

DEMOGRAPHICS

The **Demographics** feature enables you to display “**Heat Maps**” depicting various socio-economic characteristics; 21 categories / 17,000+ variables (source = ESRI Business Analyst). You may then print or export a map with a legend that indicates the meaning of each heat map color. Instructions for printing covered in a later section.

Demographic layers

Search

Variables (17912)

Population (538)	Income (546)	Age (2511)	Households (256)
Housing (617)	Health (567)	Education (81)	Business (438)
Race (1776)	Spending (4445)	Behaviors (4830)	Jobs (268)
Poverty (300)	Marital Status (5)	Tapestry (251)	At Risk (73)
Key Facts (42)	Supply and Demand (180)	Policy (119)	Crime (23)
Escape (46)			

Close Map

Demographic layers

Search

Key Facts Variables (42)

- ▶ 2010 Households (U.S. Census)
- ▶ 2010 Housing (U.S. Census)
- ▶ 2010 Population (U.S. Census)
- ▶ 2000 Data in 2010 Geography (U.S. Census)
- ▶ 2019 Daytime Population (Esri)
- ▶ 2019 Home Value (Esri)
- ▼ 2019 Income (Esri)
 - 2019 Average Household Income (Esri)
 - 2019 Median Household Income (Esri)
 - 2019 Per Capita Income (Esri)
- ▶ 2019 Key Demographic Indicators (Esri)
- ▶ 2019 Race and Hispanic Origin (Esri)
- ▶ 2024 Home Value (Esri)
- ▶ 2024 Income (Esri)
- ▶ 2024 Key Demographic Indicators (Esri)

◀ Back Close **Map**

Select a **primary category** from the first menu.

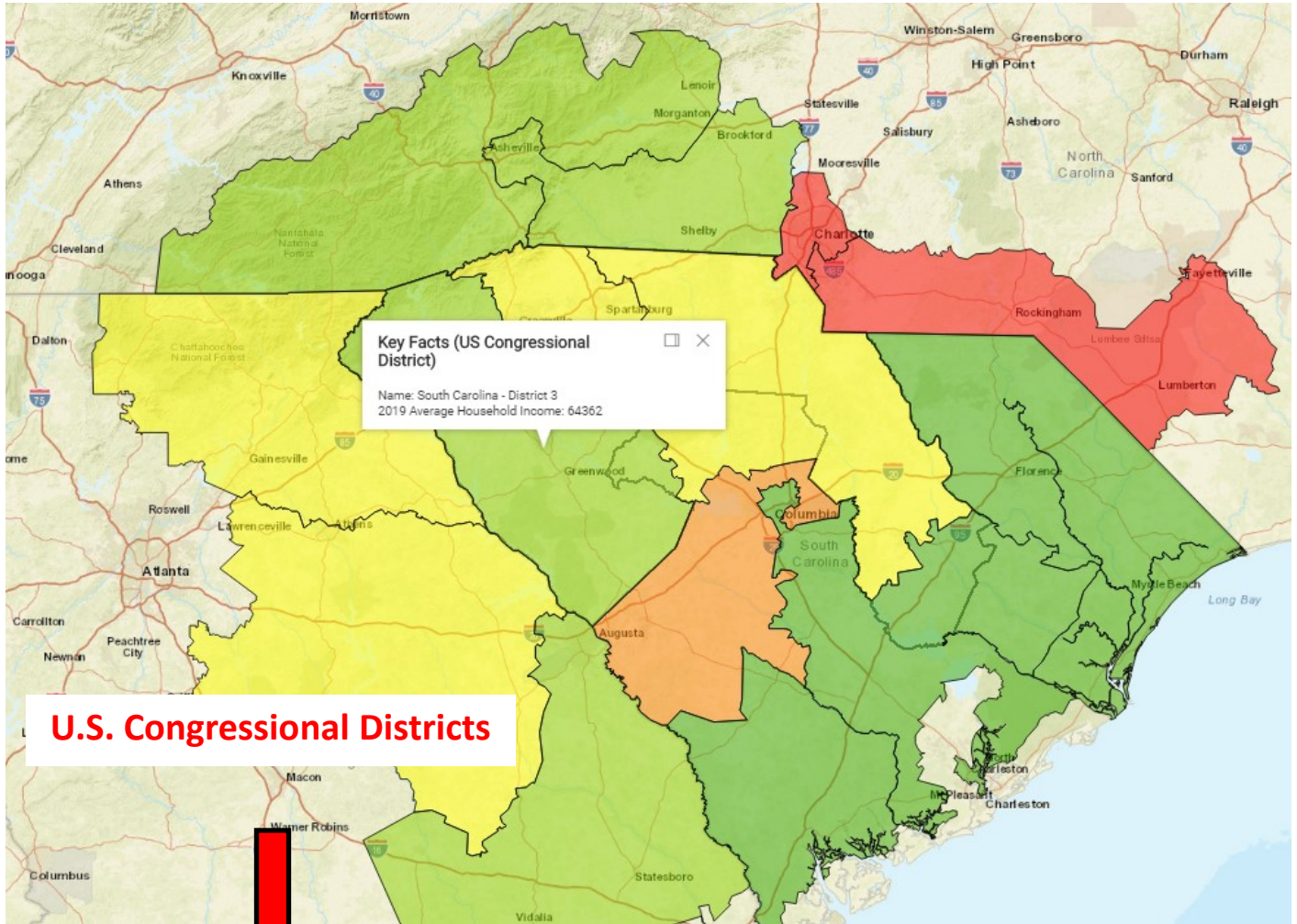
A **secondary menu** will appear to display the subcategories and variables available under that primary category

Select the **variable** you wish to display on the map, and then click **MAP**.

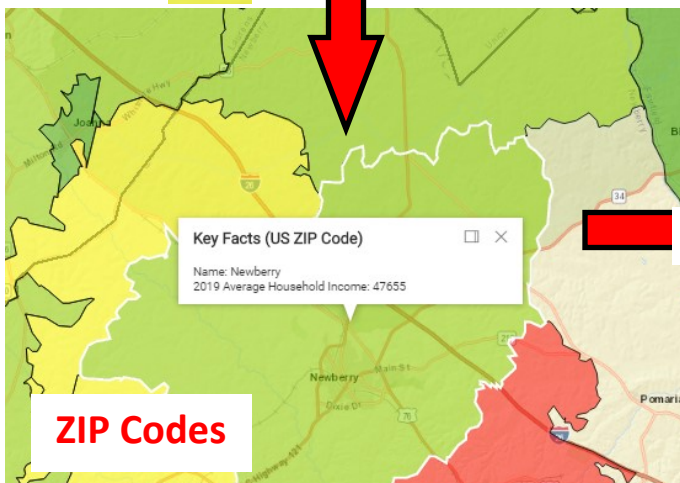
(see next page for sample result)

DEMOGRAPHICS (continued)

Varying colors are used to display the selected variable. Clicking on one of the colored polygons displays an informational popup that indicates the geography level and the variable value associated with that geography. Zooming in (as illustrated below) displays the selected variable for smaller and smaller geographies, ranging from **Congressional Districts** (when zoomed out to the default extent), then to **Counties**, then to **Zip Codes**, then to **Census Tracts**, then to **Census Block Groups** (when zoomed in to an extent of 36,000 or closer).



ZOOM IN



ZOOM IN

