

# Community Analysis

## How well do you know your community

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Technology Strategy Group

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# Agenda

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## Scenario Overview

- Talk about the aging population in Canada/London, ON

## Demonstration – Walkthrough

- Community Analyst, ArcGIS Online, EM4O

## Content – Solutions

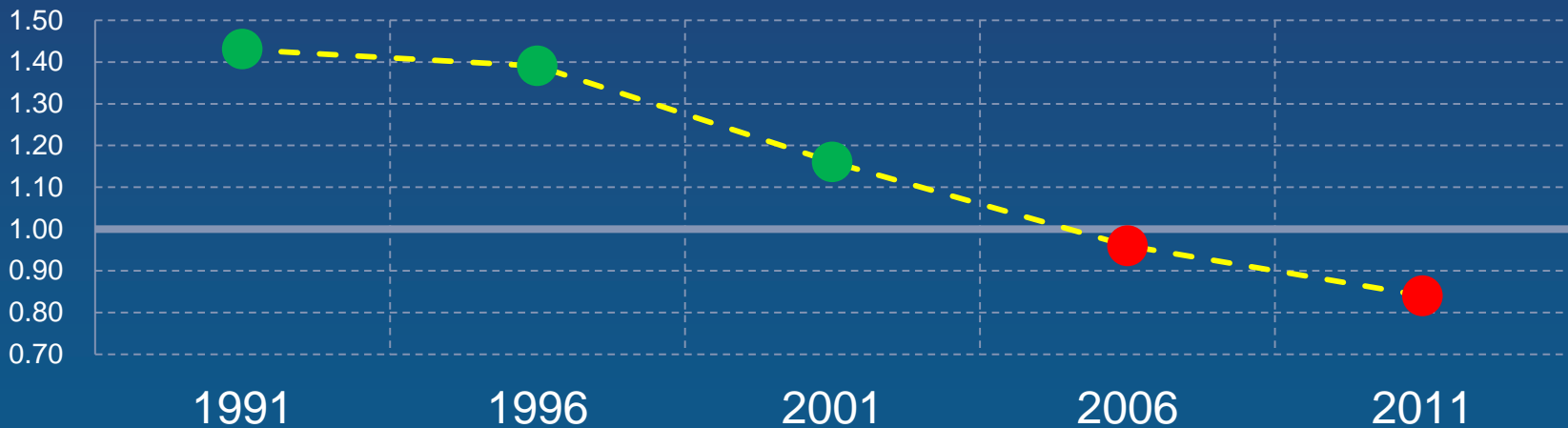
- Demographic, Business listing providers

## Questions



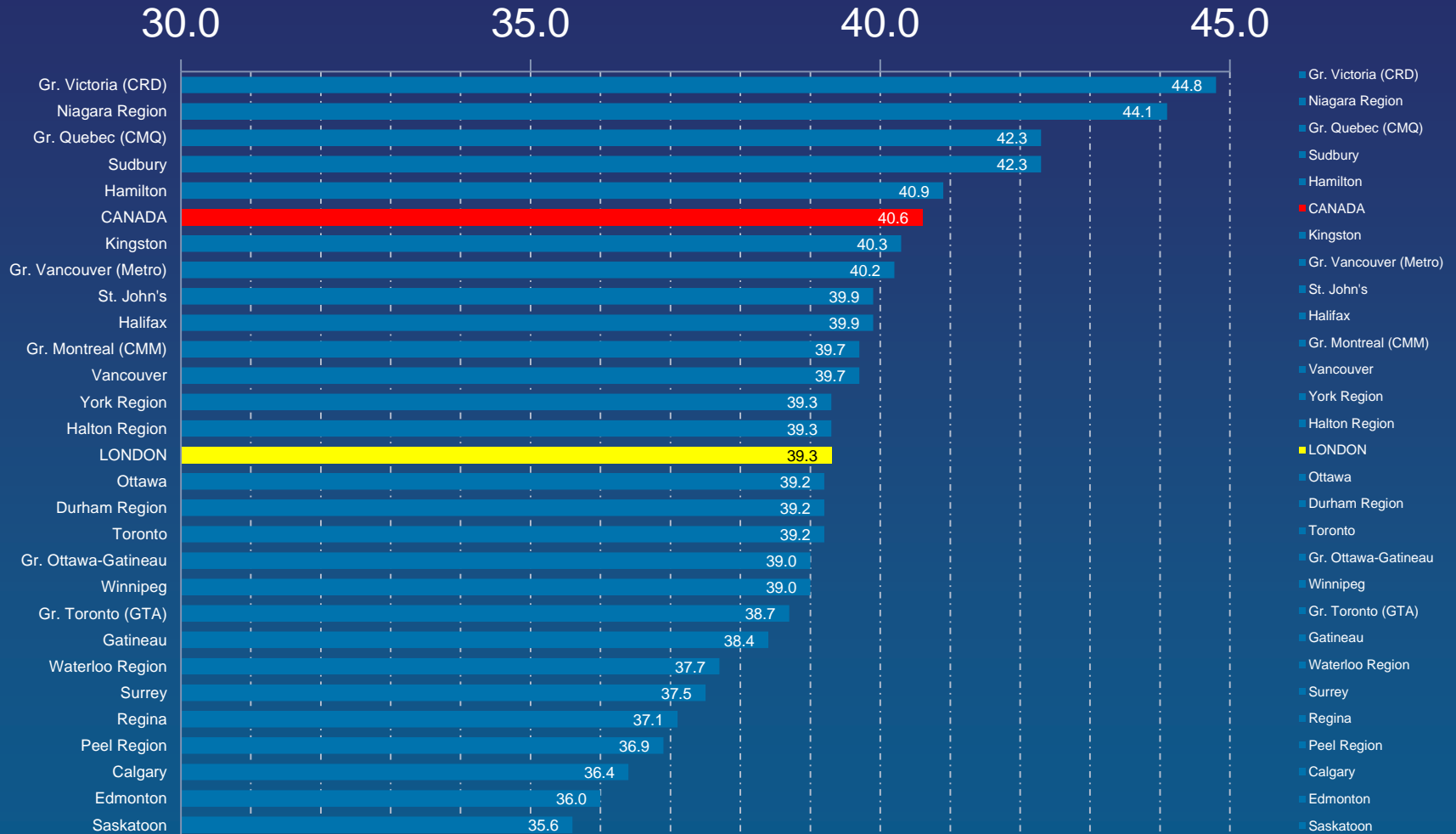
# Senior Population & LFRR

Year	Population Over 65 Yrs.	Percent Representation
2001	3,888,550	-
2011	4,945,065	27
2036	10,379,600	110



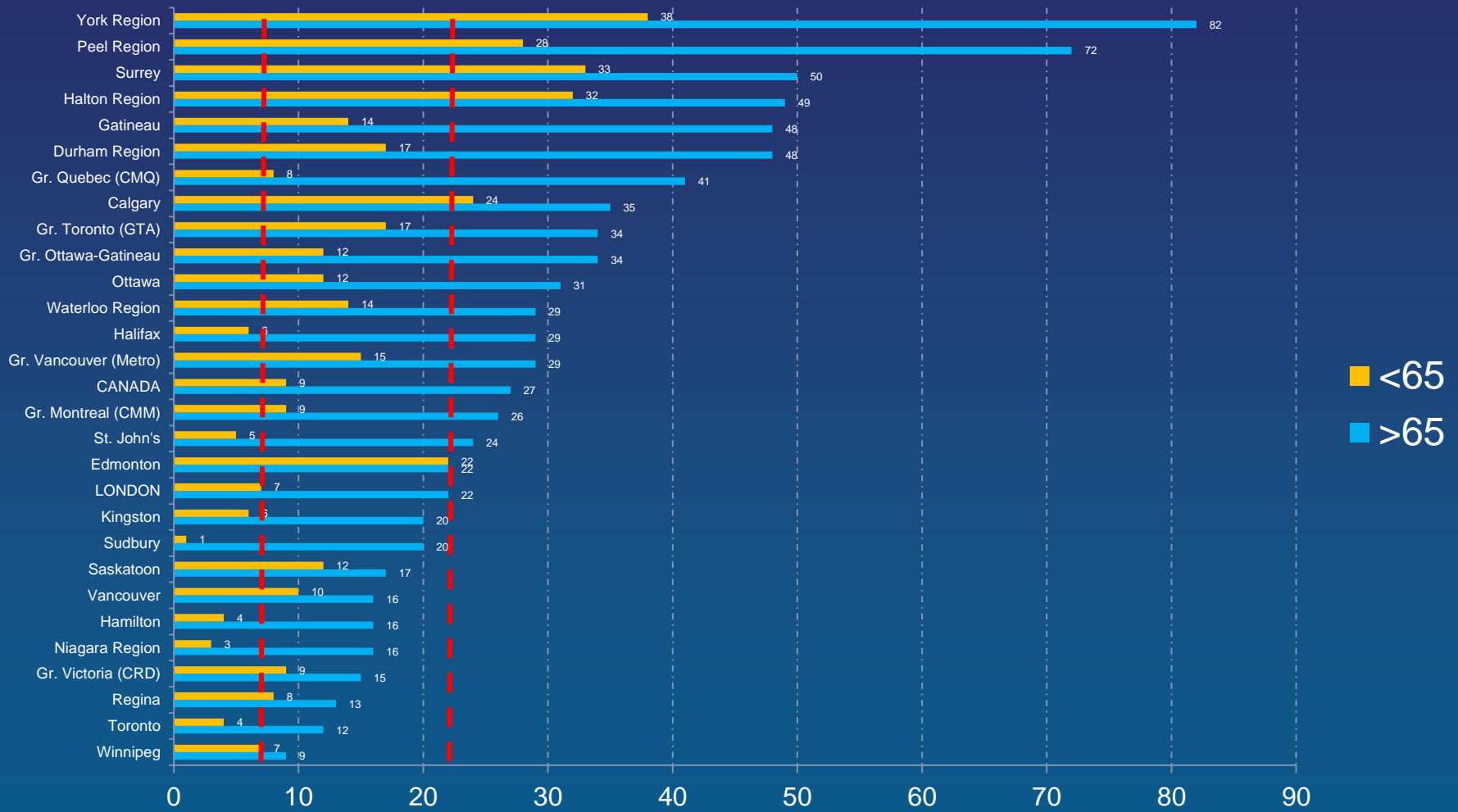
\* Data sourced from the FCM Canada's Aging Population – The municipal role in Canada's demographic shift

# Median Age



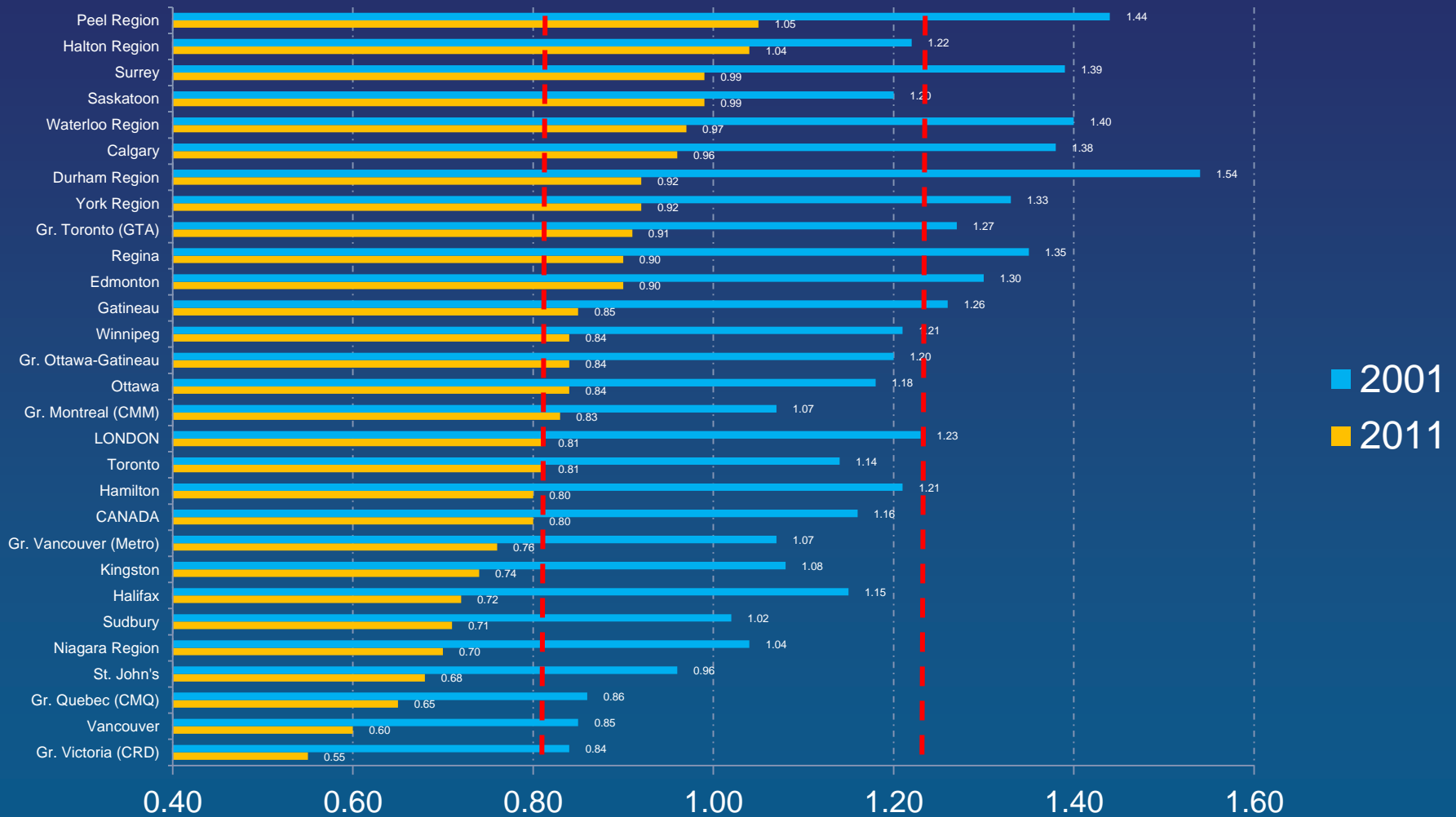
\* Data sourced from the FCM Canada's Aging Population – The municipal role in Canada's demographic shift

# Population Change '01-'11



\* Data sourced from the FCM Canada's Aging Population – The municipal role in Canada's demographic shift

# LFRR Change



\* Data sourced from the FCM Canada's Aging Population – The municipal role in Canada's demographic shift

# Demonstration





# City of London



\* Data sourced from the FCM Canada's Aging Population – The municipal role in Canada's demographic shift

# Content and Solutions



# Content Providers

## Environics Analytics



- Demographics, Consumer Spending, & Social
- Current, 3, 5±, 10 year
- Enhanced 2011 Census
- Prizm5

## Dun & Bradstreet



- Over 1.5 million business listings
- NAICS & SIC Descriptions & Codes
- Sales Volume & Employee Count

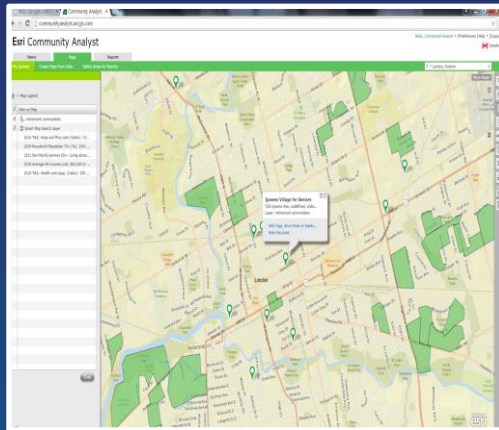
## Here (Navteq)



- Street level geocoding
- Street Network and routing analytics
- Standard Geographies (e.g. DA, CSD, CD, etc.)

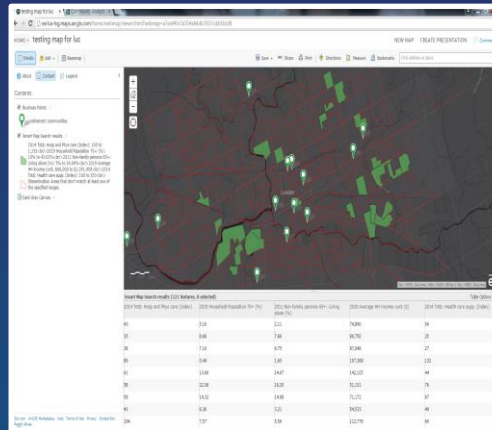
# Esri Solutions

## Community Analyst



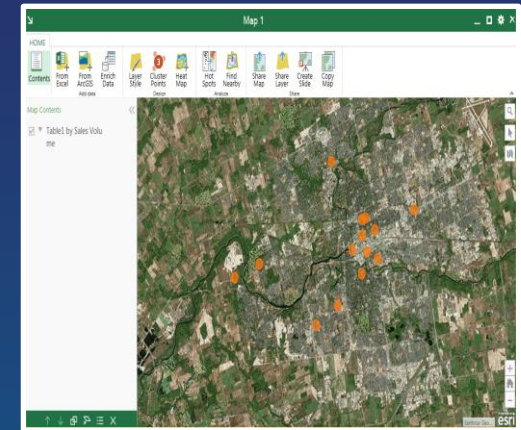
- Detailed analytics the availability of content
- Business Listing and Facility data
- Demographics and Consumer Spending reports

## ArcGIS Online



- Cloud based solution offering users the ability to collaborate and share content across many business units via applications and templates

## Esri Maps for Office



- Integration of mapping and tables
- Working directly within Excel
- Geocoding and/or link to boundaries
- Data enrichment with demographics

# Resources

## Community Analyst (Online Solution)

- <http://www.esri.com/software/arcgis/community-analyst>
- <http://location-analytics.arcgis.com/en/community-analyst/>

## ArcGIS Online

- <http://www.esri.com/software/arcgis/arcgisonline>

## Esri Maps for Office (plug-in)

- <http://location-analytics.arcgis.com/en/maps-for-office/>

## Environics Analytics (demographics & segmentation)

- <http://www.environicsanalytics.ca/>

## Dun and Bradstreet (business & facility listings)

- <http://www.dnb.ca/>



# Questions

