

# Why Do Thousands of Businesses and Government Organizations Depend on Esri® Data?

For years, industry leaders in business and government have relied on Esri® Data to provide actionable information about their markets, customers, and citizens. With nearly a century of combined experience in creating proven, benchmarked methodologies, Esri's data development experts are uniquely qualified to provide the best data available.

- **Accessible**—Available by data variable, in reports and maps from Esri Business Analyst Online™, bundled in Esri Business Analyst™ Desktop and Server, via the Web, and from your iPhone® and iPad™
- **Accurate**—Consistently accurate down to the block group geography level
- **Affordable**—Prices starting at \$50 for a single report from Business Analyst Online
- **Current**—Updated annually with proven methodologies
- **Proven**—Benchmarks continually demonstrating the accuracy and validity of the data
- **Trusted**—Used for years by leaders in business, financial services, government, retail, and real estate
- **Varied**—Thousands of data variables, 11 geographies, and multiple formats and deliverables



# Esri's 2010 Data

## Accurate; Proven; Trusted; Built with Benchmarked Methodologies

Esri Data includes thousands of demographic, segmentation, consumer spending, market, business, and census data variables ready for your analysis projects.

**Updated Demographics**—Access more than 2,000 annually updated variables of current-year estimates and five-year projections for categories such as age, race, income, and housing.

**Tapestry™ Segmentation**—Learn about the demographics, lifestyles, and lifestages for every U.S. neighborhood.

**Consumer Spending**—Compare detailed consumer spending information for 15 product categories in your area to national consumer spending figures.

**Market Potential**—Get information about more than 2,200 items in 35 categories of products, services, and attitudes.

**Retail MarketPlace**—Reveal opportunities by market area and retail industry classification.

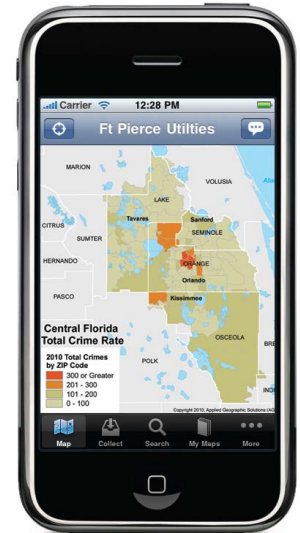
**Census Data**—Esri's census data includes

- Census Demographics—U.S. population counts, characteristics, and distribution from Census 2000
- 1990 Data in 2000 Geography—Political and geographic information reconciled from the 1990 and 2000 censuses

*Data from the 2010 Census will be added when it becomes available.*

**Business Databases**—Esri partners with industry-leading data vendors to provide a wide variety of business data, including

- **Bank Branches**—Detailed information about every bank branch in the United States
- **Banking Potential**—Market potential for financial services products and services by area
- **Business Locations and Business Summary**—Locations, total sales, and total employees
- **Cable Boundaries**—Cable services by area and locations of all U.S. cable TV systems
- **Crime Indexes**—Major categories of personal and property crimes
- **Employment by Occupation**—Counts of daytime population by occupation classification
- **Major Shopping Centers**—Details about lifestyle centers and shopping centers of more than 225,000 square feet of gross leasable area (GLA)
- **Traffic Counts**—Numbers for peak and slow periods during weekdays and weekends



To learn more about Esri Data, visit [esri.com/esridata](http://esri.com/esridata).