

# Esri's Demographics: #1 for Accuracy

Accurate, Tested, Proven, Trusted

## Esri's Updated Demographics— The Best Data for the Best Decisions

Your decisions are only as good as the data behind them. Are you using the industry's most accurate data? With Esri's Updated Demographics, you can be confident your analyses will provide the most accurate information for the best decisions. Does data accuracy matter? Yes, it does.

## Study Proves Esri's Data Accuracy

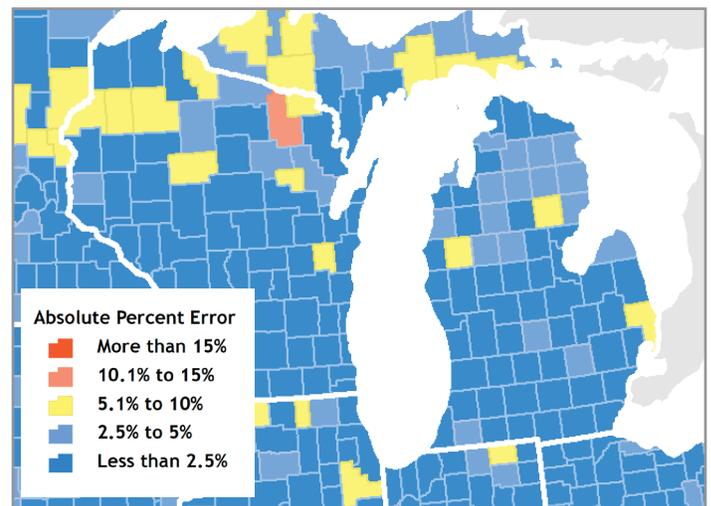
For an unbiased answer to the question of data accuracy, Esri commissioned an independent study.

- Blind study conducted by four independent, credentialed researchers, experts in small-area forecasts and measures of forecast accuracy
- Data from each of the five major data vendors, including Esri, benchmarked against Census 2010 data
- Complete study for the entire United States at four geography levels

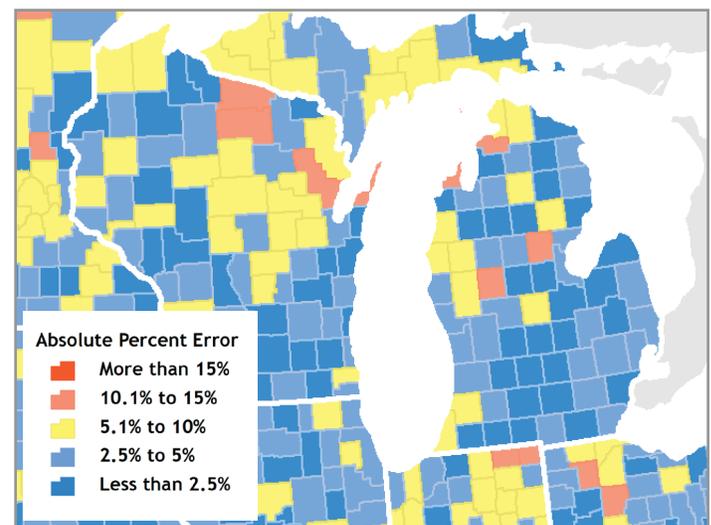
Esri Ranked First					
Geography	Vendor 1	Esri	Vendor 3	Vendor 4	Vendor 5
Total US	315.9	247.7	276.7	295.7	304.7
State	21.4	12.6	17.9	19.3	29.7
County	49.2	39.8	52.1	46.5	55.7
Census Tract	106.6	89.5	93.3	106	99.6
Block Group	138.7	105.8	113.4	123.9	119.7

The lowest score reflects the most precise data forecasts—the highest accuracy.

## Accuracy of Household Data



The researchers conducted the study for all 50 states. This map inset of Esri data shows a less than 2.5 percent error for most counties in Michigan and Wisconsin. Data from a leading competitor was significantly less accurate.



Vendor 5: This map shows data from another leading data provider.

# Esri Data: 40 Years of Excellence

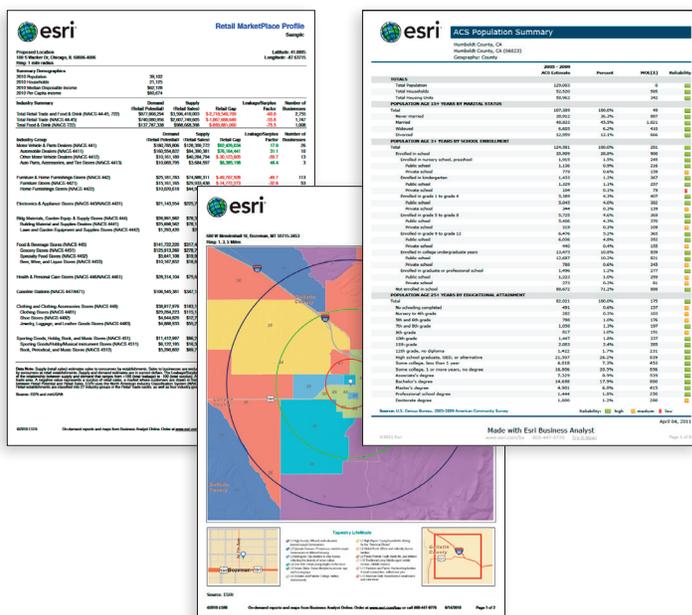
## Innovations

Continually striving to improve its own data accuracy methods, Esri's data development team has achieved the following:

- **Reconciled** Census 1990 data with 2000 geography, enabling accurate trend analysis
- **Identified** trends in the multiracial population from 1990 to 2000
- **Benchmarked** 1990 and 2000 Census forecasts to test demographic data accuracy
- **Created** the Retail MarketPlace database to provide an accurate overview of retail activity
- **Captured** ground-truth, post-Katrina populations in separate demographic methodology
- **Revealed** first warning signs of a housing bubble two years before the housing market crashed
- **Developed** Address-Based Allocation methodology to convert carrier routes to block groups
- **Built** a fourth-generation market segmentation system—Tapestry™ Segmentation
- **Performed** ground-truth analysis of housing data at the block group level
- **Developed** proprietary reliability symbols, enabling greater understanding of American Community Survey (ACS) data estimates

## Esri's Updated Demographics—The Best Data for the Best Decisions

For years, industry leaders in business and government have relied on Esri® Data to provide accurate, actionable information about markets, customers, and citizens. With more than a century of combined experience in creating proven, benchmarked databases and methodologies, Esri's data development experts are uniquely qualified to provide the best data available. Esri's industry-leading geographic information system (GIS) software, integrated with the most accurate data, provides an unbeatable combination in today's marketplace.



## How to Access

Esri's Updated Demographics data is available as a database in a variety of geographies and formats and in report and map formats from Esri Business Analyst Online<sup>SM</sup> and Community Analyst. Business Analyst™ Desktop users can access the data by choosing the Show Online Reports option from Preferences. Business Analyst Server users can integrate the data and reports instantly via the Business Analyst Online APIs.

To read the study, visit [esri.com/accuracy](http://esri.com/accuracy).

To learn more about Esri's Updated Demographics, visit [esri.com/demographicdata](http://esri.com/demographicdata).

