

# Database Overview

2024A



## Census Data

AGS maintains both current and historical census data going back to the 1970 census, adjusted to the latest census boundaries. For the first time, we are offering data from the 2020 Census Demographic and Housing Characteristic (DHC) file, which has been modified and re-balanced (even slightly at the county level), to mitigate inconsistencies introduced by the Census Bureau's "differential privacy" measures.

## Estimates and Projections

The estimates and projections database includes a wide range of core demographic variables for the current year and 5- year projections, covering five broad topic areas: population, households, income, labor force, and dwellings. With a foundation of the 2020 Census, the American Community Survey, extensive delivery count data and over twenty years of experience in demographic forecasting, AGS offers the highest quality demographic estimates in the marketplace today.

We fully incorporate the Census Bureau's American Community Survey (ACS) results. The ACS is a continuous survey which results in a national rolling estimates database to replace the decennial SF3 sample database. The ACS data from the nationwide level down to block groups are an excellent means of tracking demographic attributes over the course of the decade. The Census 2020 and ACS data, combined with a multitude of other Census Bureau offerings, are supplemented with the delivery counts in order to provide accurate block group estimates over time.

### Expanded Estimates and Projections

Using the American Community Survey's (ACS) most recent 1-year and 5-year databases as input, AGS has updated many of the ACS derived tables to the current year, primarily by balancing the most recently available 5-year ACS numbers to current block group estimates, using the 1-year ACS and higher order geography as controls. This provides updates to a wide range of important demographic tables, including –

- School enrollment (private and public, by sex, by grade level)
- Veteran status (by period of service and by age/sex)
- Language spoken at home and linguistic isolation (the inability of household members to converse in English)
- Employment by Occupation (by sex)
- Employment by Industry (by sex)
- Class of Worker (private, public, etc.)
- Time leaving for work
- Travel time to work

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- Means of transportation to work
- Income by type of income (wage, social security, etc.)
- Value of Owner Occupied Housing
- Cash Rent
- Units in Structure
- Year structure built
- Expanded race by origin details (e.g. Native Hawaiian, Samoan, Guamanian, Other Pacific Islanders)
- Hispanic/Latino Origin by Nationality (e.g. Costa Rican)
- Detailed Ancestry (e.g. Albanian, Welsh)
- Poverty Status
- Health insurance status by age
- Labor force status by age

These variables are essentially for 2021, with minor updates to 2023. With many variables, such as housing values, the actual data is quite volatile and it must be understood that these are not current estimates as much as actual 2021 balanced to 2023 using simple methods. That said, these tables provide a valuable addition to our current estimates dataset. They are not projected to 2028.

## Non-Resident Population

The AGS non-resident population estimates are the first of their kind, utilizing a wide range of data sources to model the factors which drive tourists to particular locations, and to match that demand with the supply of available accommodations.

## BusinessCounts

BusinessCounts is a geographic summary database of business establishments, employment, occupation and retail sales. The core BusinessCounts data, which now utilizes the dmPlus™ database provided by Devonshire Associates as its primary source data, includes data to the major SIC group with detailed establishment types as well as NAICS data.

## Consumer Expenditures

AGS provides current year and 5- year projected expenditures for over 390 individual categories that collectively cover almost 95% of household spending. Based on extensive modeling of the BLS Consumer Expenditure Survey, CEX provides reliable estimates of market demand and average household expenditures.

## Retail Potential

This tabulation utilizes the Census of Retail Trade tables which cross-tabulate store type by merchandise line. The Consumer Expenditure data

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was aggregated to the merchandise line classification and then distributed to each of the major store types.

## Retail Gap

This database measures the difference between consumer expenditures on retail (Retail Potential) and brick and mortar Retail Sales. A positive number, or "Leakage," indicates that local consumers are spending their retail dollars out of the area where they live, and a negative number, or "Surplus," indicates that the local area is drawing in (and selling to) consumers that are not local. The retail gap data is available at five, four and three-digit NAICS categories.

## CrimeRisk

CrimeRisk is the result of an extensive analysis of a rolling five years of FBI crime statistics. Based on detailed modeling of the relationships between crime and demographics, CrimeRisk provides an accurate view of the relative risk of specific crime types at the block group level. This database includes the latest national and metropolitan trends from the UCR (Uniform Crime Reports) publications and is available as a current year estimate and a five year projection.

## WeatherRisk

Many businesses are subject to severe loss because of natural hazards. Using historical records of various weather phenomena, this database provides risk assessment staff with accurate and detailed indexes of relative risk for each hazard type.

The weather risk data covers five separate risks:

- Hurricane
- Tornado
- Hail
- Damaging Winds
- Coastal Storm Surge Inundation

## Seismology Risk

The seismology risk includes both earthquake risk and tsunami risk, and can provide surprising insights in areas outside the well-known seismic zones of the far western states.

## Wildfire Risk

Wildfires are an annual major risk in most areas of the western United States, and while large fires often burn in the rugged and generally unpopulated mountainous areas, the combination of dry conditions, heat, and winds can often lead to major disasters along what is known as the

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wildland-urban interface. Based on models produced by the United States Forest Service (G.K. Dillon, Wildfire Hazard Potential (WHP) for the Coterminous United States, 2018), the core index shows the relative risk of wildfires at the block level of geography. Hawaii and Alaska have been modeled using similar techniques.

## Climate

The AGS climate database includes temperature, precipitation, degree-days, and air quality measures. Unlike other databases that are to a county level only, the AGS Climate database provides details to the block group level. Derived from an extensive analysis of historical climatology data, this database provides a detailed view of local climate, which is vital in merchandising analysis.

## Air Quality

The air quality measures can be important to individuals contemplating relocation, health care research, and commercial site selection and economic development.

## Elevation and Terrain

The nature of the local terrain can be of great interest to real estate developers and others; local terrain variables include elevation (minimum, maximum, average), slope (average, maximum), and ruggedness. The TRI (Terrain Ruggedness Index) is a new index which encapsulates the overall nature of the local terrain.

## MRI Consumer Behavior Profiles

The consumer behavior database consists of over eighteen hundred individual variables from the latest Mediamark (MRI) double-base survey. Linked to block groups using Panorama, this database provides a wealth of information on the preferences and activities of the households in every block group in the country.

## Behavior and Attitudes

AGS has produced, with MRI Consumer Behavior Profiles, an enhanced data series which includes 420 carefully selected core behavioral and attitudinal components, modeled with our Demographic Dimensions analytics dataset. The results include such variables as Brand Loyal Fashion Buyers, Prayer Warriors, Market Volatility Lovers, Pilates People, Internet Addicted, Impulse Buyers, Road Trippers, Gearheads, and Twitter Tweeters.

## Panorama

A new segmentation system developed by AGS using a wide range of AGS database assets and linked to MRI.

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## Assets, Debts and Net Worth

This database provides an important look at the financial health of households – including information on the nature and value of both the assets and debts of households, and of the net worth of households. This database is based upon recent surveys of consumer finances undertaken by the Census Bureau, supplemented by statistical modeling in order to provide geographic estimates.

## Demographic Dimensions

This innovative database consists of twenty-six core “dimensions” of neighborhoods, such as “Affluence and Education” and “Government Workers” which together account for the primary differences between neighborhoods. Based on an extensive statistical analysis of over seven hundred separate demographic attributes, this database is highly useful and intended for undertaking statistical modeling, as each of the variables is essentially uncorrelated to the others. Each variable has a mean of zero and unit variance and there are no collinearity issues.

## Business Dimensions

This database was built using the BusinessCounts database, with the source data from Infogroup. The entire dataset was utilized by computing employment and establishment density, average size and percent of employment by detailed NAICS codes, and land use classification. There are twenty-eight different groups within this database. Business Dimensions is highly useful for undertaking statistical modeling, as each of the variables is essentially uncorrelated to the others.

## Health Care

There are currently two separate, yet similar, database products offered. The first is based upon the primary diagnosis upon release from hospital and the second based on procedures undertaken by emergency departments. While there is much overlap in terms of disease, these measure two separate types of health care utilization.

## Standard AGS Geographic Areas

BG	Block Group (2020 Census)
CO	County (2020 Census)
CS	County Subdivision (2021 TIGER)
SD	School Districts (including elementary, secondary, and unified districts) (2021 TIGER)
UA	"Urbanized Areas" (2020 Census)
CB	County Based Metropolitan Areas (includes "Micropolitan" and Metropolitan areas) (2021 TIGER)
MA	Metropolitan Statistical Areas (the "metro" not "micro" areas) (2021 TIGER)

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NC	New England City/Place Areas (2021 TIGER)
CA	Consolidated Metropolitan Areas (2021 TIGER)
PL	Place / Census Designated Place (2021 TIGER)
ST	State
TR	Census Tract (2020 Census)
US	United States
ZS	Scan/US ZIP Codes (Q1/2023)
DM	Designated Marketing Areas

## Further Information

Contact customer service at 877-944-4AGS or email [support@appliedgeographic.com](mailto:support@appliedgeographic.com).