Add Demographic Data to ArcGIS

ArcGIS Desktop users can now easily and quickly add demographic reports and data for the United States to their geographic information system (GIS) projects with Esri Business Analyst Online (BAO) Reports Add-In. Users of the add-in can create reports for their map layers and attach demographic data as attributes of those map layers for use in their everyday ArcGIS mapping workflows.

The downloadable add-in extends Esri's desktop products with demographic reports and data from BAO, Esri's on-demand market analysis Web application. GIS professionals can obtain and consume Esri's latest demographic, consumer spending, and business data to create presentation-quality reports in PDF and Excel formats for trade areas and sites that they have defined in their desktop products. In addition, add-in users have access to BAO, where they can search for businesses, thematically map areas, create trade areas, compare sites, and generate customised reports.

Business Analyst Desktop users can take advantage of the add-in to expand the data available in their desktop environment for their areas of interest. They can also create reports for any trade area, ring, or drive time that they have created in Business Analyst Desktop, as well as access BAO.

BAO Reports Add-In is downloadable from the ArcGIS Resource Center. ArcGIS Desktop users can get a free, seven-day trial, after which they can purchase a subscription to continue accessing the reports and data. The add-in is free for Business Analyst Desktop and Business Analyst Server users who are current on maintenance.

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