 2014 Canadian Data Update.

At release 10.3, data licenses available for new product sales are:

Business Analyst Basic
Business Analyst Standard

This document provides a summary of changes in the Canadian 2014 data set. For information on new and features in Business Analyst 10.3, please review the 'What's New in Esri® Business Analyst™ 10.3' document included in your installation.

## **2014 Canadian Data Update**

#### **Overview**

The Canadian 2014 data update for 10.3 includes Dun and Bradstreet's business listings and Navteq's Streetmap Premium basemap data, census boundaries and geocoders.

The Canadian 2014 data update incorporates findings of the 2011 Census from Statistics Canada, including changes to the basemap geography (dissemination areas or DAs). Approximately 85 percent of DAs remain unchanged, but the boundaries of many existing DAs have shifted, and entirely new DAs have been created in areas of population growth. With the new 2011 geography, Esri's Business Analyst will provide a stable platform for marketing analyses for the next five years.

The Canadian 2014 data update includes PRIZMc2, as well as databases on consumer expenditures, demographics and lifestyle preferences. The annual release provides users with the most comprehensive and up-to-date set of marketing-related data and software available in Canada.

The Canadian 2014 update covers more than two dozen databases, including HouseholdSpend, DaytimePop and DemoStats (formerly Demographic Estimates and Projections), with statistics for 2014 and projections for 2017, 2019 and 2024. In addition, the update covers PRIZMC2 links to key Canadian marketing surveys and databases from such sources as Environics Research's Social Values, PMB, BBM RTS Canada, NADbank, Canadian Financial Monitor, AskingCanadians<sup>™</sup>, and WealthScapes<sup>™</sup>. (Please contact Esri Canada for more information on these optional add-ons for Business Analyst Canadian Edition.)

Detailed documentation for all of the data and variables installed with Business Analyst 10.3 (Canadian Edition) with 2014 Data Update, are available in the "\Documentation" directory, on your installation media and installed on your pc under the Business Analyst program, Canada data directory (e.g.: C:\ArcGIS\Business Analyst\CAN\_2014\Documentation).

#### **2014 Updated Variables**

The 2014 Data Update features 305 additional census variables from various categories including Labour Force variables, Religion, Educational Attainment, Immigration and Household Income to name a few.

41 variables were dropped from the DemoStats product from the Method of Travel of Work, Household Population 15 Years or Over by Senior Care and Sex, and Household Population 15 Years or Over by Child Care and Sex categories. In addition, year ranges for Occupied Private Dwellings by Period of Construction were revised.

Detailed documentation for all changes in the 2014 Data Update will be available in the Business Analyst Resource Centre under <u>Documentation</u>.

### **What's New in Data Access**

The 2014 Data is now delivered in File Geodatabase format (fgdb) rather than SDC format. Data access is locked until a valid data license from Esri Canada is applied. Variables are delivered in two fgdbs:

- BAC\_2014 (Base geodatabase)
  - o 2009, 2014, 2019 DemoStats variables
  - 2014 HouseholdSpend variables
  - o 2014 Daytime Population
  - o 2014 PrizmC2 variables (if licensed for Basic or Standard data licenses)
- BAC\_CPY\_2014 (Census & Projected Year geodatabase)
  - 2011 Adjusted Census variables
  - o 2017, 2024 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 2014 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 2014 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 2014 Business Analyst Base Data' hierarchy if you only need variables in the base dataset
  - Otherwise, to access the full dataset, select the 'Esri Canada 2014 Census 5 10 year' Hierarchy

Analysis Wizard	Spatial Overlay is a tool to extract data from one layer and join it to another layer. It works like a cookie cutter to extract
Spatial Overlay extracts data from	Joint to another tayer.     Which BDS layer contains the data to be extracted?     Data Source     Input Data Layer:     Esri Canada 2014 Census 5 10 year     Use Online Data
one layer and joins it to another layer. It acts like a cookie cutter extracting data from a layer.	Which layer inherits the data? Overlay Layer: PEI Drive Time Areas Append calculated data to this layer Use selected features only
Help	<back next="">&gt; Cancel</back>

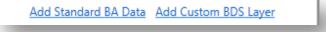
Search and Filter			Use Saved Variable List:	
Filter:	latch <u>C</u> ase		<none></none>	•
elect one or more fields you want to use (Max: 327	04):	<b>e</b> e	Save Manage	
···· 2019 Household Population 15 Years or over b	y Labour 🔺 🕞	🕀 🕀 🕀 🕀	otal Population by Age and Sex	
	y Occupa	🕀 🕀 2017 P	opulation by Age	
· ⊕ 2019 Household Population 15 Years or over b	y Method >>		opulation by Age	
			opulation by Age	
··· 2019 Household Population by Age and Sex		🖽 2014 P	opulation by Age	
·	<	🗄 🕀 2019 P	opulation by Age	
⊕ 2014 Total expenditure				
···  2014 Total food	<<			
··· ⊕ 2014 Total shelter				
·				
2014 Total household furnishings and equipment	ent 👘			
···⊞ 2014 Total clothing				
2014 Total transportation	-			
	4	Selected Va	ariables Count: 230	
Help		(	<< Back Next >>	Cancel
Help			<< DBCK IVEXL >>	Cancer

- 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)).

ustom Data Setup Wizard	<b>X</b>
The Base Geography is a layer that will inherit the data to be used to create your BDS layer. This layer is typically a standard census boundary but can alternately be any boundary file.	Select the level of geography (or boundary layer) that your BDS will be based on. Select Base Geography layer Dissemination Areas (CPY) Only show Business Analyst data layers (BDS) Select the join ID of your Base Geography layer ID
Help	< <back next="">&gt; Cancel</back>

• Fusion Report Editor

• When creating a new report, click the 'Add Standard BA Data' link.



- Select 'Esri Canada 2014 Business Analyst Base Data' if you only need variables in the base dataset.
- o Otherwise, to access the full dataset, select 'Esri Canada 2014 Census 5 10 year'.

Standard BA Data selection
Select standard hierarchy:
Esri Canada 2014 Business Analyst Base Data
Esri Canada 2014 Census 5 10 year
OK Cancel

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

Report Data Query		
default	•	<u>Edit</u>
> headers	Name	Alias
demographics		
Demographic Variables		
2011 Basics		
2011 Total Population by Age and Sex		
2011 Male Population by Age		
2011 Female Population by Age		
2011 Household Population by Age		
2011 Marital Status		
2011 Marital and Family Status		
2011 Marital and Family Household Status	5	
2011 Children at home		
2011 Household Living Arrangements		
2011 Household Types		
2011 Dwellings and Households		-