

Esri's 2010/2015 Updated Demographics Data Forecasts Socioeconomic Trends

Full roster of current data variables gives complete picture of U.S. demographics

Esri has released its 2010/2015 Updated Demographics data, which offers more than 2,000 data variables, including current-year estimates and 2015 forecasts for 11 different geographies from national to block group levels. This data can help identify areas of high unemployment, adjustments in the housing market, rising vacancy rates, changes in income and consumer spending, and increased population diversity. Agencies, businesses, and organizations can use the data to analyze trends, identify growth, and reveal new market opportunities.

"Updated data variables, such as population, housing, age, income, and home value, ensure that analysts can conduct their research with the most accurate information available, particularly for fast-changing areas," says Catherine Spisszak, Esri data product manager. "Esri's data strategy for 2010 is to provide a classic update—the full range of Esri Updated Demographics data that analysts and knowledge workers have relied on for decades."

The Updated Demographics data is being released on a flow basis. Currently, more than 60 variables are available in the Demographic & Income Profile Report from Esri Business Analyst Online, Esri's on-demand market analysis tool. All the updated variables will also be available soon as ad hoc data and in Esri Business Analyst (desktop and server).

"Esri pays close attention to economic and social trends and how they influence the needs of businesses, consumers, and citizens," says Lynn Wombold, chief demographer and manager of data development at Esri. "For example, although signs indicate economic recovery from the recession, the impact on the average consumer continues to be very personal. Housing is down, foreclosures are up, income is declining, and population growth is slowing. The challenge of successfully weathering the current economy underscores the importance of having access to accurate information. Current data can track critical changes and preclude the cost of being wrong."

For more information, visit www.esri.com/datawhatsnew or call 1-800-447-9778.

