
What's New in Esri® Business Analyst™ 10.3.1

Esri 2015/2020 US Data Update

Last revised—July 14, 2015

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Welcome to Esri Business Analyst 10.3.1

Overview—Esri 2015/2020 US Data Update

This document provides a summary of the 2015/2020 U.S. Data Update to Esri® Business Analyst™ for Desktop and Esri Business Analyst for Server.

Esri® 2015/2020 US Demographics continues to build on the industry's most accurate data while adapting to changes in source data. Esri 2015/2020 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 10.3.1 release.

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

2015 BA Desktop Variable and Report List.xlsx ([online version](#))

Data Updates

Boundaries

- All census-based geography represents Census 2010. Census boundaries are from TIGER 2010.
- ZIP code boundaries come from NAVTEQ/HERE. They are from the US Postal Service (USPS) Q3 2014 inventory.
- Core Based Statistical Area (CBSA) boundaries are based on February 2013 definitions.
- Designated market areas (DMAs) represent the 2014–2015 markets defined by Nielsen Media Research.
- Congressional districts represent the 114th Congress.

For more information about the 2010 geography changes, see doc.arcgis.com/en/esri-demographics/reference/census-geography.htm.

Street Data (Display, Routing, and Geocoding)

- This update provides street data from NAVTEQ/HERE. This data is used in street routing and address location lookup functions. The data comes from the StreetMap™ Premium for ArcGIS® NAVTEQ Q3 2014.
- 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 2015/2020 US Data**—This release includes Esri 2015/2020 US Demographics data. Built with evaluated and revised models, Esri 2015/2020 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, and net worth data variables. Current as of July 1, 2015.

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

- [2015_USA_ESRI_Demographic_Update_Methodology.pdf \(online version\)](#)
- [2015_USA_ESRI_Diversity_Index_Methodology.pdf \(online version\)](#)
- **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 2015/2020 data.
- **Tapestry™ Segmentation**—Tapestry Segmentation is 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:

2015_Tapestry_LifeMode_Group_Summary_Tables.pdf ([online version](#))
2015_Tapestry_Urbanization_Group_Summary_Tables.pdf ([online version](#))
2015_USA_ESRI_Tapestry_Segmentation_Methodology.pdf ([online version](#))
2015_USA_ESRI_Tapestry_Segments_and_Groups.csv
2015_USA_ESRI_Tapestry_Segments_and_Groups.pdf ([online version](#))

- **Consumer Spending**—The Consumer Spending database gives you the details about which products and services consumers buy. This release includes the updated 2015 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:
2015_USA_ESRI_Consumer_Spending_Methodology.pdf ([online version](#))
- **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 2015 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:
2015_USA_ESRI_Market_Potential_Methodology.pdf ([online version](#))
- **Census 1990**—This release **does not contain** Census 1990 data.
- **Business Summary**—Esri extracts its business data from a comprehensive list of businesses licensed from Infogroup®. This business list contains data on more than 13 million U.S. businesses—including the business name, location, franchise code, industry classification code, number of employees, and sales volume—that is current as of January 2015. This release contains 2015 Business Summary data based on Infogroup® data. Information about this data can be found in the Documentation directory of the installation:
2015_USA_Infogroup_Business_Listings_Data_Descriptions.pdf
2015_USA_ESRI_Business_Data_Methodology.pdf
- **Retail MarketPlace**—This release contains 2015 Retail MarketPlace data. New this year is the reincorporation of business data from Infogroup® in the production of the estimates. Its 2015 database differs from Esri's former business data source with regard to data collection methodology and maintenance, industry classification, and employment and sales estimation. Information about this data can be found in the Documentation directory of the installation:
2015_USA_ESRI_RetailMarketPlace_Methodology.pdf

Business Locations

- Esri extracts its business data from a comprehensive list of businesses licensed from Infogroup®. This business list contains data on more than 13 million U.S. businesses—including the business

name, location, franchise code, industry classification code, number of employees, and sales volume--that is current as of January 2015. Information about this data can be found in the Documentation directory of the installation:

2015_USA_Infogroup_Business_Listings_Data_Descriptions.pdf

2015_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 January 2015. Information about this data can be found in the Documentation directory of the installation:

2015_USA_DMM_Shopping_Centers_Data_Descriptions.pdf

2015_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.

Reports

Updated Reports—The following reports have been updated to include Esri 2015/2020 US data:

Report Name	Contained in Business Analyst Basic	Contained in Business Analyst Standard
Demographic Reports		
2010 Census Profile	X	X
Age 50+ Profile	X	X
Age by Sex Profile	X	X
Age by Sex by Race Profile	X	X
Community Profile	X	X
Demographic & Income Profile	X	X
Demographic & Income Comparison	X	X
Detailed Age Profile		X
Detailed Ethnicity Profile	X	X
Disposable Income Profile		X
Executive Summary	X	X
Graphic Profile		X
Household Income Profile	X	X
Housing Profile	X	X
Labor Force by Industry and Occupation	X	X
Market Profile	X	X
Net Worth Profile		X
Tapestry Segmentation Area Profile	X (to the Tract Level)	X (to the Block Group Level)
Business Reports		
Business Summary		X
Retail MarketPlace Profile		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
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

Software Patch

Esri Business Analyst Desktop 10.3.1 General Update Patch

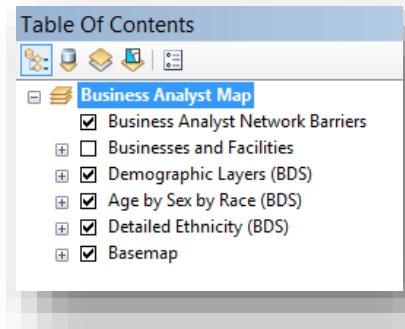
<http://support.esri.com/en/downloads/patches-servicepacks/view/productid/153/metaid/2051>

This update patch applies necessary fixes to work with the 2015 US Data Update in the areas of Add Business Listings and Address Coder, as well as Fusion Reports and Thiessen Polygons. Additional performance improvements and maintenance fixes are also included. It deals specifically with the issues listed below:

- BUG-000084562 - Creating Thiessen polygons, or an equal competition trade area results in sliver polygon.
- Bug 45319:[10.3.1 QFE] Reports – Fusion Report Designer – Validate Error
- Bug 44354:[10.3.1 QFE] Dynamic Ring Analysis – “Object reference not set to an instance of an object” Error

What's New in the MXD File

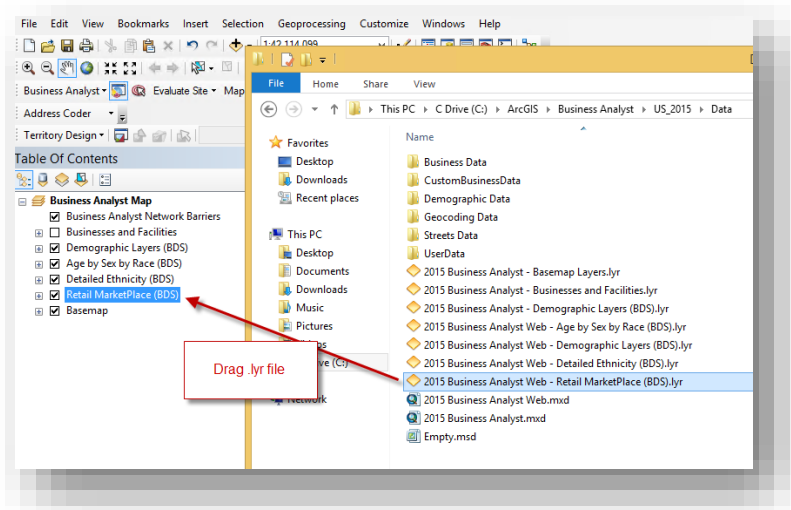
In the Esri 2015 US Data Update, by default, there are three data layers in the MXD file:



- **Demographic Layers (BDS)**—Esri 2015 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
- **Age by Sex by Race (BDS)**—Esri 2015 Age by Sex by Race—Contains the Age by Sex by Race data from Esri 2015 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
- **Detailed Ethnicity (BDS)**—Esri 2015 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 Demographic Layers.)
Available Geography Levels: Tract, ZIP Code, County, CBSA, DMA, State, US

Business Analyst Standard users are also entitled to the Retail MarketPlace data layer.

- **Retail MarketPlace (BDS)**—Esri 2015 Retail Marketplace—Contains 2015 Retail Marketplace dataset.
Available Geography Levels: Block Group, Tract, ZIP Code, County, CBSA, DMA, State, US

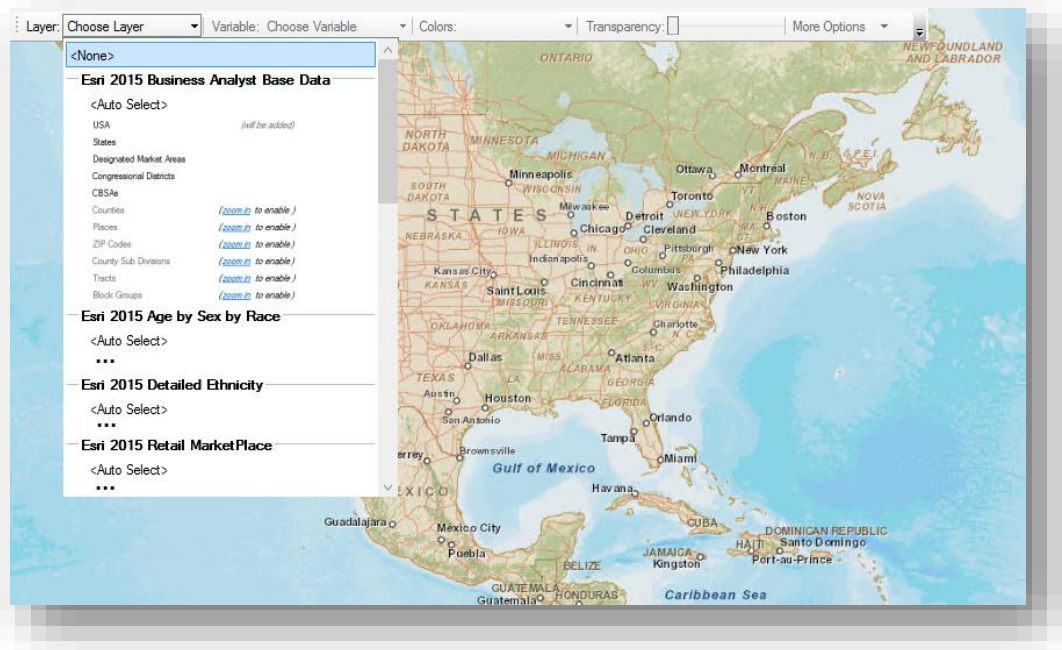


To access this layer:

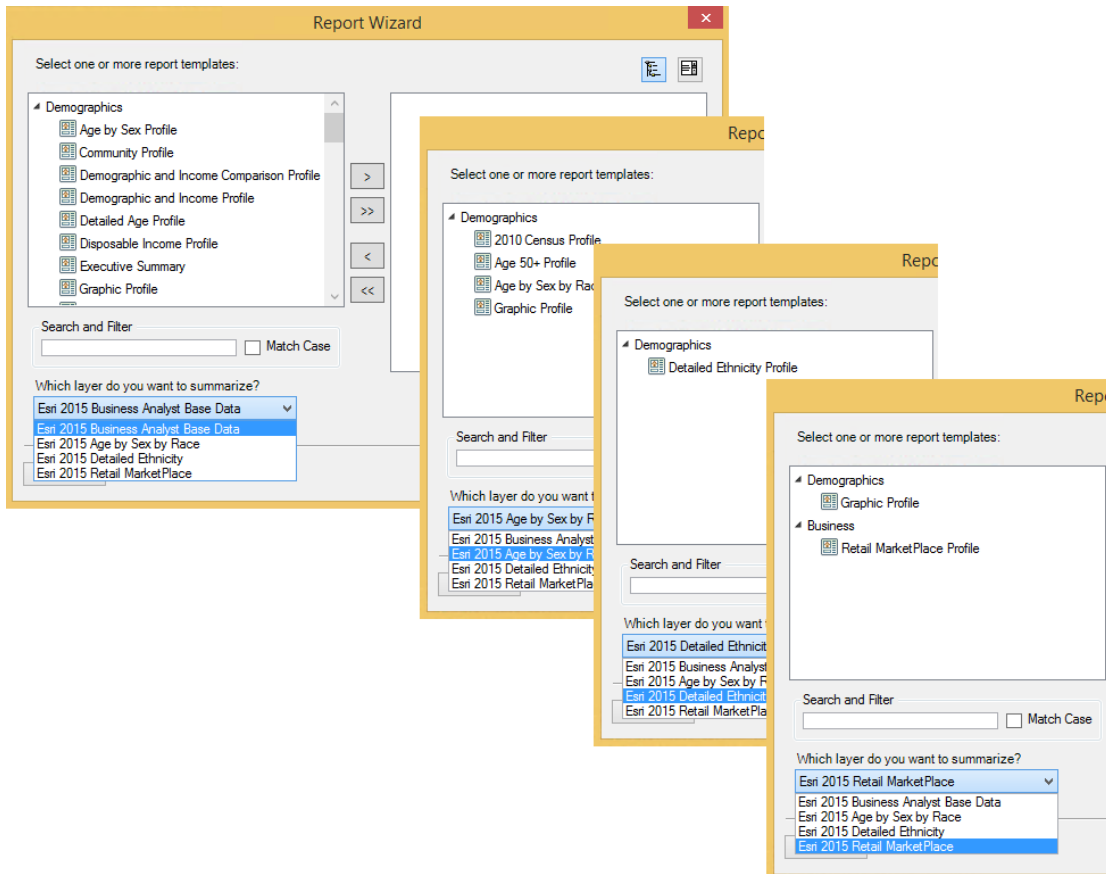
- Open 2015 Business Analyst.mxd or 2015 Business Analyst Web.mxd.
- Using Explorer, Browse to the \ArcGIS\Business Analyst\US_2015\Data directory of the installation.
- Select the 2015 Business Analyst Web – Retail MarketPlace (BDS).lyr
- Drag the.lyr file from Explorer to the Table of Contents window in ArcMap.

Variables from each dataset are accessible in:

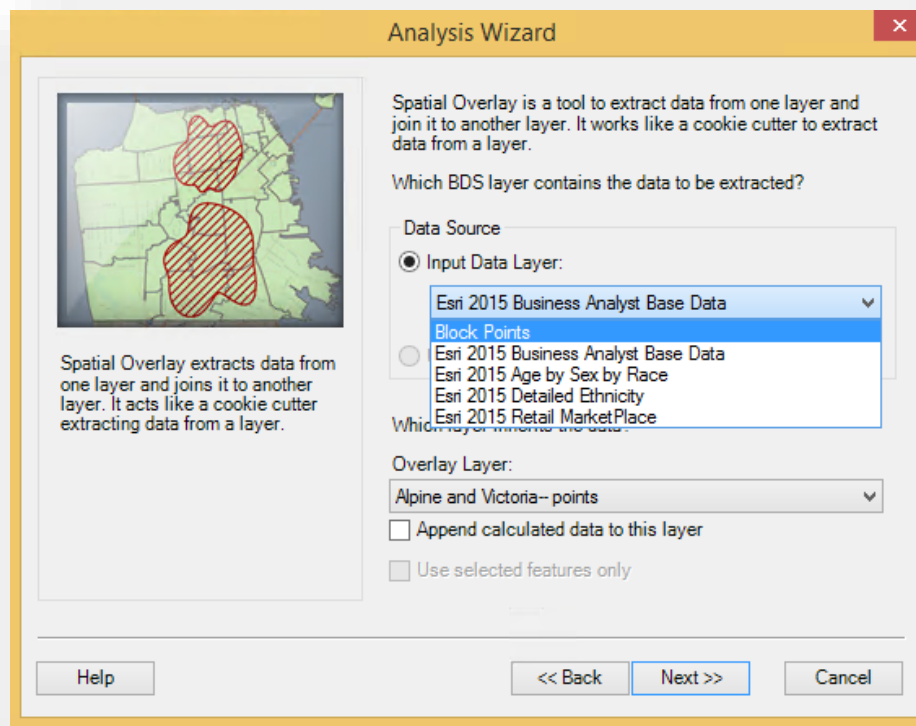
- Color-Coded Maps Toolbar



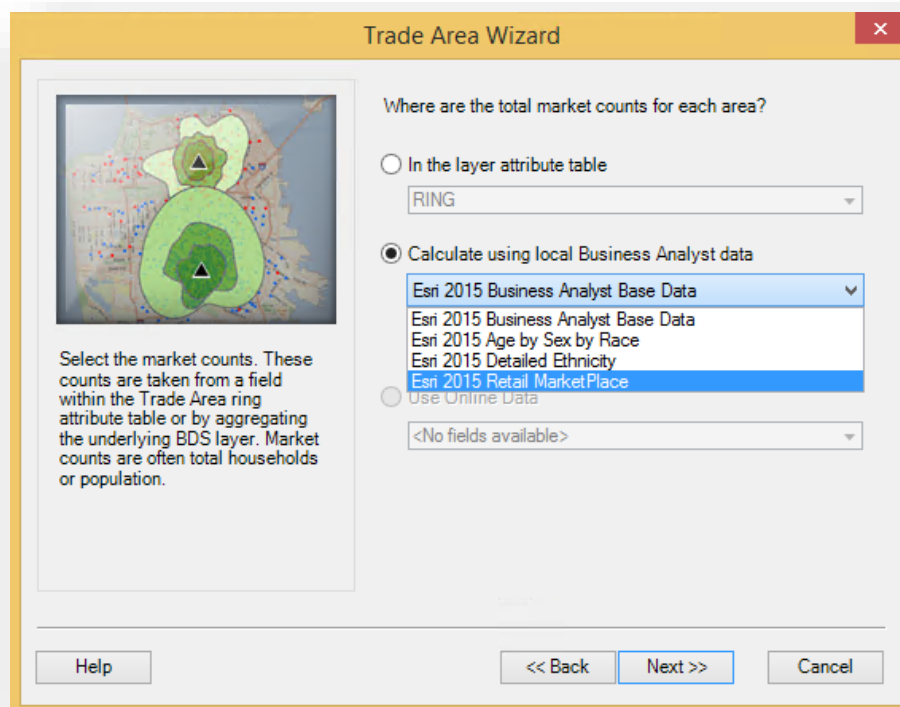
- Reports Wizards



- Analysis Wizards



- Trade Area Wizards



What's New in Business Listings

The Esri 2015 US Data Update, marks the return of the Infogroup® business data. Infogroup provides information on over 13 million active businesses in U.S.

- They phone verify their data at the rate of almost 100,000 phone calls per day to ensure accuracy. Over 25 million verification phone calls annually done by 400 dedicated specialists.
- About half of the file receives an update every 3 months. Almost the entire file was updated within the past year.
- They provide identification of missing or closed businesses by deep mining chain store locations.
- They perform semi-annual field research to benchmark POI quality and ID areas for improvement.

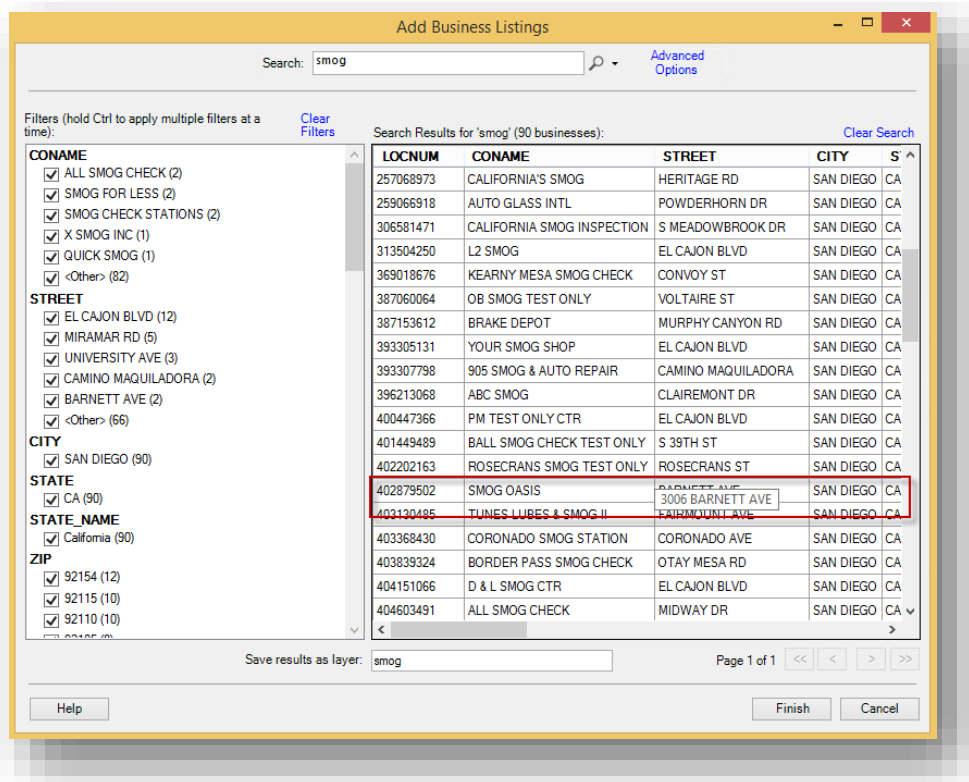
Implementation of Infogroup business locations in Business Analyst Desktop has resulted in some changes to how business listings are licensed for use:

- The Street Number portion (“123” of “123 Main St”) of the full address of the business listing can be viewed, but cannot be exported from Business Analyst.
- The Sales Volume figure is stored and displayed in thousands of dollars.

Here's how these changes are implemented:

- Add Business Listings

In previous versions, you can see the full address (“123 Main St”) for all businesses returned in ‘Add Business Listings’. In the 2015 US Data Update, you can see street name without number (“Main St”) in the Street field. To view the address number (“123”), hover over each record to see full address one at a time. If the tooltip does not appear, you need to [install the software patch](#).



- Business Locations Reports

Annual sales figures are displayed in thousands of dollars.

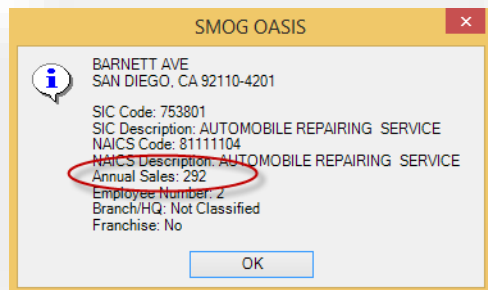
The screenshot shows two reports from Esri Business Analyst. The top report is the 'Business Locations Report' for Area ID: 0_1, Area Description: 0 - 10 minutes, Store ID: 0, and Store Name: SDCC 10 Min. It lists several companies with their sales and employee counts. The bottom report is the 'Detailed Business Locations Report' for the same area, providing more granular data for each company, including business status and franchise information. A red circle highlights the 'Sales' and 'Number of Employees' columns in the detailed report.

Company Name	City	State	ZIP	Sales	Number of Employees
DOWNTOWN SMOG TEST ONLY	SAN DIEGO	CA	92101		1
CNW TEST ONLY CTR	SAN DIEGO	CA	92113		1
BRAKE & LAMP STAT	SAN DIEGO	CA	92102		1
EDDIES TEST ONLY	SAN DIEGO	CA	92113		3
LUIS AUTO					
SMOG TES					
SMOG FOF					
SMOG CHE					
GOLDEN H					
Total for t					

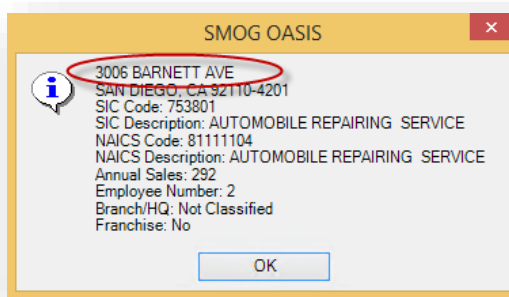
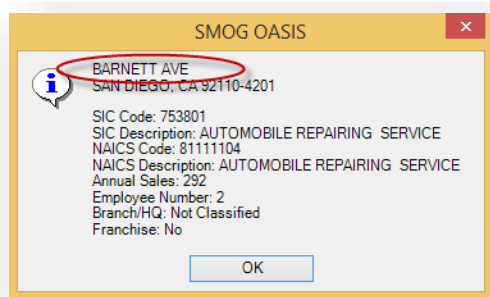
Company Name	City	State	ZIP	Sales	Number of Employees
SIC Code (Type of Business): 753913					
CNW TEST ONLY CTR	SAN DIEGO	CA	92113	140	1
Business Status: Not Classified	Franchise info:	Franchise			
BRAKE & LAMP STAT	SAN DIEGO	CA	92102	140	1
Business Status: Not Classified	Franchise info:	Franchise			
EDDIES TEST ONLY	SAN DIEGO	CA	92113	421	3
Business Status: Not Classified	Franchise info:	Franchise			
SMOG TESTS ONLY	SAN DIEGO	CA	92101	281	2
Business Status: Not Classified	Franchise info:	Franchise			
Total for the type of Business	Count of Businesses:		4	982	7

- Business Identify tool

Annual sales figures are displayed in thousands of dollars.



If the address number is not displayed, you need to [install the software patch](#).



- Attribute Tables

Street number information is not available and annual sales figures are displayed in thousands of dollars.

Table

Smog Locations

OBJECTID*	Shape*	LOCNUM	CONAME	STREET	CITY	STATE	STATE_NAME	ZIP	ZIP4	NAICS	SIC	SALESVOL
1	Point	181402322	AUTO SMOG	MIRAMAR RD	SAN DIEGO	CA	California	9212	2523	81119804	754900	213
2	Point	202761896	SMOG EXPRESS BRAKE & LAMP	CAMINO MAQUILADORA	SAN DIEGO	CA	California	9215	7513	81111810	753913	281
3	Point	219488277	X SMOG INC	UNIVERSITY AVE	SAN DIEGO	CA	California	9210	1901	81111810	753913	281
4	Point	220181515	QUICK SMOG	GARNET AVE	SAN DIEGO	CA	California	9210	3351	81111810	753913	140
5	Point	220239578	FAIRMOUNT SMOG TEST ONLY	FAIRMOUNT AVE	SAN DIEGO	CA	California	9210	4228	81111810	753913	140
6	Point	223640475	CT SMOG SPECIALIST	EUCLID AVE	SAN DIEGO	CA	California	9210	2921	81111811	753900	140
7	Point	226787703	DOWNTOWN SMOG TEST ONLY	F ST	SAN DIEGO	CA	California	9210	6549	81111104	753801	146
8	Point	226788198	USA SMOG TEST CTR	ROLANDO BLVD	SAN DIEGO	CA	California	9211	6800	81111104	753801	146

(0 out of 90 Selected)

What's New in Online Access

All licensees of Business Analyst for Desktop—either Basic or Standard—are entitled to an Esri Business Analyst OnlineSM (BAOSM) subscription with 10,000 credits to be used with the ArcGIS for Desktop ArcGISSM Online entitlement for one user.

This subscription provides three benefits:

1. Access to the BAO web app (bao.arcgis.com) for browser-based mapping, analysis, and demographic reports.
2. Access to the BAO Mobile app for quick maps and reports from [iPhone](#), [iPad](#), or [Android](#) devices.
3. Access to content hosted on the ArcGIS Online GeoEnrichmentSM services and to be used in Business Analyst for Desktop workflows. This ensures that users always have access to the most recent data available from Esri.

The 10,000 credits can be used toward all of these benefits. Customer points of contact will now receive email authorization to activate their BAO subscription.

To see how many credits are needed to use Esri analytics, demographic maps, or storage services, go to the [Service credits overview](#) page.