



ArcView[®] Business Analyst

An ESRI[®] White Paper • March 2001

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ArcView Business Analyst

An ESRI White Paper

Contents	Page
Introduction.....	1
Analysis Modules.....	2
Customer Market Analysis.....	3
Simple Market Areas.....	4
Simple Market Areas by Weighted Value.....	4
Complex Market Areas.....	5
Complex Market Areas by Weighted Value.....	5
Customer Prospecting.....	7
Store Market Analysis.....	8
Store Prospecting.....	10
Finding a Route.....	11
Reports.....	12
Appendix—ArcView Business Analyst Data Sets	
Introduction.....	13
Nationwide Street Data.....	13
Business Locations.....	13

Contents	Page
Consumer Information	14
Household Characteristic Fields.....	14
Demographic Data	15
Applied Geographic Solutions, Inc.	16
CACI Marketing Systems	18

ArcView Business Analyst

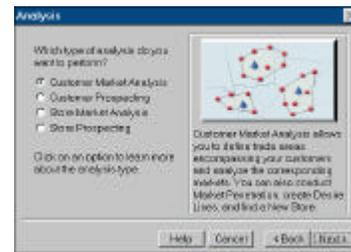
Introduction

ESRI® ArcView® Business Analyst was designed to be the most comprehensive business intelligence solution available. Having all the tools and data in one place makes for faster analysis and saves you time and money. ArcView Business Analyst is based on nearly 30 years of experience consulting with retail, banking, insurance, manufacturing, real estate, government, health care, telecommunications, oil and gas, utilities, and other industries. It was built for those who can benefit from having access to a robust catalog of data and powerful mapping tools in one easy-to-use desktop application. This revolutionary software is a unique integration of the world's leading desktop geographic information system (GIS) application and a suite of useful business information from industry-leading data providers specifically selected to give organizations the ability to solve complex market-, customer-, and location-related business problems and to make better business decisions.

ArcView Business Analyst includes everything you need to research customer profiles, locate customers and stores, create and analyze market areas, produce detailed comprehensive reports, develop a target marketing strategy, generate desire lines from locations, compute equal competition areas, conduct drive-time analysis, and perform site selection or site evaluation. Its user-friendly wizard interface makes performing sophisticated analytical tasks a cinch. With ArcView Business Analyst even the novice GIS user can perform complex spatial analyses and research business locations, demographics, consumer information, and street data and perform drive-time analysis quickly and easily. All you need to know is what you are looking for, and the wizards will perform the tasks and give you results on a map and fully integrated reports using Seagate® Crystal Reports™. Through these wizards you are able to focus on performing the critical analysis without spending time on the underlying technology, saving you time and money.

Analysis Modules

Based on four major analysis modules, ArcView Business Analyst takes you step-by-step through customer market analysis, customer prospecting, store market analysis, and store prospecting. There are more than 11 easy-to-use wizards available in ArcView Business Analyst, each one covering a different task from the basic creation of a study area to performing drive-time analysis and locating block groups of customers who meet the criteria that you set. The series of panels that make up each wizard guide you through the analysis. All you need to know is what you want—what results you are looking for—and the wizard will ask all the questions and lead you through the task quickly.



Market Penetration Report

Area ID	Current Market Share
94102	25
94103	11
94104	2
94105	0
94107	8
94108	1
94109	42
94110	60
94111	1
94112	108
94114	32
94115	148
94116	12
94117	44
94118	34
94121	15
94122	14
94123	24
94124	9
94127	37
94129	0
94131	82
94132	4
94133	6
94134	30

Additional Data

The Additional Data wizard allows you to bring in data from a variety of sources. Which format is your data in?

- Tabular data in one of these formats:
 - dBASE (.dbf)
 - text (.txt)
 - RDEMS
- Map-ready data in one of these formats:
 - shapefile (.shp)
 - coverage
 - image file
 - StreetView theme (.tms)

CD Data

The CD Data wizard extracts views, demographic, and business data from the Business Analyst CD's located on your system. This data is used for reports, analysis, and thematic mapping.

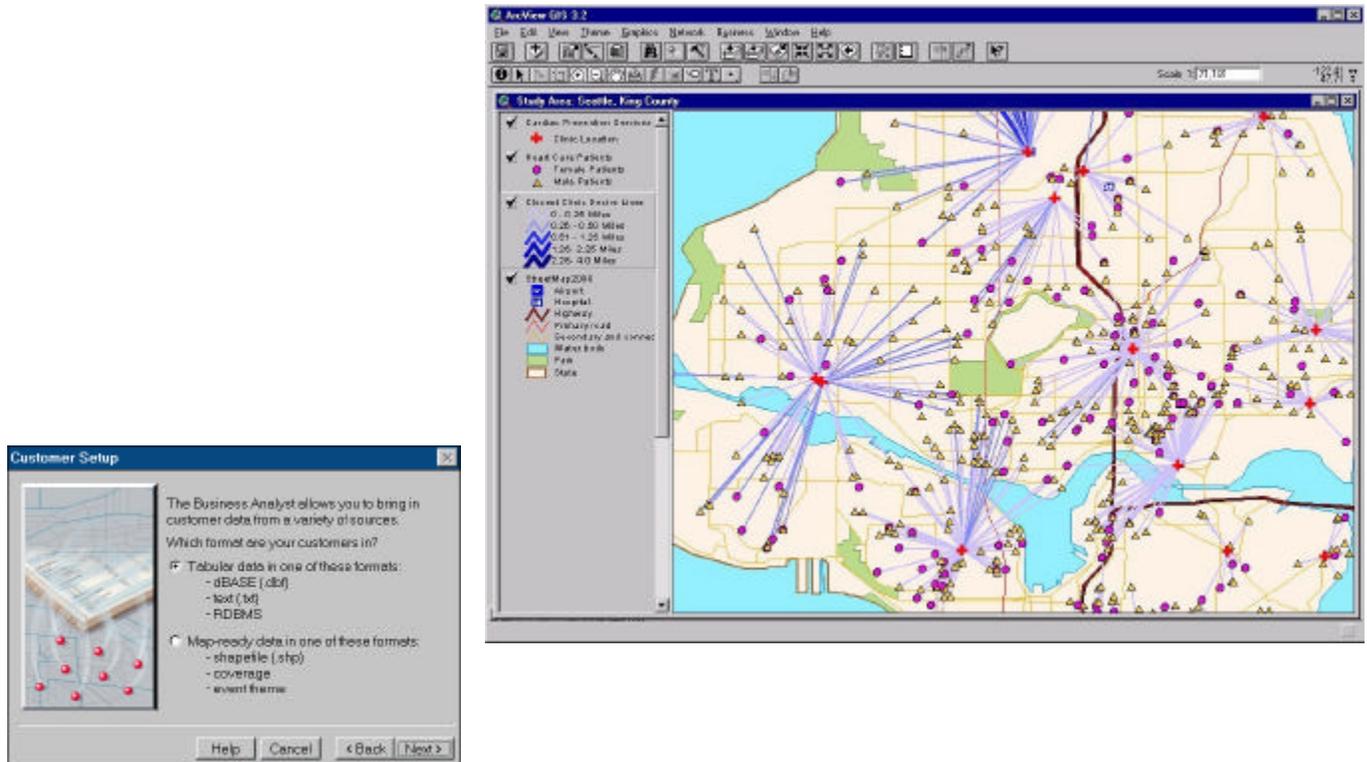
What do you want to do?

- Extract business and demographic data (CD "Business Analyst Data Via Area 1")
- Extract business and demographic data (CD "Business Analyst Data Via Area 2")
- Extract business and demographic data (CD "Business Analyst Data Via Area 3")

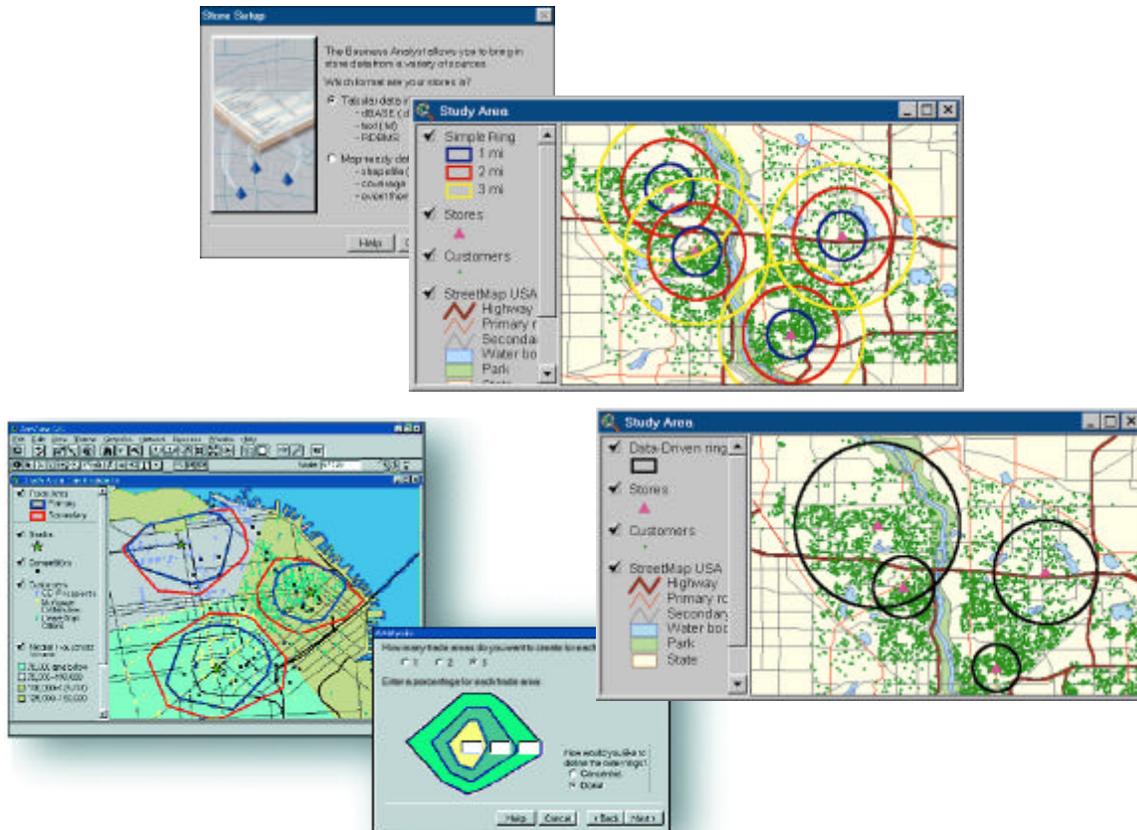
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Customer Market Analysis

With a precisely defined market area, you can target your advertising to efficiently reach your customers exactly where they are. You can also locate a new store site with the same demographics as your most successful store and reap the most return on your marketing investment.



You begin customer market analysis with assigning a store ID to your customers by closest store. If you do not already have customers assigned to a particular store you can do so using the Assign Stores to Customers wizard. (This method will assign each customer the ID of the store that is closest by straight-line distance.) You can also assign your customers a store ID based on a trade area you create (simple ring, data-driven, equal competition, or drive time). Each trade area has a store ID associated with it. Now you're ready to perform customer market analysis.



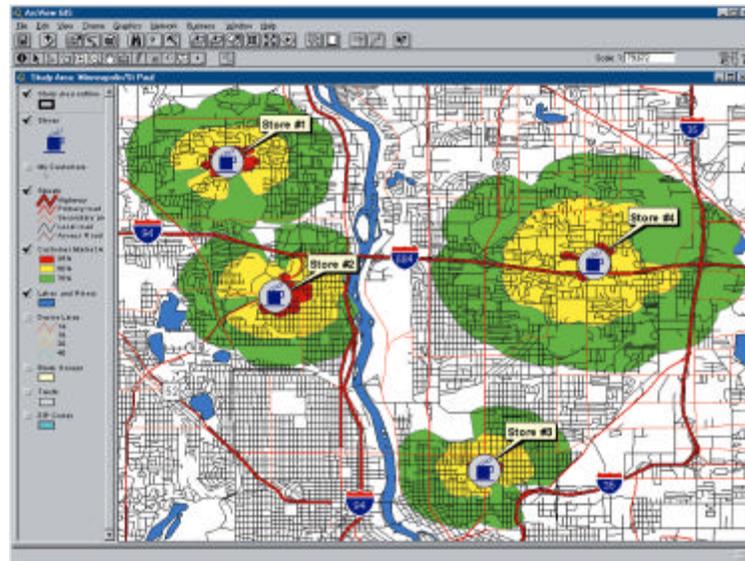
Simple Market Areas

Both simple market areas and complex market areas can be primary, secondary, or tertiary and can be calculated by number of customers and weighted value (such as sales or visits) in ArcView Business Analyst. Simple market areas are easy to calculate, require less processing time, and give an acceptable, initial estimate of the size and shape of the market area by drawing a simple ring around the store. Though real market areas are not often symmetrical, rings extend out equally in all directions, indicating a general area. If you define your market areas by number of customers, ArcView Business Analyst uses the customer points around each store to create areas that include the percentage of customers nearest to the store you specified. By creating simple market areas you can determine where market overlap is apparent.

Simple Market Areas by Weighted Value

Using a weighted value when defining your market areas means your boundaries should change shape because each customer represents an individual value. When defined by a weighted value such as sales, the primary market areas will appear visually different because the boundaries will shift. Customers who spend \$100 are more valuable to a business than those who spend \$10. ArcView Business Analyst can calculate demographic information, as well as household data, age, race, sex, and family size, and determine where higher spending consumers live and which of your locations they frequent.

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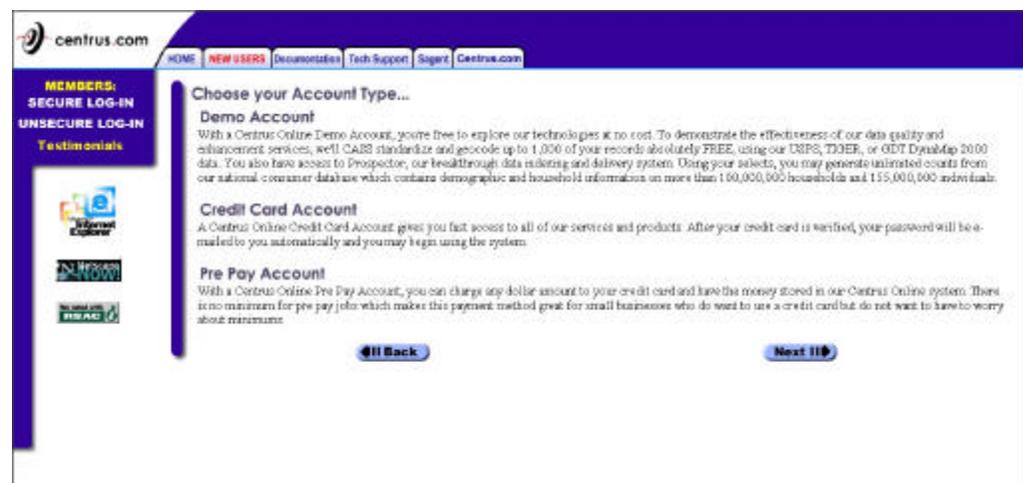
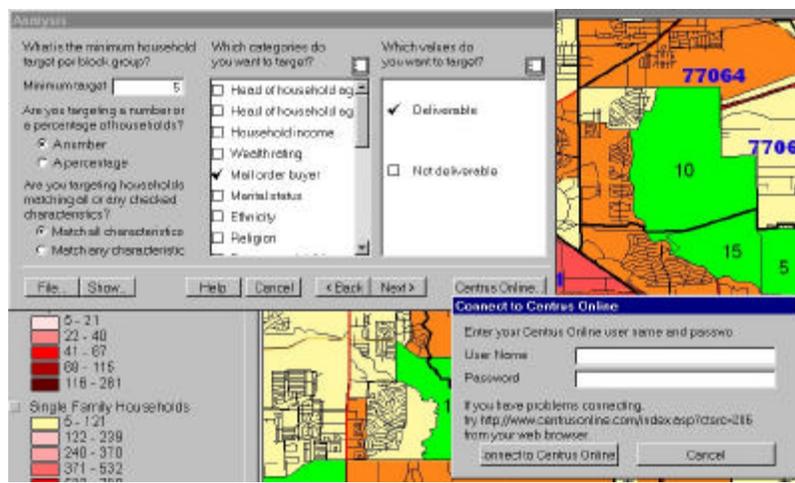
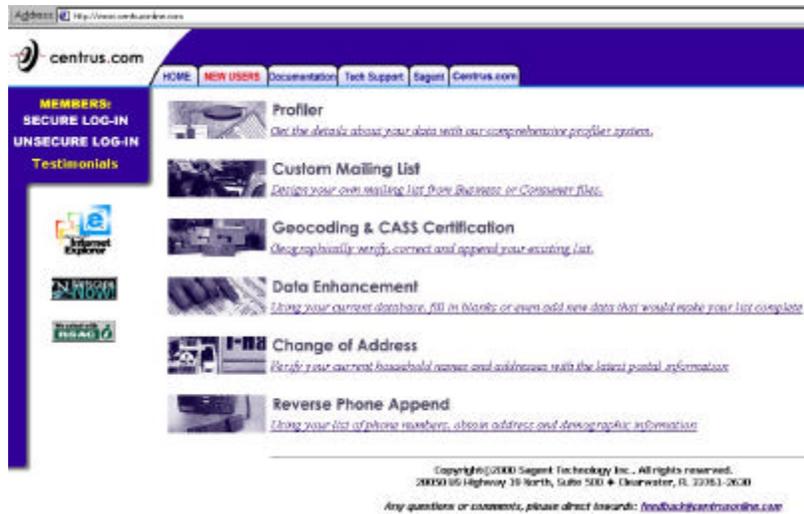


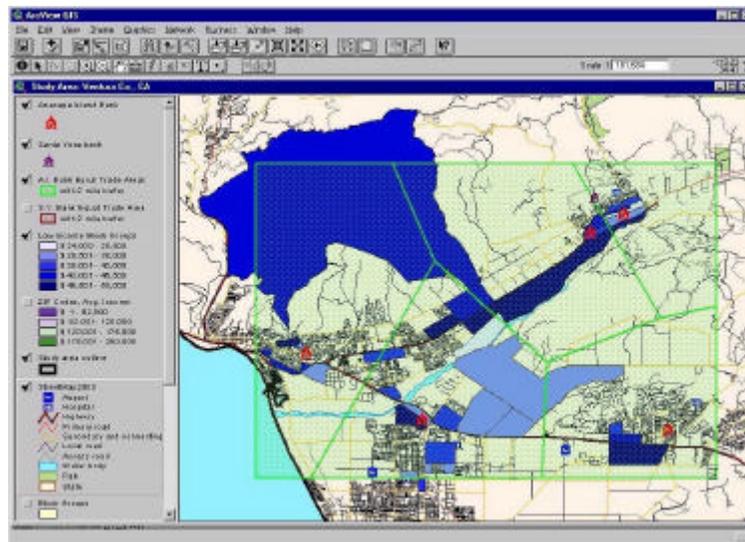
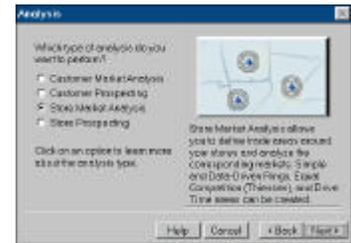
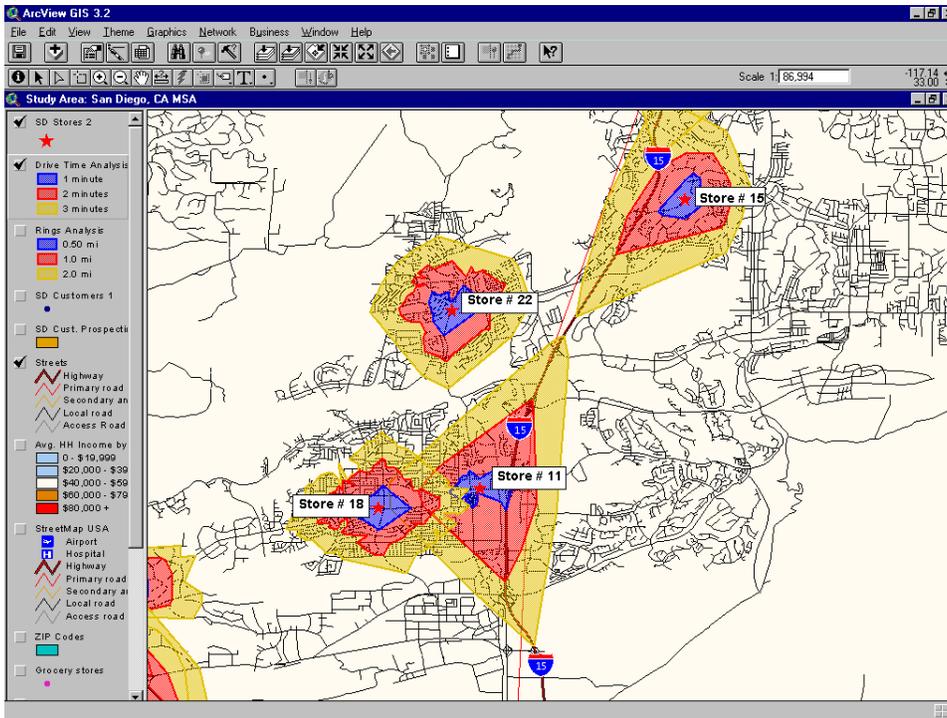
Complex Market Areas

Complex customer-based market areas are more accurate than simple market areas because, unlike simple market areas, they respond to physical and cultural barriers, revealing nuances in the market area size and shape that may not be apparent in simple market areas. Complex market areas tend to be more specific, therefore taking on a more irregular shape. Often called amoebas, these complex areas are calculated by finding the outermost customers of a store and connecting them; these irregular shapes reflect your true customer base, as opposed to simple market areas that are circular and less refined. Due to the complexity of the analysis, processing time may increase. However, amoebas illustrate a better representation of reality.

Complex Market Areas by Weighted Value

Because customers who spend more money are of greater value to businesses, performing weighted value analysis based on sales and income level creates more specific results. Amoeba or complex customer-based market areas are also used to analyze the impact of underlying cultural, demographic, and socioeconomic differences. One store may penetrate a white, English-speaking neighborhood quite well but have very little effect in a Spanish-speaking neighborhood. ArcView Business Analyst can assist in identifying those regions, giving you insight as to what needs to be done to increase sales or generate higher response to your business.





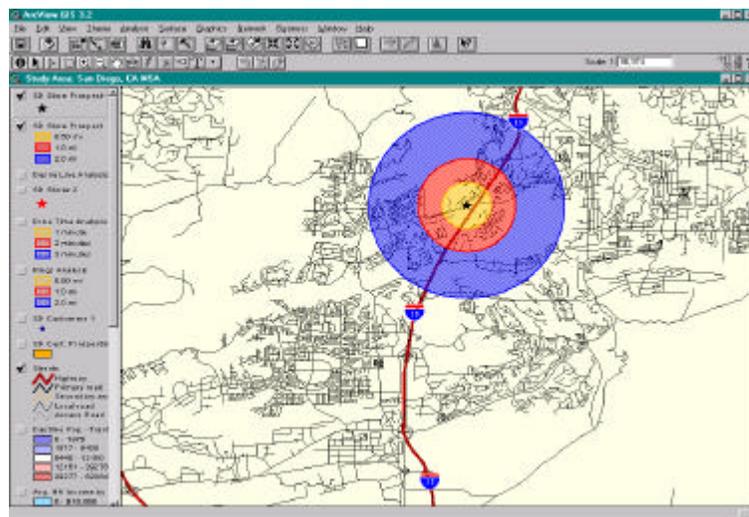
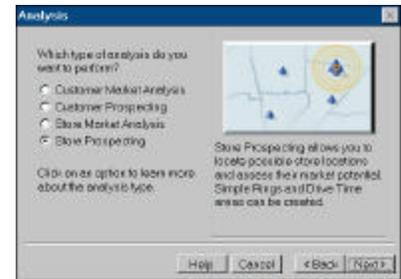
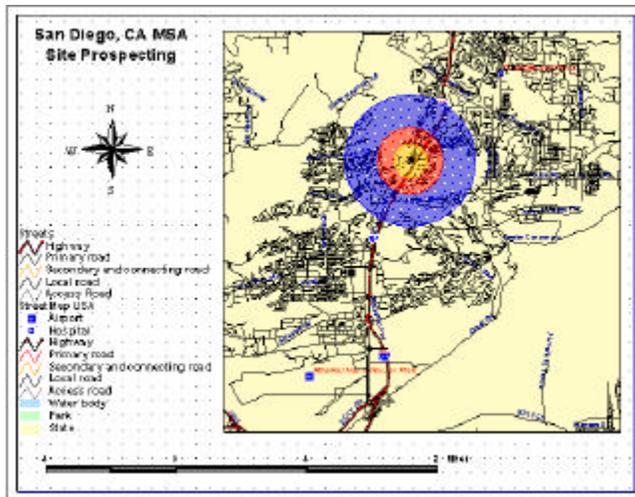
Store Market Analysis

Store market analysis works similarly to customer market analysis in that they both use simple rings to display the analysis. With the Analysis wizard you can create market areas around your existing or potential stores. Preliminary market study begins with an analysis of one-, three-, and five-mile rings being drawn around each location or new site. The underlying demographics can then be extracted (What is the total population within one mile? How many households are within three miles? What is the average household

J-8012

income within five miles? and so on). These questions are easily answered with ring studies, and the wizard makes such analysis quick and simple. Just click the Business menu and then Analysis. Click "Create a new analysis," then select "Store Market Analysis" and then the Simple Ring option, and you're on your way. The wizard will walk you through, step-by-step, prompting you to make your selections such as distance units and whether you want to create a map or report. Click Finish and the wizard goes to work.

Data-driven rings can be created the same way as simple rings. The process is the same using the Analysis wizard; however, the size of the ring is determined by some numeric value in the stored data such as sales or store size.



Comprehensive Report

ID: SD Store Prospect

Demographic	Primary	Secondary	Tertiary
Area & Demographics	44,264	44,264	44,264
Expenses (1991)			
Population (1990)	141	817	24,707
Total Expenditure (1990)	391	1,231	11,492
Per capita (1990) (Quotient (1990))	4	31	29
Realities (2001)			
Population (2000)	1,001	1,001	10,010
Per capita (2000) (Quotient (2000))	1	31	29
Results (2001)			
Area that is (1991)	1,000	2,001	11,000
Per capita (1991)	49	2,071	10,000
Per capita (1991) (Quotient (1991))	2.1	2.1	2.8
Results (2000)			
Area that is (2000)	1,100	4,111	14,110
Per capita (2000)	70	2,111	11,110
Per capita (2000) (Quotient (2000))	2.1	2.1	2.8
Results (1991)			
Area that is (1991)	1,201	6,001	21,201
Per capita (1991)	90	2,001	10,201
Per capita (1991) (Quotient (1991))	1.1	40	29
Area that is (1991) (Quotient (1991))	420	2,011	11,201
Per capita (1991)	110	1,101	11,101
Per capita (1991) (Quotient (1991))	2.1	1,201	1,001
Results (2001)			
Area that is (2001)	1,301	7,001	21,301
Per capita (2001)	111	1,101	1,001
Per capita (2001) (Quotient (2001))	1.1	40	29
Area that is (2001) (Quotient (2001))	420	2,101	11,301
Per capita (2001)	111	1,101	1,101
Per capita (2001) (Quotient (2001))	1.1	1,201	1,001
Area & Demographics (2001)			
Population (2000)	701	2,701	11,701
Per capita (2000) (Quotient (2000))	1.1	1.1	1.001

Store Prospecting

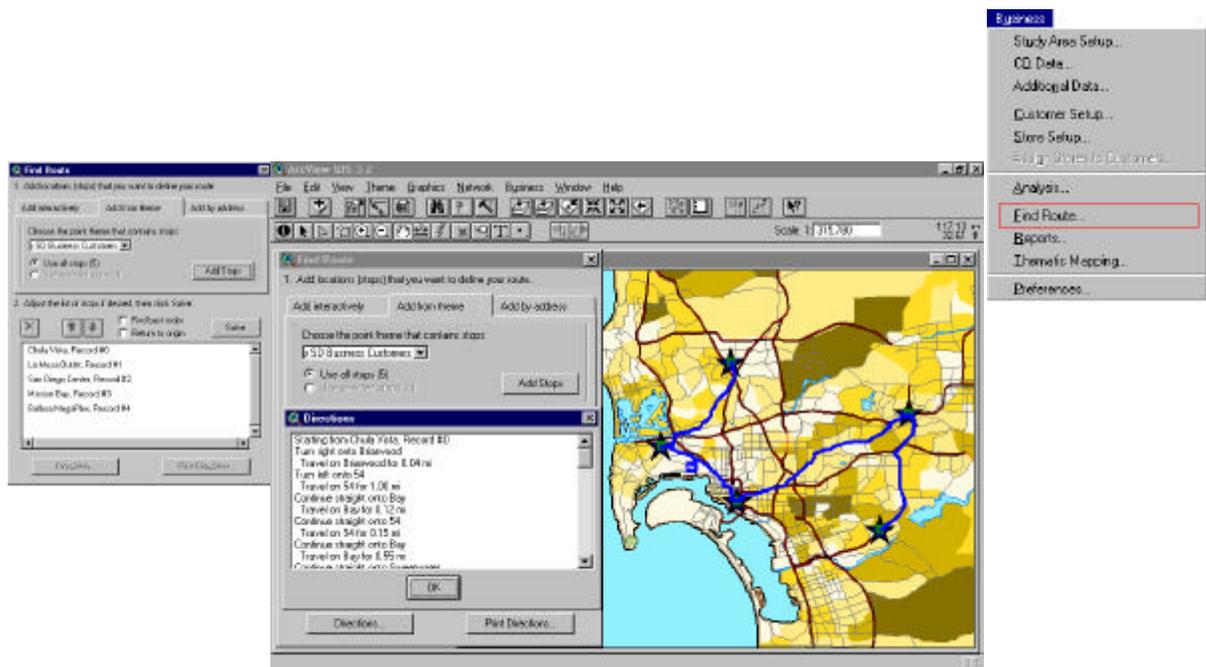
Aside from evaluating an existing site, you can also search for a new location based on a number of analysis functions using ArcView Business Analyst. Suppose you know the demographic makeup or household income of your existing customers and you want to find similar customers in another location. You can query the data sets to find a region that matches similar profiles, thus narrowing your search to specific regions. If you already have a location in mind (suppose your real estate agent is aware of some space coming available for lease or sale), you can simply type in the street address and perform analysis via the Analysis wizard. If you have a number of potential sites you are considering and you would like to compare them to each other, you can create a layer of points in a theme and perform further analysis. The wizard lets you create simple ring or drive-time analysis easily with just a few quick clicks of the mouse, entering titles and values where appropriate.

Finding a Route

Choosing the best route is essential, especially if you are a business that makes deliveries or if your job is to make a list of stops along a route (as in dispatching a sales force). ArcView Business Analyst helps you choose the optimum route better than any paper map ever could. With the Find Route wizard you can

- Find the shortest way to get somewhere or the shortest way to visit several locations.
- Determine the best sequence to visit those stops.
- Make a map showing the shortest travel route.
- Create a list of travel directions to use when driving a route.

If you don't know the street address of the stop but know where it is visually on the map, just click on the map. The Find Route wizard adds the stop to your route and gives you the address closest to the point where you clicked.



Reports

Every businessperson knows the significance of a good report. The facts and figures behind your analysis are what provide answers and insight, and having this data presented in a quality report is invaluable. The Reports wizard's functions are unique, offering flexibility and ease of use when producing reports. You can summarize the records in your data by geography—group the records by ZIP Code, tracts, or even trade areas. You can create several different reports such as

- A report summarizing data by geography
- A report summarizing a table
- A report that is a printout of a table

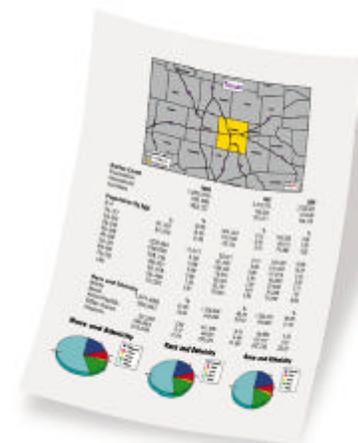
Creating a standard report of demographic data can be generated for the following categories: age, household income, population, and race. Or you can create a general report that contains all categories. The Report wizard uses summary data (data already extracted from the CD data sets if you have used them) to create standard reports.

Creating custom reports of any demographic data you've extracted from the CD data sets is easy; just choose the specific demographics you want to illustrate.

Creating custom reports of your own data is also an available option. Once you have created a study area, choose the theme with the data you want to summarize that falls within the study area, and a report can be created using that data.

You can also create a report that presents data from a table summarized by other data in that table, instead of by a theme with boundaries.

Demographic	0-1 mi	1-2 mi	2-3 mi
Total Population			
Total	3,860	16,341	23,800
2004-2008 (non-projected)	2,334	16,674	24,671
Projected (5-year growth)	616%	10%	20%
Demographic Age			
0 - 3	2.0%	4.0%	3.2%
4 - 13	11.4%	11.5%	16.4%
14 - 20	3.0%	3.1%	3.3%
21 - 24	4.5%	4.3%	5.2%
25 - 34	30.1%	31.1%	31.0%
35 - 44	14.0%	11.4%	13.0%
45 - 54	10.1%	10.0%	9.0%
55+ Over	31.5%	30.6%	14.5%
Demographic Race			
White	85.5%	84.2%	81.5%
Black	2.5%	1.4%	12.7%
Asian/Pacific Islander	2.5%	1.4%	1.5%
Native American	0.1%	0.1%	0.1%
Other	6.6%	10%	2.4%
Hispanic	1.4%	1.8%	3.6%
Total Household Income			
Total	3,209	7,888	8,697
2004-2008 (non-projected)	3,428	7,283	14,018
Projected (5-year growth)	7.5%	1.9%	5.6%
Owner Occupied Units	42.1%	31.4%	39.4%
Renter Occupied Units	31.9%	21.4%	40.6%



Appendix—ArcView Business Analyst Data Sets

Introduction ArcView® Business Analyst contains a comprehensive suite of nationwide data specifically selected to provide the information organizations need to gain new insight and focus on getting the results necessary to make better decisions.

ArcView Business Analyst includes the necessary data for users to research customer profiles, locate customers and stores, create and analyze market areas, produce detailed comprehensive reports, develop a target marketing strategy, generate desire lines from locations, compute equal competition areas, conduct drive-time analysis, and perform research for prospective site selection.

ArcView Business Analyst contains data sets of nationwide street files, business locations, consumer information, demographic data, and a nationwide geocoder.

Nationwide Street Data Nationwide street database in ESRI's ArcView StreetMap™ from Wessex, a division of Geographic Data Technology, Inc. (GDT). This street database enhances TIGER® 1997 source data.

Note: More current and enhanced street files based on GDT Dynamap/2000® are available for purchase as an additional ArcView GIS extension called StreetMap 2000.

Business Locations ArcView Business Analyst includes business location data from Info USA, offering one of the most comprehensive data sets available. The Info USA business file contains more than 11 million records on private and public U.S. companies. Individual businesses are located by address geocoding; however, not all will have an exact location. Businesses can be retrieved by their Standard Industrial Classification (SIC) code and location. The Info USA business file can locate marketing opportunities as well as competitors, suppliers, dealers, and so on. The attribute data for all business locations is

- **Company Name:** The legal, incorporated business name
- **Address:** Physical address of location*
- **City:** City of location
- **State:** State of location
- **ZIP Code:** ZIP Code of location*
- **ZIP + 4:** Four-digit extension to ZIP Code*
- **Phone:** Telephone number with area code*

- **Locnum:** Info USA's unique identifier
- **SIC:** Standard Industrial Classification six-digit code
- **Sales Volume:** Ten preset ranges for annual sales revenue
- **Status Indicator:** Single location, headquarter/parent, branch, division*
- **Employees Keycode:** Preset ranges for number of employees at the record location
- **Franchise Code:** Indicates if the business is or is not a franchise*
- **Accuracy Level Values:** Indicates the geocoding accuracy level by matching to address, ZIP + 4, ZIP + 2, ZIP Code centroid, or city centroid
- **Key:** Internal code for indexing

Records marked * can only be seen using the business identify function, showing information for one business at a time.

Note: Files do not generate a mailing list; this data is available through Info USA.

Consumer Information

The Experian database accessed via Centrus Online in ArcView Business Analyst is a subset of Experian's National Consumer database of more than 105 million households. This database allows for the tabulation of the number of households that have specific demographic characteristics from the original household records. Counts can be extracted for states, counties, ZIP Codes, census tracts, and census block groups. Experian includes more than 11 household composition variables, allowing the user to find the actual count of consumers that meet specific demographic characteristics.

Household Characteristic Fields

- **Estimated Age of Head of Household by Range:** Six age categories.
- **Wealth Rating:** Wealth-rating deciles are identified by the numbers nine through zero. Nine is the highest and zero the lowest. Wealth rating is based on a high to low distribution of median income by state.
- **Estimated Household Income:** Seven income categories.
- **Dwelling Unit Size:** Coded to infer unit size based on the highest number of unique surname/phone number combinations that have been listed at the address.
- **Household Composition:** Ten household composition categories.
- **Estimated Current Home Value:** Three-position numeric (in thousands).
- **Mail Order Response Code:** Yes or no indicator. The Mail Order Responder Bank is a program designed to revitalize a participant's inactive or expired list by

cleaning/updating and applying mail order category codes. The category code is then used to flag the master file as a qualification in list selection.

- **Credit Card User:** Yes or no indicator.
- **Presence of Children:** Yes, children in household; no, information not available on children in household.
- **Length of Residence:** Six categories.

Note: Files do not contain names or addresses; however, this data can be ordered from Centrus Online.

Demographic Data

Demographic estimates and projections from your choice of Applied Geographic Solutions, Inc. (AGS), or CACI Marketing Systems. See variable matrix on following pages for data by each company.

Applied Geographic Solutions, Inc.

Category	Description	Years	Fields
Population	Base population	70, 80, 90, 00, 05, 10	6
Households	Base households	70, 80, 90, 00, 05, 10	6
Population by Household Type	Population in families, nonfamilies, and group quarters	00, 05, 10	9
Households by Household Type	Family and nonfamily households	00, 05, 10	6
Population by Age	19 age ranges: <5, 5–9, 10–13, 14–17, 18–20, 21–24, 25–29, 30–34, 35–39, 40–44, 45–49, 50–54, 55–59, 60–64, 65–69, 70–74, 75–79, 80–84, 85+; median age	00, 05, 10	60
Population, Specified Age Groups	<18, 15+, 25+, 65+	00, 05, 10	12
Population by Sex	Male and female	00, 05, 10	6
Population by Age and Sex	19 age ranges for both male and female: <5, 5–9, 10–13, 14–17, 18–20, 21–24, 25–29, 30–34, 35–39, 40–44, 45–49, 50–54, 55–59, 60–64, 65–69, 70–74, 75–79, 80–84, 85+; median age	00, 05, 10	120
Population Age 15+ by Marital Status	Never married, married, separated, divorced, widowed	00, 05, 10	15
Population Age 25+ by Educational Attainment	Less than grade 9, some high school, high school diploma, some college, associate degree, bachelor's degree, graduate degree	00, 05, 10	21
Population by Race	White, black, Asian or Pacific Islander, American Indian, other race	00, 05, 10	15
Population by Hispanic Origin	Hispanic: White, black, Asian or Pacific Islander, American Indian, other race; non-Hispanic white, black, Asian or Pacific Islander, American Indian, other race	00, 05, 10	30
Households by Size	1, 2, 3, 4, 5, and 6+ person households, average household size, average family size	00, 05, 10	24
Households by Age of Head of Household	7 age ranges: <25, 25–34, 35–44, 45–54, 55–64, 65–74, 75+	00, 05, 10	21
Households by Household Income	15 income ranges: <5K, 5–10K, 10–15K, 15–20K, 20–25K, 25–30K, 30–35K, 35–40K, 40–50K, 50–60K, 60–75K, 75–100K, 100–125K, 125–150K, 150K+	00, 05, 10	45
Families by Family Income	15 income ranges: <5K, 5–10K, 10–15K, 15–20K, 20–25K, 25–30K, 30–35K, 35–40K, 40–50K, 50–60K, 60–75K, 75–100K, 100–125K, 125–150K, 150K+	00, 05, 10	45
Income	9 income variables: per capita income, average household income, average family income, median household income, median family income, aggregate income, aggregate family income, aggregate nonfamily income, aggregate group quarters income	00, 05, 10	27
Households by Household Income by Age of Head of Household	Detailed tables for each of 6 age ranges (<25, 25–34, 35–44, 45–54, 55–64, 65–74) by 9 income ranges (<5K, 5–10K, 10–15K, 15–25K, 25–35K, 35–50K, 50–75K, 75–100K, 100K+)	00, 05	108

J-8012

Applied Geographic Solutions, Inc. (continued)

Category	Description	Years	Fields
Housing Units by Tenure	Vacant, owner occupied, renter occupied	00, 05, 10	9
Population Age 15+ by Employment Status	Employed, unemployed, not in labor force, in armed forces	00, 05, 10	12
Population (Employed) by Occupation	Standard occupation classification (13 variables), percent white collar, percent blue collar	00, 05, 10	45
Population (Employed) by Industry	Standard industry classification (17 variables)	00, 05, 10	51
Households by Disposable Income	15 income ranges: <5K, 5–10K, 10–15K, 15–20K, 20–25K, 25–30K, 30–35K, 35–40K, 40–50K, 50–60K, 60–75K, 75–100K, 100–125K, 125–150K, 150K+	00	15
Disposable Income	Median disposable income	00	1
Climate	Average, high, and low temperature for January, July, and annual; total precipitation, total snowfall; total heating and cooling degree days	00	13
Crime Indexes	Total crime, total property, total personal crime indexes	00	3
Consumer Expenditures	Expenditures in dollars per household in each of 20 categories: total, apparel, contributions, education, entertainment, food and beverages, health care, household furnishings and equipment, shelter, household operations, personal insurance, personal care, reading, tobacco, transportation, utilities, miscellaneous, gifts, total retail, total nonretail	00	20
Daytime Population	Total employees, employees by occupation (13 variables)	00	14
Total			759

CACI Marketing Systems

Category	Description	Years	Fields
Population	Base population	00, 05	2
Households	Base households	00, 05	2
Population by Household Type	Population in group quarters	00, 05	2
Households by Household Type	Families	00, 05	2
Population by Age	19 age ranges: <6, 6–9, 10–13, 14–17, 18–20, 21–24, 25–29, 30–34, 35–39, 40–44, 45–49, 50–54, 55–59, 60–64, 65–69, 70–74, 75–79, 80–84, 85+; median age	00, 05	40
Population, Specified Age Groups	<18, 65+	00, 05	4
Population by Sex	Male and female	00, 05	4
Population by Age and Sex	19 age ranges for both male and female: <5, 5–9, 10–13, 14–17, 18–20, 21–24, 25–29, 30–34, 35–39, 40–44, 45–49, 50–54, 55–59, 60–64, 65–69, 70–74, 75–79, 80–84, 85+	00, 05	76
Population by Race	White, black, Asian or Pacific Islander, American Indian, other race	00, 05	10
Population by Hispanic Origin	Population by Hispanic origin	00, 05	2
Households by Size	Average household size	00, 05	2
Households by Age of Head of Household	7 age ranges: 25, 25–34, 35–44, 45–54, 55–64, 65–74, 75+	00, 05	14
Households by Household Income	27 income ranges: <5K, 5–10K, 10–12.5K, 12.5–15K, 15–17.5K, 17.5–20K, 20–22.5K, 22.5–25K, 25–27.5K, 27.5–30K, 30–32.5K, 32.5–35K, 35–37.5K, 37.5–40K, 40–42.5K, 42.5–45K, 45–47.5K, 47.5–50K, 50–55K, 55–60K, 60–75K, 75–100K, 100–125K, 125–150K, 150–250K, 250–500K, 500K+	00, 05	54
Families by Family Income	27 income ranges: <5K, 5–10K, 10–12.5K, 12.5–15K, 15–17.5K, 17.5–20K, 20–22.5K, 22.5–25K, 25–27.5K, 27.5–30K, 30–32.5K, 32.5–35K, 35–37.5K, 37.5–40K, 40–42.5K, 42.5–45K, 45–47.5K, 47.5–50K, 50–55K, 55–60K, 60–75K, 75–100K, 100–125K, 125–150K, 150–250K, 250–500K, 500K+	00, 05	54
Income	6 income variables: per capita income, average household income, average family income, median household income, median family income, aggregate income	00, 05	12
Households by Household Income by Age of Head of Household	Detailed tables for each of 7 age ranges (<25, 25–34, 35–44, 45–54, 55–64, 65–74, 75+) by 7 income ranges (<15K, 15–25K, 25–35K, 35–50K, 50–75K, 75–100K, 100K+)	00, 05	98
Household Income by Age of Head of Household	Median household income for each head of household age range: <25, 25–34, 35–44, 45–54, 55–64, 65–74, 75+	00, 05	14
Housing Units by Tenure	Owner occupied, renter occupied	00, 05	4
Households by Disposable Income	8 income ranges: <15K, 15–25K, 25–35K, 35–50K, 50–75K, 75–100K, 100–150K, 150K+	00	8
Disposable Income	Average and median disposable income	00	2

J-8012

CACI Marketing Systems (continued)

Category	Description	Years	Fields
Households by Disposable Income by Age of Head of Household	Detailed tables for each of 7 age ranges (<25, 25–34, 35–44, 45–54, 55–64, 65–74, 75+) by 7 income ranges (<15K, 15–25K, 25–35K, 35–50K, 50–75K, 75–100K, 100K+)	00	49
Disposable Income by Age of Head of Household	Average and median disposable income by head of household age range: <25, 25–34, 35–44, 45–54, 55–64, 65–74, 75+	00	14
Net Worth	Average net worth, median net worth	00	2
Net Worth by Age of Head of Household	Average and median net worth for households with age of head of household <25, 25–34, 35–44, 45–54, 55–64, 65–74, 75+	00	14
Households by Net Worth	9 net worth ranges: <15K, 15–25K, 25–35K, 35–50K, 50–99K, 100–150K, 150–250K, 250–500K, 500K+	00	9
Households by Net Worth by Age of Head of Household	Detailed tables for each of 7 age ranges (<25, 25–34, 35–44, 45–54, 55–64, 65–74, 75+) by 7 income ranges (<15K, 15–30K, 30–50K, 50–100K, 100–150K, 150–250K, 250K+)	00	49
Consumer Expenditures	Expenditures in thousands of dollars on each of 48 categories— food: food at home, food away from home, alcoholic beverages; apparel: men's apparel, women's apparel, children's apparel, boys' apparel, girls' apparel, infants' apparel, footwear; watches and jewelry; medical care: prescription drugs, other medical care service; automotive: aftermarket (coolant, additives, and so forth), motor oil, tires, parts, equipment and accessories, lubrication and oil changes, motor tune-up, bodywork and painting, brake work, clutch and transmission repair, steering or front-end repair; entertainment; pets and supplies; sporting goods; toys and hobbies; video rentals; musical instruments and accessories; newspapers; magazines; household furnishings: refrigerators or home freezers, clothes washers or dryers, stoves, ovens and microwaves, kitchen and dining room furniture; color TVs, VCRs/video disk players/video camera, audio equipment, PC hardware and software, small electrical kitchen appliances, photographic equipment; film processing	00	48
Daytime Population	Total employees	00	1
Households by Market Segmentation	43 ACORN classifications, dominant ACORN class—not available at block group level	00	44
Total			636



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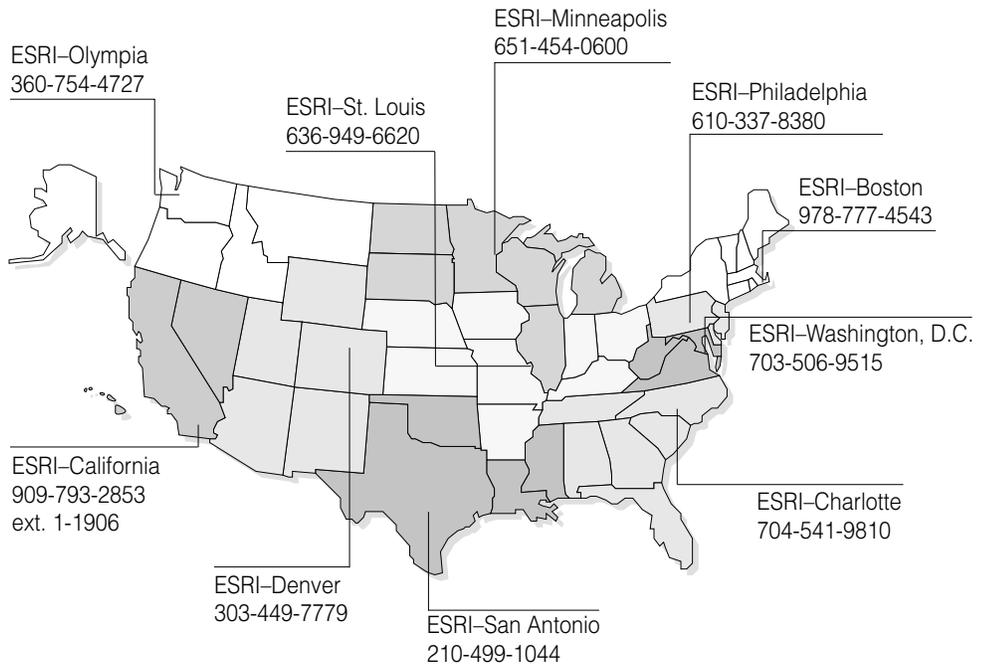
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