Explanation of Variables*

Age
Age data are reported for five-year age groups and select summary groups such as 18 years and over. These data are ESRI's 2006 projections.

Median Age
Median age is calculated from the distribution of age by five-year groups. These data are ESRI's 2006 projections. See Median.

Average Household Size
See Household.

Business data
The ESRI business data is extracted from a comprehensive list of businesses licensed from infoUSA. InfoUSA collects information on approximately 11 million private and public US companies. Individual businesses are located by address geocoding—not all will have an exact location. Businesses can be retrieved by their Standard Industrial Classification Code (SIC) as well as by North American Industry Classification System (NAICS) Code and Location. The infoUSA Business File can be used for locating both competitors and marketing opportunities. This data is current as of January 2006.

CBSA
Core Based Statistical Areas, which include Metropolitan and Micropolitan Statistical Areas, are comprised of one or more counties and are defined by the U.S. Office of Management and Budget (OMB). Each Metropolitan Statistical Area must have at least one urbanized area of 50,000 or more inhabitants. Each Micropolitan Statistical Area must have at least one urban cluster of at least 10,000 but less than 50,000 population.

Under the standards, the county (or counties) in which at least 50 percent of the population resides within urban areas of 10,000 or more population, or that contain at least 5,000 people residing within a single urban area of 10,000 or more population, is identified as a "central county" (counties). Additional "outlying counties" are included in the CBSA if they meet specified requirements of commuting to or from the central counties. Current definitions are from December 2005.

Census Tract
Tracts are small statistical subdivisions of a county. The boundaries are delineated by local committees to represent relatively homogeneous neighborhoods and to maintain stable boundaries. Census tracts generally have 1,500 to 8,000 residents.

Consumer Expenditure (CEX) data
ESRI has extracted demographic and economic data for households from the Bureau of Labor Statistics (BLS) 2001, 2002, and 2003 Consumer Expenditure (CEX) diary and interview surveys. Each year of data actually represents a series of independent, quarterly surveys that include approximately 7,500 households or consumer units. Data is combined from the 2001–2003 surveys to increase the sample size for analysis. Data represents total household expenditures in dollars.

County
Counties are the primary legal subdivisions of a state and are identified by a two-digit state FIPS code and a three-digit county FIPS code. See FIPS Code.

DMA
A Designated Market Area is a television market defined by Nielsen Media Research. DMAs are revised annually. Current definitions are from the 2005-2006 series.

Demographic data
The 2006 data include current-year estimates and five-year projections for key demographic data. With the exception of the Community™ Tapestry™ segmentation data, which is not available at the block group level of geography in the standard product, all data is available at Census block group, Census tract, County, State, CBSA, DMA, and ZIP code levels of geography. Data update is as of July 1, 2006.

Families
Households in which one or more persons in the household are related to the householder (formerly, the head of the household) by birth, marriage or adoption. The Census tabulates only one family per household. These data are Census 2000 and ESRI's 2006 projections.

FIPS Code
Federal Information Processing Standards (FIPS) for numeric codes used to identify states and counties.

Geocoder
ArcGIS 9.1 Business Analyst (2006 update) uses the Centrus geocoder from Group 1. The vintage of this geocoder is February 2006.

Hispanic Origin
Defined by self-identification, Hispanic origin refers to ethnicity, not race. Persons of Hispanic origin may be of any race. These data are Census 2000 and ESRI 's 2006 projections.

Home Value
The estimate of value is presented for total owner-occupied units. For a discussion of home value

projections, see the Update Methodology. These data are ESRI's 2006 projections.

Median Home Value

This estimate divides the distribution of home value into two equal parts. Linear interpolation is used if the median home value falls below $1,000,000. If the median falls in the upper home value interval of $1,000,000+, it is represented by $1,000,001.

Home Value Base

This is the sum of the home value distribution.

Household

A household is an occupied housing unit. Household type is identified by the presence of relatives and the number of persons living in the household. Family households, with or without children, include married couples and other families--a male or female householder with no spouse present. Non-family households may be a group of unrelated persons or a single person living alone. These data are Census 2000 and ESRI's 2006 and 2011 projections.

Average Household Size

Average household size is calculated by dividing the number of persons in households by the number of households.

Household Income

See Income.

Household Income Base

This is the sum of the household income distribution.

Income

2006 Income is a forecast of Income for the calendar year 2005. Income amounts are expressed in current dollars, including an adjustment for inflation or cost-of-living increases. For a discussion of income projections, see the Update Methodology. These data are ESRI 's 2006 and 2011 projections.

Median Household Income

This is the value that divides the distribution of household income into two equal parts. Pareto interpolation is used if the median falls in an income interval other than the first or last. For the lowest interval, <$10,000, linear interpolation is used. If the median falls in the upper income interval of $500,000+, it is represented by the value of $500,001.

Per Capita Income

This is the average income for all persons calculated from the aggregate income of persons 15 years and older.

Index

An index is the ratio of a local percent (rate) to a U.S. percent (rate) or other base. For example:

$$Index = \left[\left(\frac{\% local}{\% US} \right) \right] \times 100$$

Market Potential data

The ESRI Market Potential database includes data for 2,200 items organized into 35 categories, representing goods, services, attitudes, and activities collected by Mediamark Research Inc. (MRI) Doublebase 2004 database. Market potential data measures the likely demand for a product or service. The database is delivered with the optional Segmentation Module Add-on to ArcGIS 9.1 Business Analyst and provides an index for each data item.

Median

This is a value that divides a distribution into two equal parts. A median is a positional measure that is unaffected by extremely high or low values in a distribution that may affect an average.

Median Age

See Age.

Median Home Value

See Home Value.

Median Household Income

See Income.

Per Capita Income

See Income.

Population

This is the total number of residents in an area. Residence refers to the "usual place" where a person lives, which is not necessarily the legal residence. For example, college students are counted where they attend school. These data are Census 2000 and ESRI's 2006 and 2011 projections.

Race

Defined by self-identification, race detail from Census 2000 was expanded to include a multiracial component. For the first time, each individual could report up to six race categories, resulting in 63 possible race combinations. The six basic race categories are White, Black or African American, American Indian or Alaskan Native, Asian, Native Hawaiian or Other Pacific Islander, and "some other" race for persons who do not identify with one of the specified groups. ESRI forecasts race for all

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∗ Note: For more information about Census 2000 data, please see the 2000 Census of Population and Housing, Summary Files 1 and 3 Technical Documentation prepared by the U.S. Bureau of the Census.

single and multiracial populations that are consistent with 2000 Census tabulations. Data are Census 2000 and ESRI's 2006 projections.

Rate, Annual Percent
This is calculated as an annual compound rate of change from 2000 to 2006 for population, households, and families. For example:

$$Rate = \left[\left(\frac{P_{06}}{P_{00}} \right)^{1/6.25} - 1 \right] \times 100$$

Shopping Center data
Directory of Major Malls tracks information on nearly 4,000 major shopping centers and malls across the United States. The file used in Business Analyst includes all shopping centers with a gross leasable area (GLA) of approximately 225,000 square feet and is current as of January 2006. Lifestyle/specialty centers of any size are also included in this file as this classification of centers has recently become a primary focus in shopping center development. In addition, the data in Business Analyst contains the data for up to four Anchor stores.

State
States are identified by a two-digit FIPS code. The District of Columbia is included as a state-equivalent area in the ESRI database. See FIPS Code.

Street data
Nationwide detailed street maps with supporting basemap data are current as of January 2006 (Tele Atlas Dynamap/Transportation version 8.0)

Tapestry data
The Community Tapestry segmentation system provides an accurate, detailed description of America's neighborhoods. U.S. residential areas are divided into 65 segments based on demographic variables such as age, income, home value, occupation, household type, education, and other consumer behavior characteristics.

ZIP Code
Created by the U.S. Postal Service to deliver the mail, ZIP Codes do not represent standard census geographic areas for data reporting. Because the ZIP Code boundaries are not contiguous with census geographic areas or stable over time, data estimated for ZIP Codes are also subject to change. The ZIP Codes in this release of the software are current as of November 2005. See the ZIP Code Update Methodology for a description of data estimation for ZIP Codes.