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

*Last revised January, 2015*

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## Contents

<b>Esri Business Analyst 10.3 Desktop (Canadian Edition) – 2014 Data Update .....</b>	<b>1</b>
Overview .....	1
<b>2014 Canadian Data Update .....</b>	<b>2</b>
Overview .....	2
2014 Updated Variables .....	2
<b>What's New in Data Access.....</b>	<b>3</b>

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

## Overview

Esri® Business Analyst™ 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.

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# 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™, and WealthScapes™. (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 [Documentation](#).

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# What's New in Data Access

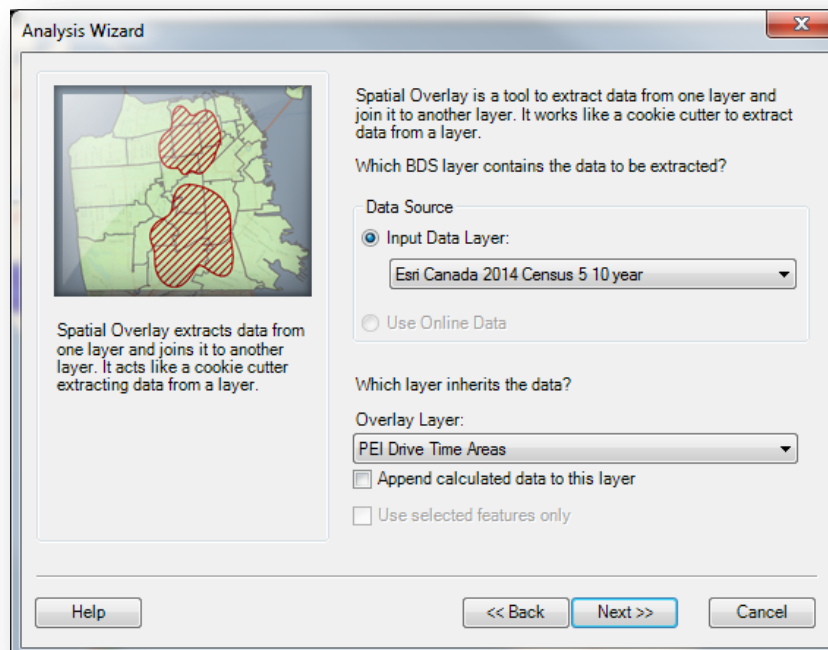
The 2014 Data is now delivered in File Geodatabase format (fgdb) rather than SDC format. Data access is locked until a valid data license from Esri Canada is applied. Variables are delivered in two fgdb's:

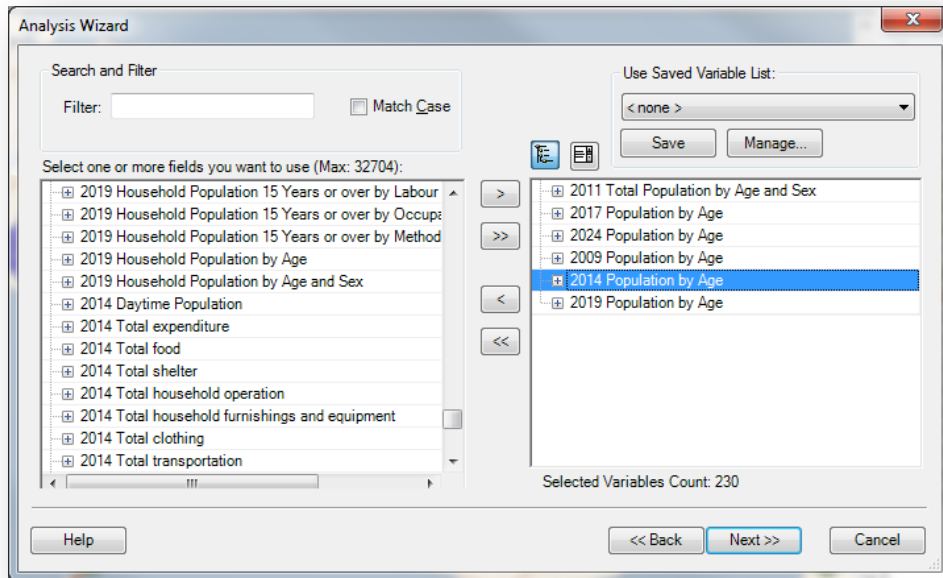
- BAC\_2014 (Base geodatabase)
  - 2009, 2014, 2019 DemoStats variables
  - 2014 HouseholdSpend variables
  - 2014 Daytime Population
  - 2014 PrizmC2 variables (if licensed for Basic or Standard data licenses)
- BAC\_CPY\_2014 (Census & Projected Year geodatabase)
  - 2011 Adjusted Census variables
  - 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.

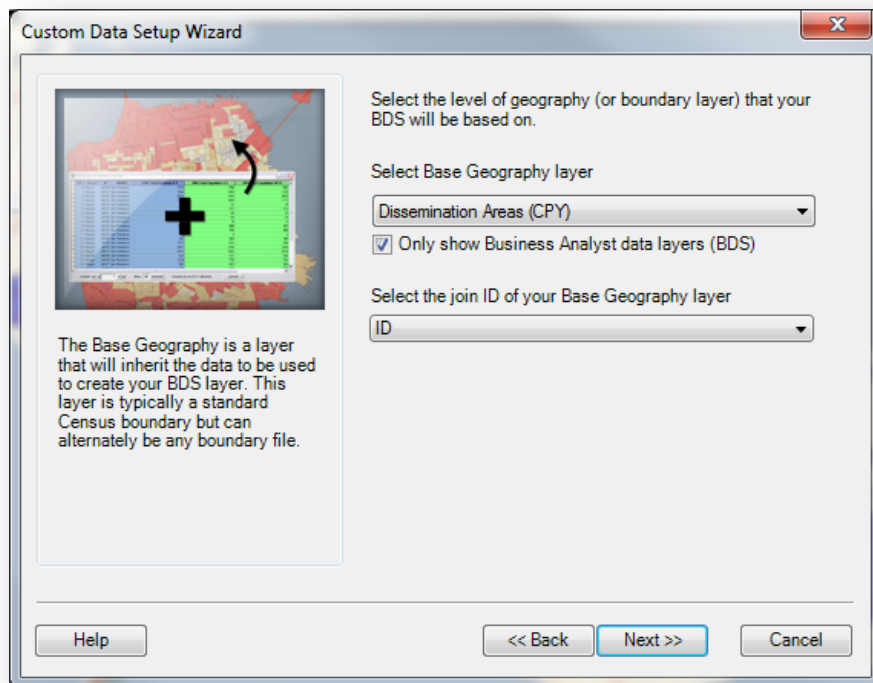
Below are several examples of various wizards that provide this option.

- *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





- **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)).

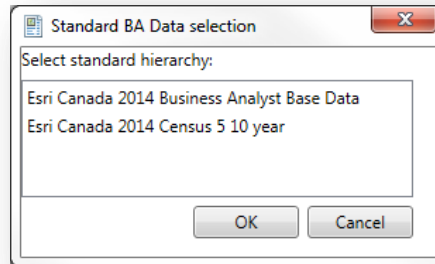


- **Fusion Report Editor**

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

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

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



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

