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# What's New in Esri® Business Analyst™ 10.2.2

## Esri 2014/2019 US Data Update

*Last revised—September 15, 2014*

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# Welcome to Esri Business Analyst 10.2.2

## Overview—Esri 2014/2019 US Data Update

Esri® 2014/2019 US Demographics continues to build on the industry's most accurate data while adapting to changes in source data. Esri 2014/2019 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 10.2.2 release.

This document provides a summary of the new data updates in the Esri 2014/2019 US Data Update.

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

***2014 BA Desktop Variable and Report List.xlsx***

# Data Updates

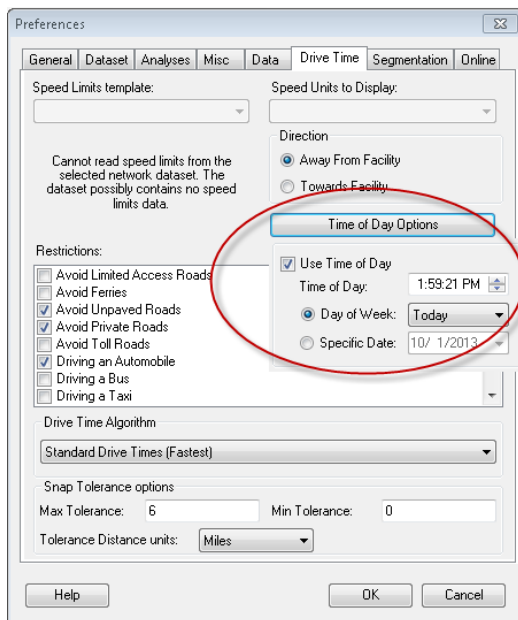
## Boundaries

- All census-based geography represents Census 2010. Census boundaries are from TIGER 2010.
- ZIP code boundaries come from NAVTEQ. They are from the US Postal Service (USPS) Q4 2013 inventory.
- Core Based Statistical Area (CBSA) boundaries are based on February 2013 definitions.
- Designated market areas (DMAs) represent the 2013–2014 markets defined by Nielsen Media Research.
- Congressional districts represent the 113th Congress.

For more information about the 2010 geography changes, see [doc.arcgis.com/en/esri-demographics/reference/census-geography.htm](http://doc.arcgis.com/en/esri-demographics/reference/census-geography.htm).

## 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 StreetMap™ Premium for ArcGIS® R1 2014 (NAVTEQ Q4 2013) release.
- In 10.2.2, Time of Day options are available when creating drive times. In Business Analyst Preferences, go to the Drive Time tab to access these options.



- The ZIP+4 Geocoding Locator is 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.

## Demographic Data

- **Esri 2014/2019 US Data**—This release includes Esri 2014/2019 US Demographics data. Built with evaluated and revised models, Esri 2014/2019 US Demographics data is based on Census 2010 counts and is in 2010 geography. It contains updates to age, race, income, education, marital status, and housing data variables as well as labor force, home value, disposable income, net worth, and business summary data variables.

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

***2014\_USA\_ESRI\_Demographic\_Update\_Methodology.pdf***  
***2014\_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 2014/2019 data.
- **Tapestry™ Segmentation**—Esri introduces the next generation of Tapestry Segmentation, a market segmentation system designed to identify consumer markets in the United States. The Tapestry system incorporates the effects of growth and decline in the last decade on established consumer markets plus the emergence of new markets populated by Millennials and immigrants. Reflecting the increasing diversity among American consumers, Tapestry now includes 67 distinct market segments and 14 summary groups.

Tapestry is a geodemographic segmentation system that integrates consumer traits with residential characteristics to identify markets and classify US neighborhoods. Neighborhoods with the most similar characteristics are grouped together, while neighborhoods with divergent characteristics are separated. Internally homogenous/externally heterogeneous market segments depict consumers' lifestyles and lifestages. Tapestry Segmentation combines the *who* of lifestyle demography with the *where* of local geography to create a classification model with 67 distinct behavioral market segments.

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

***2014 Tapestry LifeMode Group Summary Tables.pdf***  
***2014 Tapestry Segment Summary Tables.pdf***  
***2014 Tapestry Urbanization Group Summary Tables.pdf***  
***2014\_USA\_ESRI\_Tapestry\_Segmentation\_Methodology.pdf***  
***2014\_USA\_ESRI\_Tapestry\_Segments\_and\_Groups.csv***  
***2014\_USA\_ESRI\_Tapestry\_Segments\_and\_Groups.pdf***

### Important Note about the 2014 Tapestry Segmentation Data

The 2014 release represents the next generation of Tapestry Segmentation. The number of segments increased from 65 to 67 unique segments in this release. Tapestry has been updated to reflect the changes in the fabric of our society. As trends and preferences change, some segments persist while new segments emerge. Forty segments retained their names and character from the previous system, while 27 segments are entirely new. These changes represent the expected consistency across platforms while showing the ever-changing nature of society's traits and preferences. LifeMode and Urbanization groups have been revised to account for the changes in segments. Tapestry data users are encouraged to update analyses that use this dataset.

- **Consumer Spending**—The Consumer Spending database gives you the details about which products and services consumers buy. This release includes the updated 2014 Consumer Spending data, based on the next-generation Tapestry Segmentation system, 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:

*2014\_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 2014 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:

*2014\_USA\_ESRI\_Market\_Potential\_Methodology.pdf*

### Important Note about the 2014 Market Potential Data

The 2014 release of the Esri Market Potential data for the United States includes an update to the underlying survey data from GfK MRI. The 2014 release from Esri incorporates the GfK MRI's Doublebase 2013 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.

- **Census 1990**—This release **does not contain** Census 1990 data.
- **Business Summary**—This release contains 2014 Business Summary data based on Dun & Bradstreet (D&B) data. Information about this data can be found in the Documentation directory of the installation:

*2014\_USA\_DandB\_Business\_Listings\_Data\_Descriptions.pdf*

*2014\_USA\_ESRI\_Business\_Data\_Methodology.pdf*

- **Retail MarketPlace**—This release contains 2014 Retail MarketPlace data. Information about this data can be found in the Documentation directory of the installation:

*2014\_USA\_ESRI\_RetailMarketPlace\_Methodology.pdf*

## Business Locations

- The Business Location data is from D&B and is dated June 2014. Information about this data can be found in the Documentation directory of the installation:

*2014\_USA\_DandB\_Business\_Listings\_Data\_Descriptions.pdf*

*2014\_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 2014. Information about this data can be found in the Documentation directory of the installation:  
*[2014\\_USA\\_DMM\\_Shopping\\_Centers\\_Data\\_Descriptions.pdf](#)*  
*[2014\\_DMM\\_Major\\_Shopping\\_Center\\_Methodology.pdf](#)*

For more information about Esri Demographics for the United States,  
please see

[doc.arcgis.com/en/esri-demographics/data/us-intro.htm](http://doc.arcgis.com/en/esri-demographics/data/us-intro.htm).

# Reports

**Updated Reports**—The following reports have been updated to include Esri 2014/2019 US data:

Report Name	Contained in Business Analyst Basic	Contained in Business Analyst Standard (formerly Premium)
<b>Demographic Reports</b>		
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 Tract Level)	X (to Block Group Level)
<b>Business Reports</b>		
Business Summary		X
Retail MarketPlace Profile		X
<b>Consumer Spending Reports</b>		
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*

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# What's New in Online Access

All licensees of Business Analyst for Desktop—either Basic or Standard—are entitled to a Business Analyst Online<sup>SM</sup> (BAO<sup>SM</sup>) subscription with 10,000 credits to be used with the ArcGIS for Desktop ArcGIS<sup>SM</sup> Online entitlement for one user.

This subscription provides two benefits:

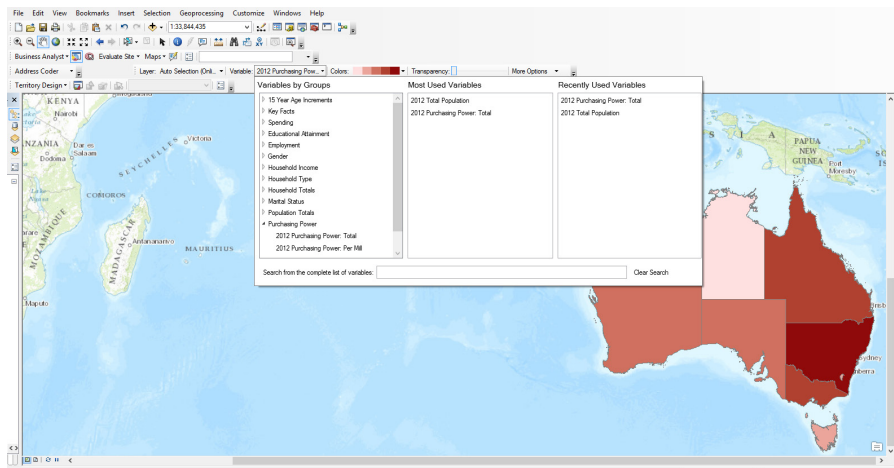
1. Access to the BAO app (bao.arcgis.com)
2. Access to content hosted on the ArcGIS Online GeoEnrichment<sup>SM</sup> services (see excerpt from the What's New in Business Analyst 10.2.2 for Desktop Software section below to learn how and where this data can be accessed through Business Analyst for Desktop.)

The 10,000 credits can be used toward either of these benefits. End users must contact Esri Customer Service to acquire their BAO subscription and 10,000 credits entitlement.

## What's New in Business Analyst 10.2.2 for Desktop Software

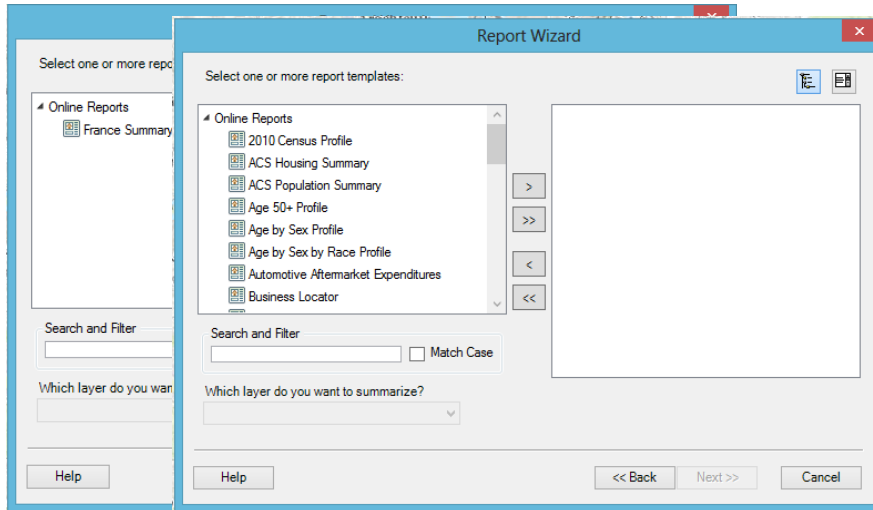
In the 10.2.2 release, access to ArcGIS Online was expanded to include additional Business Analyst wizards. Business Analyst for Desktop users can now use any data available from the ArcGIS Online Data Collections (including international datasets) to generate work and analyses with the following tools:

### Color-Coded Maps Toolbar



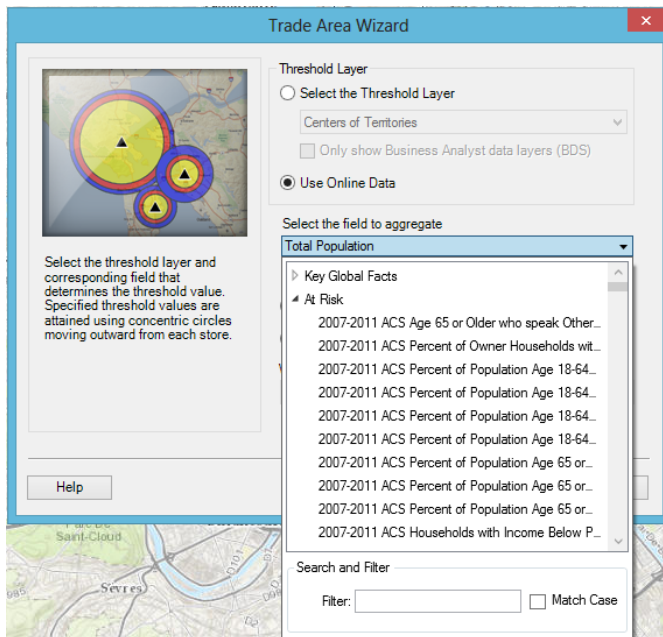
## Reports

- Summary Reports
- Benchmark Report



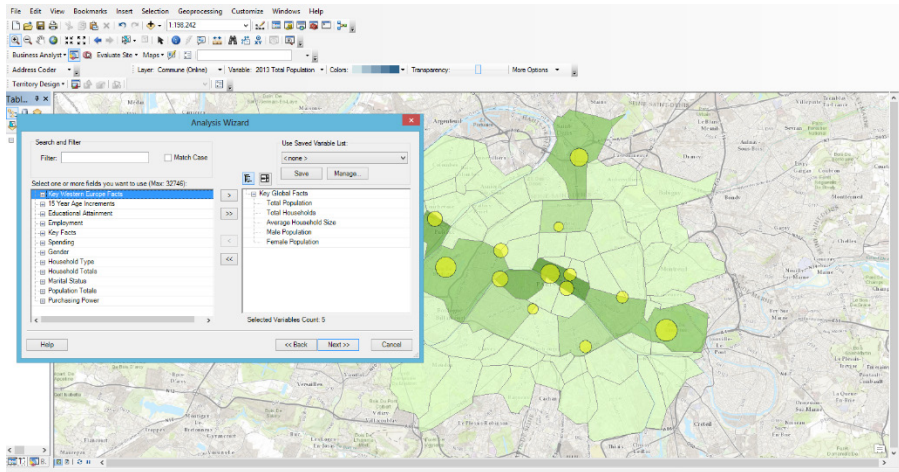
## Trade-Area Creation

- Threshold Rings/Areas

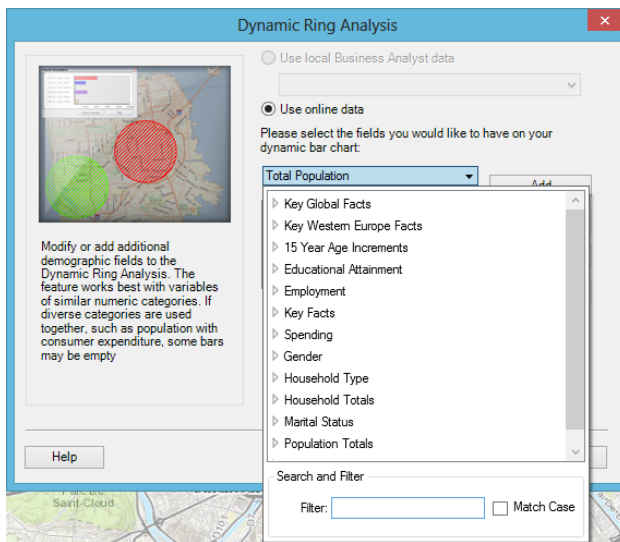


## Analysis Features

- Find Hot Spots
- Market Penetration
- Rank Similar Sites

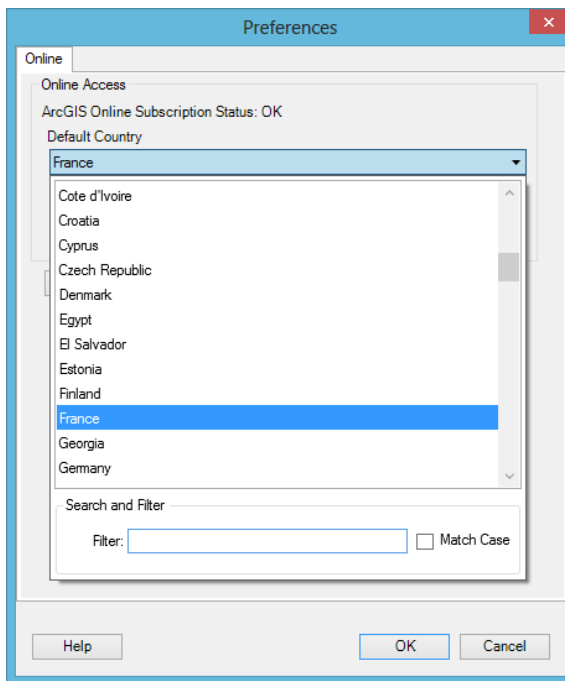


- Dynamic Ring Analysis



## Online Preferences

- Use the Online Preferences menu (Business Analyst > Preferences > Online) to choose a default country to work with. This drop-down menu controls which data collections and reports a user sees in all the aforementioned wizards.



# What's New in the MXD File

In the Esri 2014 US Data Update, there are three data layers in the MXD file, which are accessible via Business Analyst Analysis and Report Wizards and in the Color-Coded Maps toolbar:

- **Esri 2014 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 2014 Age by Sex by Race**—Contains the Age by Sex by Race data from Esri 2014 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 2014 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*

