

U.S. data overview

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Esri offers comprehensive demographic, lifestyle segmentation, consumer spending, and business content for a variety of geographic levels in the United States for use in analyzing markets and consumers, identifying underserved communities, and formulating better business decisions and policy decisions. Much of this information can be accessed as ready-to-use map layers in the [Demographics and Lifestyle Group](#) on ArcGIS.com.

Esri U.S. Demographics are available in various products including: [Living Atlas of the World](#), [ArcGIS Business Analyst](#), [ArcGIS Community Analyst](#), [ArcGIS Maps for Office](#) and [ArcGIS Maps for Power BI](#), and the [ArcGIS GeoEnrichment Service](#). In ArcGIS Online, you can [Browse Living Atlas Layers](#) and [Enrich Layers](#) with this data. For information about purchasing Esri Demographics as stand-alone datasets, contact datasales@esri.com.

U.S. demographic data

Esri offers the following U.S. demographic data:

- [Updated Demographics](#)
- [Census and ACS](#)
- [Tapestry Segmentation](#)
- [Consumer Spending](#)
- [Market Potential](#)
- [Retail MarketPlace](#)
- [Business Data](#)
- [Major Shopping Centers](#)
- [Crime Indexes](#)
- [Traffic Counts](#)

For details on the sources for Esri demographics data in the U.S, see the [Esri U.S. Data Fact Sheet](#) (PDF).

Catalog

For the full catalog of U.S. Esri Demographic and Business Data, download the [2018 Esri Demographic and Business Data List](#) (XLS) .

Available geographies

2018 Count (Version)

2010 Census Geographies

| | |
|--------------------|----------------------|
| Block Group (BG) | 217,195 (TIGER 2016) |
| Tract (TR) | 72,752 (TIGER 2016) |
| County (CY) | 3,142 (TIGER 2016) |
| State (ST) | 51 (TIGER 2016) |
| United States (US) | 1 (TIGER 2016) |

Census Correspondence

| | |
|------------------------------|-------------------------------------|
| County Subdivisions (CS) | 35,610 (TIGER 2010) |
| Places (PL) | 29,296 (TIGER 2014) |
| CBSA (CB) | 933 (Aug 2017) |
| DMA (DM) | 210 (2017–2018 The Nielsen Company) |
| Congressional Districts (CD) | 436 (115 th Congress) |

Postal Geographies

| | |
|---|-----------------------|
| Residential ZIP Codes (ZP) | 32,196 (HERE Q3 2017) |
| All ZIP Codes (Residential and Non-Residential) | 41,460 |

What's new

In this topic

Information on what's new in Esri Demographics is provided below.

June 2018

The June release includes demographic updates for the United States and over 30 countries in Europe. Also included are improvements to the content for Algeria, Egypt, Namibia, and Japan.

United States

- 2018/2023 Updated Demographics—includes [Population by Generations](#), [expanded Home Values](#), and a [new data resource](#). Read more about what's new in housing demographics in this [Story Map](#) from Esri's Data Development team.
- 2018 Tapestry Segmentation—incorporates Esri's latest demographic estimates.
- 2018 Consumer Spending—incorporates the latest Consumer Expenditure Surveys (CEX), 2015-2016, from the Bureau of Labor Statistics (BLS).
- 2018 Market Potential—incorporates the latest Doublebase 2017 data from GfK MRI. As a result, this release introduces some attribute additions/changes/removals.
- 2018 Business Summary—incorporates Infogroup business data from Jan 2018.
- 2018 Business Locations—from Infogroup, Jan 2018. Includes two new fields describing corporate parent records as well as record type (ATM, Electric Charging Station).

- 2018 Traffic Counts—from Kalibrate, Q1 2018.
- 2018 Crime Indexes—from AGS, 2018A.
- 2018 Major Shopping Centers—from Directory of Major Malls, Jan 2018.

September 2017

The September release includes demographic updates for several countries.

United States

- New Housing Affordability Index (2017)
- [Updated ACS data \(2011–2015\)](#)
- New Age by Sex by Race data (2022)
- [Updated Major Shopping Centers \(June 2017\)](#)
- [Updated Traffic Counts \(Q2 2017\)](#)

2016 MBR demographic updates for 16 countries in North and South America

- In addition to the vintage update, some countries have new and removed variables. These variables are available for mapping and reports. Review each country's Release Notes for [more information](#).
 - North America: Costa Rica, El Salvador, Guatemala, Honduras, Mexico, Nicaragua
 - South America: Argentina, Bolivia, Brazil, Chile, Colombia, Ecuador, Paraguay, Peru, Uruguay, Venezuela

June 2017

The June release includes demographic updates for several countries including:

United States

- 2017/2022 US Demographics updated to represent July 1st of 2017 and 2022.
- 2017 Tapestry Segmentation
- 2017 Consumer Spending incorporates new CEX survey data from the Bureau of Labor Statistics (BLS).
- 2017 Market Potential incorporates new survey data from GfK MRI.
- 2017 Business Locations and Summary
- 2017 Retail MarketPlace "Supply & Demand"
- Updated Major Shopping Centers from Directory of Major Malls (January 2017).
- Updated Traffic Counts from Kalibrate (Q1 2017).
- Updated CrimeRisk from AGS (2017A).

2016 MBR demographic updates for 33 countries in Asia plus Australia

- In addition to the vintage update, some countries have new and removed attributes as well as new and removed levels of geography. These variables are available for mapping and reports. Review each country's Release Notes for [more information](#).

March 2017

The March release includes demographic updates for several countries including:

- United States—Updated Traffic Counts are now available from Kalibrate (Q4 2016), and new content from ACS 2010–2014 is accessible including population ethnicity, ancestry, and poverty status.

For details, see the [What's New in Esri Demographics \(March 2017\)](#) blog post.

December 2016

The December release includes demographic updates for several countries including:

- 2016 Retail MarketPlace (Release 2) for U.S.—Incorporates newer NAICS classification system.
- 2016 Daytime Population for U.S.—New data offering from Esri that estimates the number of workers and residents in an area during the day.
- 2016 Crime—Includes updated Web Maps and Map Image Layers the incorporate the 2016B release from AGS.

For details, see the [What's New in Esri Demographics \(December 2016\)](#) blog post.

June 2016

The June 2016 release includes 2016 updates for the U.S. For details, see the [What's New in Esri Demographics \(June 2016\)](#) blog post.

November 2015

The November 2015 release includes updates for 45 countries with the most current the Standard Global Demographic data from Michael Bauer Research, updates to Canadian data from Environics Analytics, and a new business data source, Infogroup, for U.S. 2015 Retail MarketPlace. For details, see the [Upcoming November 2015 Release of Standard Global Demographic Data](#) blog post.

July 2015

The July 2015 release includes updates to the Standard Global Demographic data for 45 countries. Some changes have been made to these databases on a country by country basis in the

way of variable additions, variable deletions, and definition changes. The [July 2015 Standard Global Demographic Data Release Notes](#) (XLS) fully document all of these changes. Each country is represented in a separate spreadsheet within the workbook. Each spreadsheet contains the following sections:

- Dataset Information—Includes the Dataset ID, the current vintage, and the count of variables and geographies.
 - Data Collections and Reports—Lists all available Data Collections and Reports for each country.
 - Geographies—Compares the geographies available in the previous vintage and the updated vintage of the data with notes when there was a change made to the names of the geographies.
 - Attributes—Compares the attributes available in the previous vintage and the updated vintage of the data. If a variable was added, you will see an "NA" in the Updated Vintage Attribute column and a note indicating that the field was removed. If there is a new field in the updated vintage of the data, you will see an "NA" in the Previous Vintage Attribute column and a note that identifies that this is a new field. If the description of an attribute has changed, you will see the changes fully documented in the Change Notes column.
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