

# Database Overview

2026A



## 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.

In addition to these standard data sources, AGS utilizes a very broad range of detailed data that includes private delivery service counts, USPS postal change, parcel ownership and geometry change, building permits, and satellite imagery in order to provide the most accurate and timely estimates.

Income is a critical component of most demographic analysis, and using our synthetic household model, we are able to provide a

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wide range of income measures (total, disposable, and discretionary) for both all households, and for selected households based on tenure, age of householder, and household type.

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/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) and industry (by sex)
- Class of Worker (private, public, etc.)
- Travel time and time leaving for work
- 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 from the ACS lag our estimates by two years, and are always balanced to reflect current demographics. With many

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variables, such as self reported housing values, the actual data is quite volatile and it must be understood that these are not current estimates. That said, these tables provide a valuable addition to our current estimates dataset and are not included in our five-year projections.

## 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.

## Journey To Work

This unique database utilizes the journey to work patterns for most workers (W-2 wage earners) via state unemployment insurance program records. These are available for selected years – 2010, 2015, 2020, and the latest available 2023. The journey to work dataset is used to create Panorama and Dimensions workplace versions, as well as estimating 'daytime income' distributions.

## 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

The consumer expenditure database (CEX) was recently completely redesigned and relies heavily on the use of the AGS Synthetic Household model. The use of a household model significantly enhances the ability of the database to capture differences in expenditure patterns for small areas by relying on two levels of models – 84 groups and 402 categories. Expanded coverage is available for charitable contributions, tax and retirement savings, and food away from home.

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## Retail Potential

This tabulation utilizes the Census of Retail Trade tables which cross-tabulate store type by merchandise line. The Consumer Expenditure data 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. The 2026A release implements a number of significant improvements:

- Additional 'near' retail categories
- Improved handling of the evolving nature of internet sales.

## CrimeRisk

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

## Weather Risk

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:

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- 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 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.

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## 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 census blocks 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 752 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

Panorama is a geodemographic segmentation system for the United States, developed in 2015 and now in its second generation. It consists of 68 segments linked to the MRI-Simmons survey.

Panorama Workplace uses our newly released Journey to Work data in order to enable users to analyze both daytime and residential populations.

Panorama CanAm is a unique segmentation system which utilizes harmonized data for Canada and the United States, resulting in a cross-national segmentation system with 26 groups and 99 segments.

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## Consumer Finance (formerly 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. In 2024A, a substantially revised Consumer Finance database was introduced that utilizes the AGS Synthetic Household model. More recently, this has been expanded to include two distributions of households by net worth – total net worth, and net worth excluding principal residence.

## 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.

For 2026A, we are also introducing Dimensions Workplace, which looks at the demographic characteristics of the daytime population.

## 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.

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## 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

Data can be generated for both non-standard areas and for the following geographic layers. Note that many layers are provided in both the 2020 census and revised 2022 versions (which include the changes to Connecticut):

BL	Census Block (2020)
L2	Census Block (2022)
BG	Block Group (2020)
BN	Block Group (2022)
TR	Census Tract (2020)
TN	Census Tract (2022)
CO	County (2020)
CN	County (2022)
CS	County Subdivision (2025 TIGER)
CC	County Subdivision (2025 TIGER, ST-CO coding)
SD	School districts (elementary, secondary, and unified, 2025 TIGER)
UA	Urbanized areas (2020)
CB	County Based Metropolitan Areas (includes micropolitan, 2025 TIGER)
MA	Metropolitan Areas (excludes micropolitan, 2025 TIGER)
CA	Consolidated Metropolitan Areas (2025 TIGER)
PL	Place and Census Designated Place (2025 TIGER)
ST	State
US	United States
ZI	ZIP Codes (January 2026, AGS)

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DM	Designated Marketing Areas
H3	Uber H3 hexagons, level 3
H4	Uber H3 hexagons, level 4
H5	Uber H3 hexagons, level 5
H6	Uber H3 hexagons, level 6
H7	Uber H3 hexagons, level 7

For several of the census geographic areas, multiple rosters are available that include 2010 based definitions (2014, 2017) and 2020 based definitions (2020, 2022).

Custom geographic levels can be constructed from cartography and added as layers in any Snapshot installation.

## Further Information

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