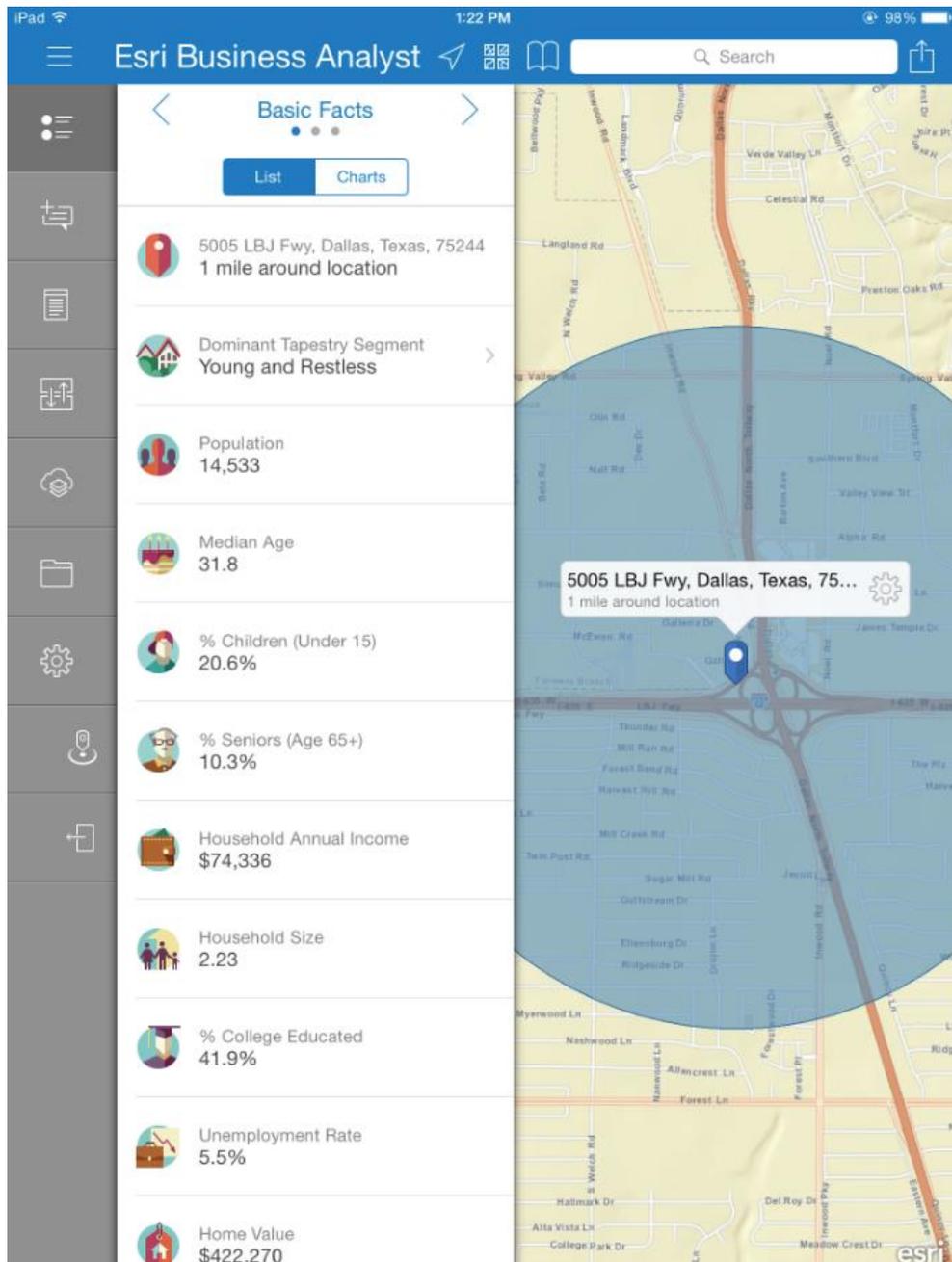


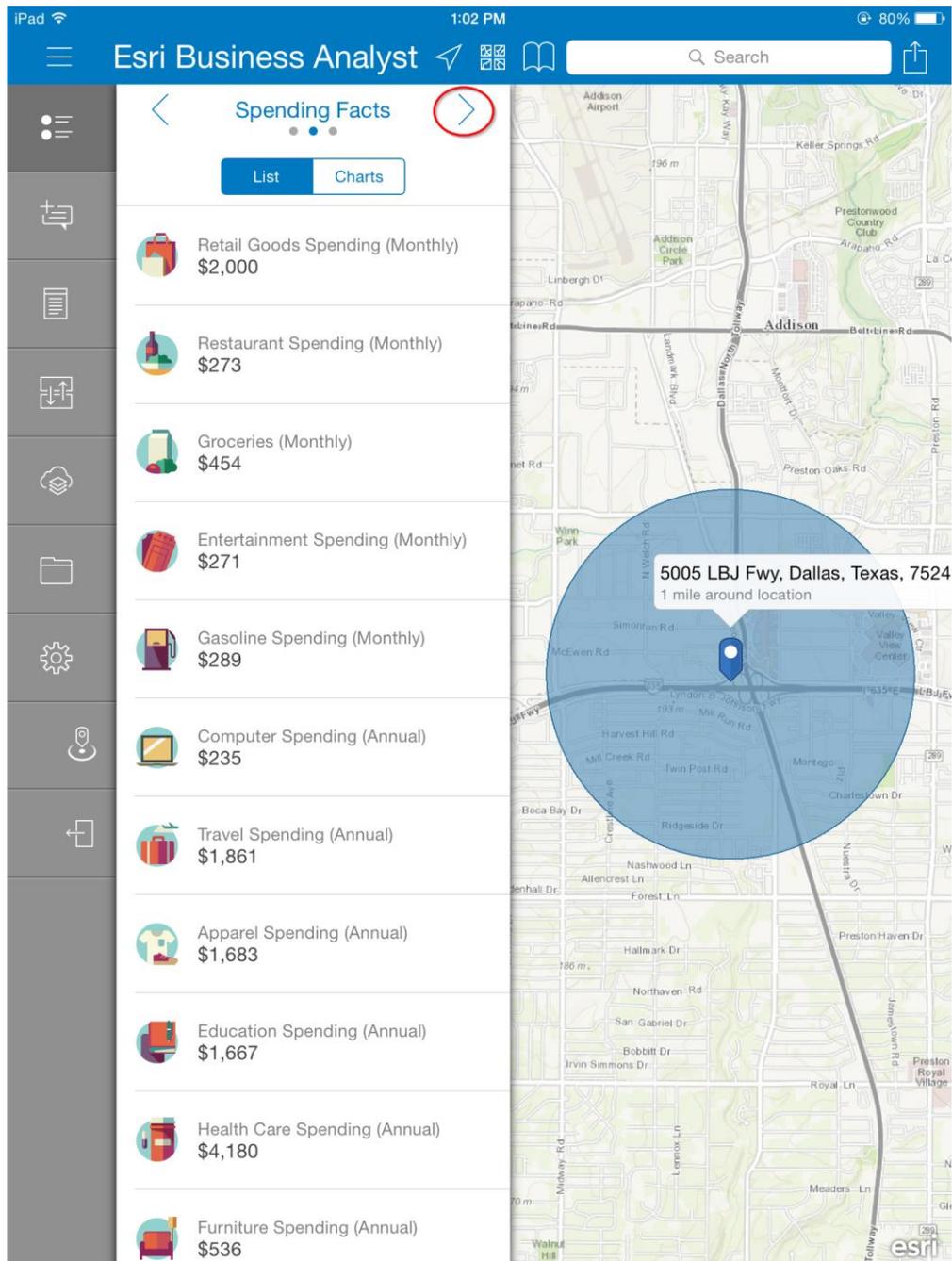
Esri BAO Mobile

Note: You must log into the BAO Mobile app for iPhone or iPad by following the instructions located [HERE](#).

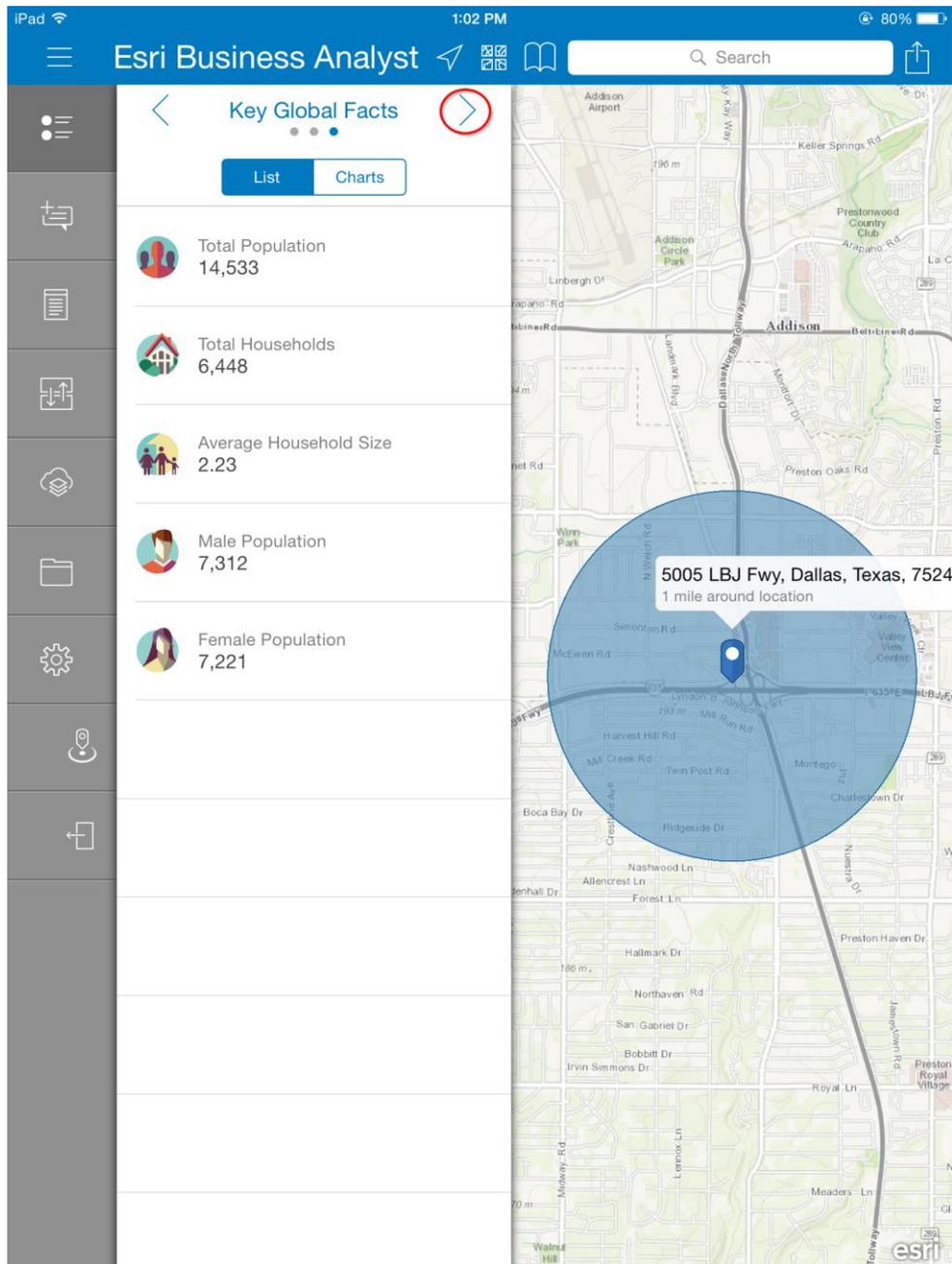
Once the app launches, the map will open to your location and display “Basic Facts”.



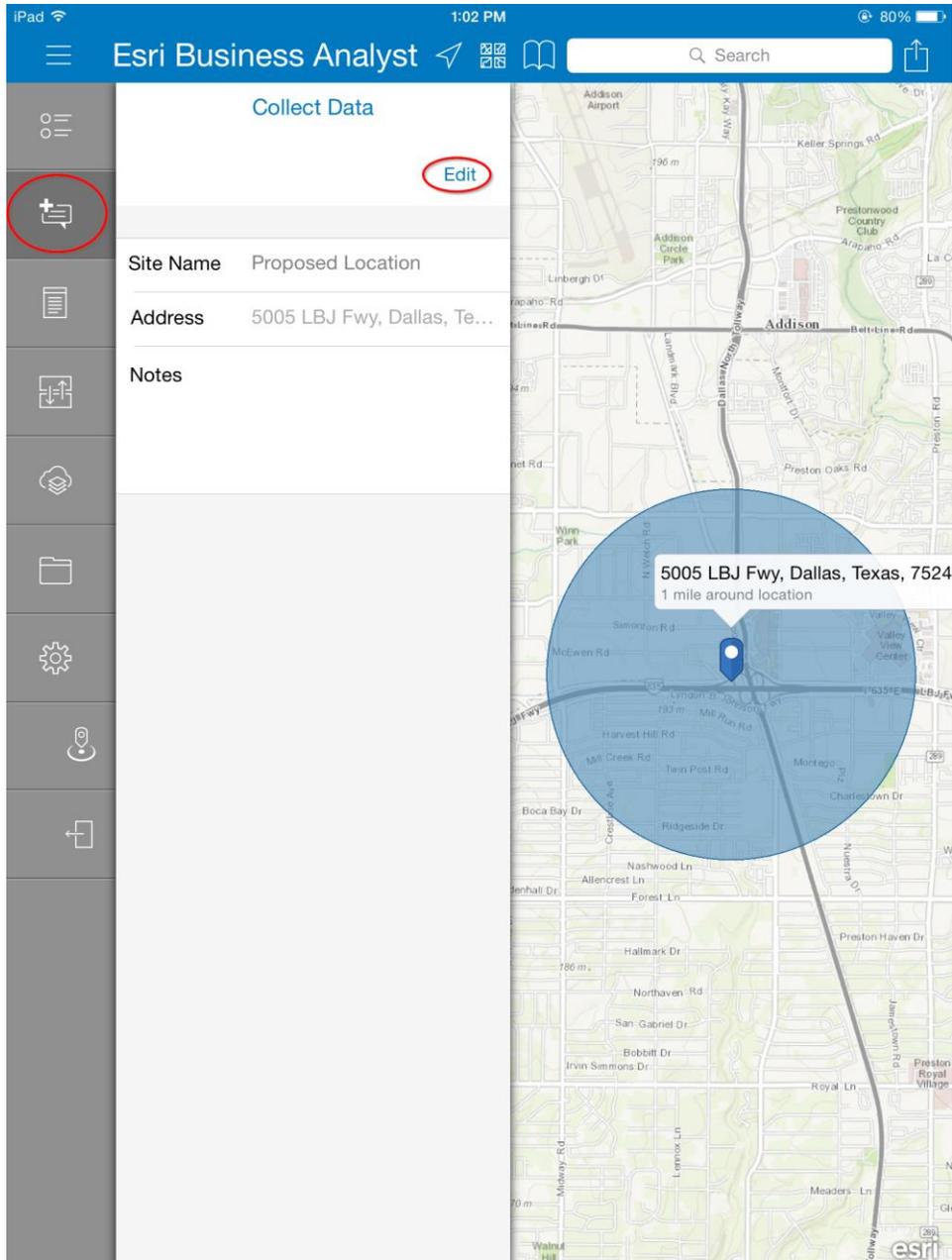
Tap the arrow to the right to view "Spending Facts".



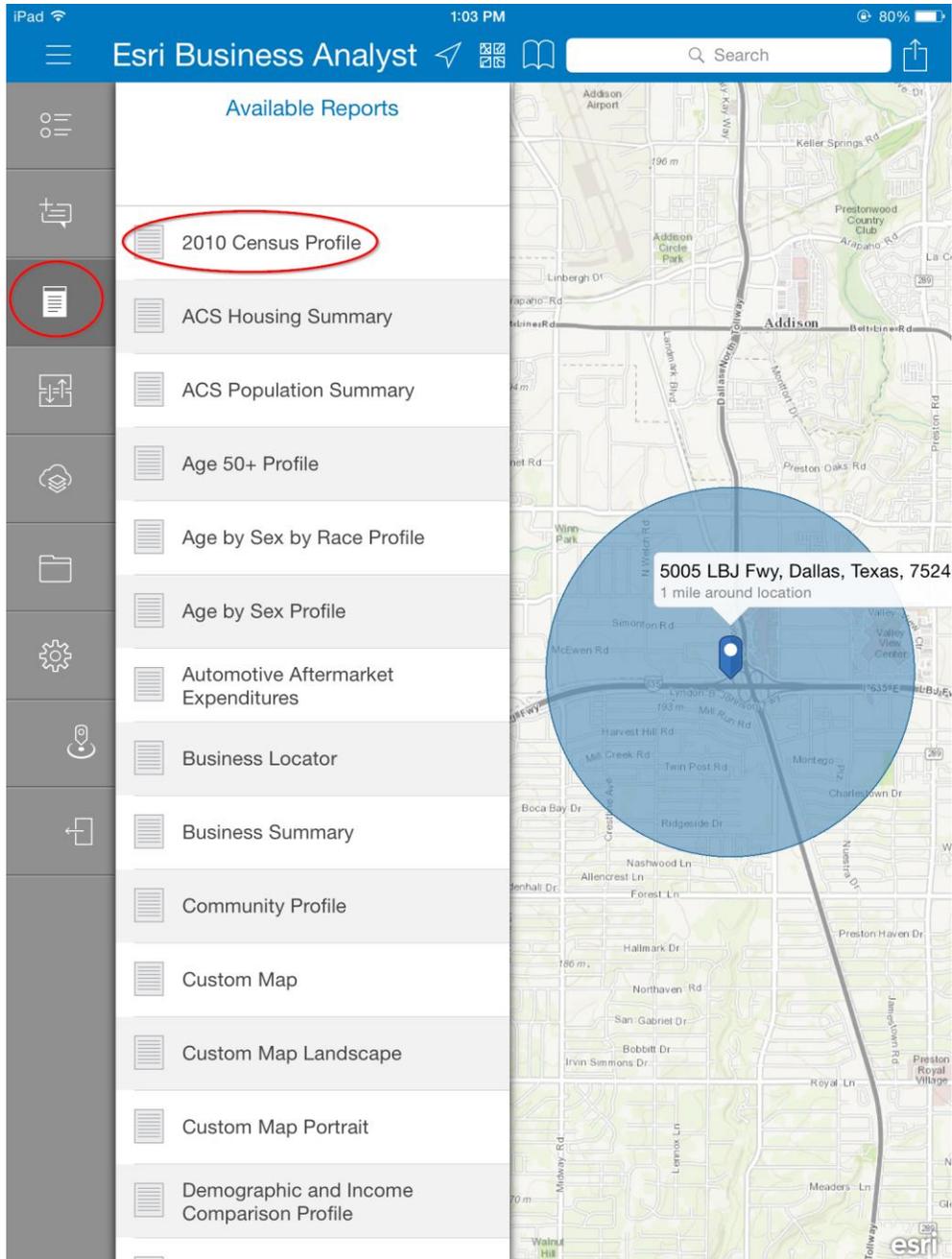
Tap the arrow again to the right to view “Key Global Facts”.



Tap the “Collect Data” button to Edit your site information and Save the map into your app My Content.



Tap the “Available Reports” button to view the available reports and run a report for the site.



Tap the “Compare” button to compare two sites with “Basic Facts”, “Spending Facts” and “Key Global Sites”.

Esri Business Analyst

1:03 PM 80%

Basic Facts

List Chart

5005 LBJ Fwy, Dalla... 408 Covey Ln, Mes...

DOMINANT TAPESTRY SEGMENT

Young and Restless **Details** American Dreamers

POPULATION

14,533 **1K** 13,251

MEDIAN AGE

31.8 **-2.1** 33.9

% CHILDREN (UNDER 15)

20.6% **0** 20.3%

% SENIORS (AGE 65+)

10.3% **0** 9.5%

HOUSEHOLD ANNUAL INCOME

\$74,336 **-4K** \$78,649

HOUSEHOLD SIZE

2.23 **-0.5** 2.69

% COLLEGE EDUCATED

41.9% **15** 26.5%

UNEMPLOYMENT RATE

5.5% **0** 5.4%

HOME VALUE

\$422,270 **203K** \$219,657

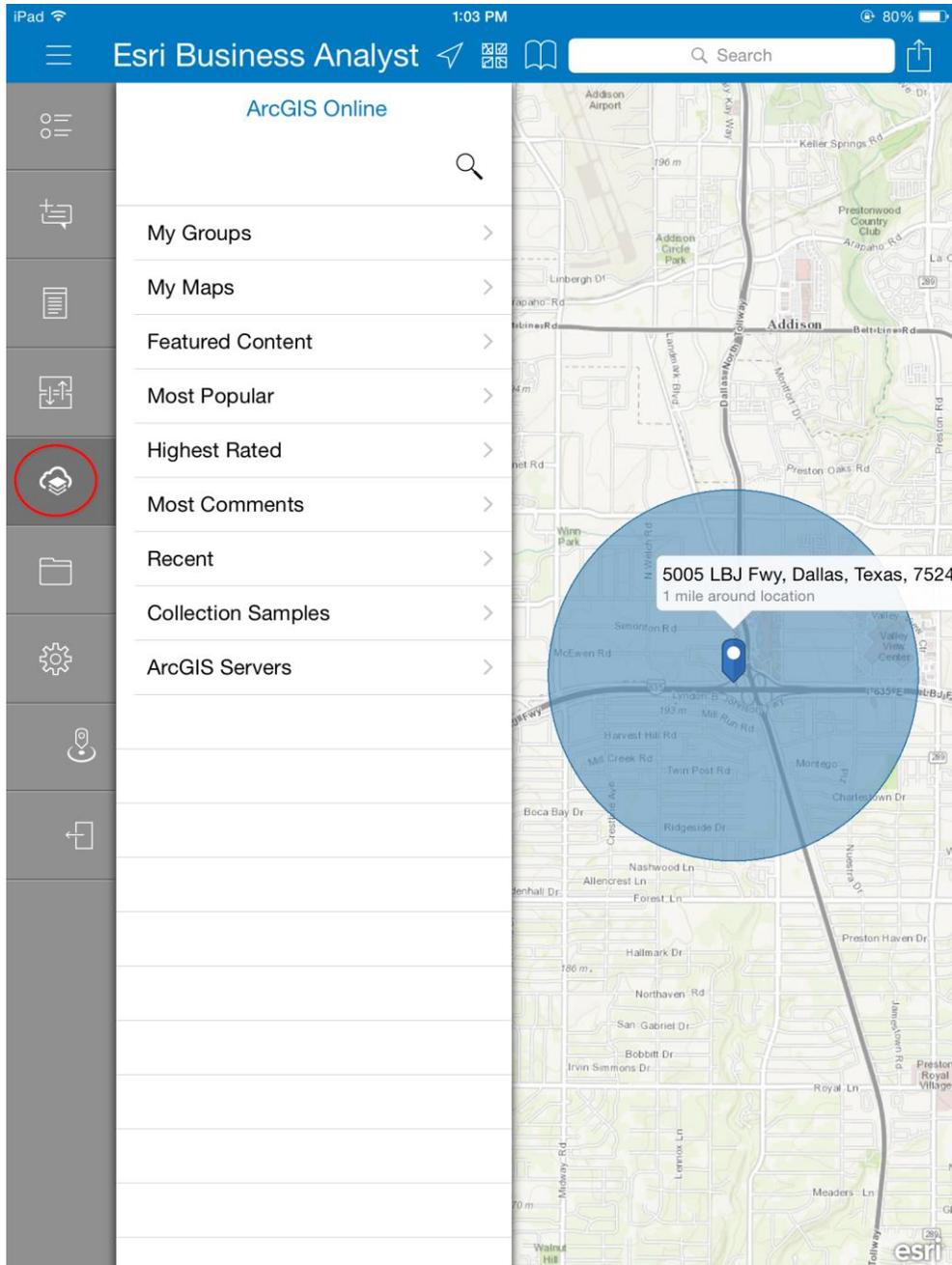
% HOME OWNERS

18.3% **-31** 49.5%

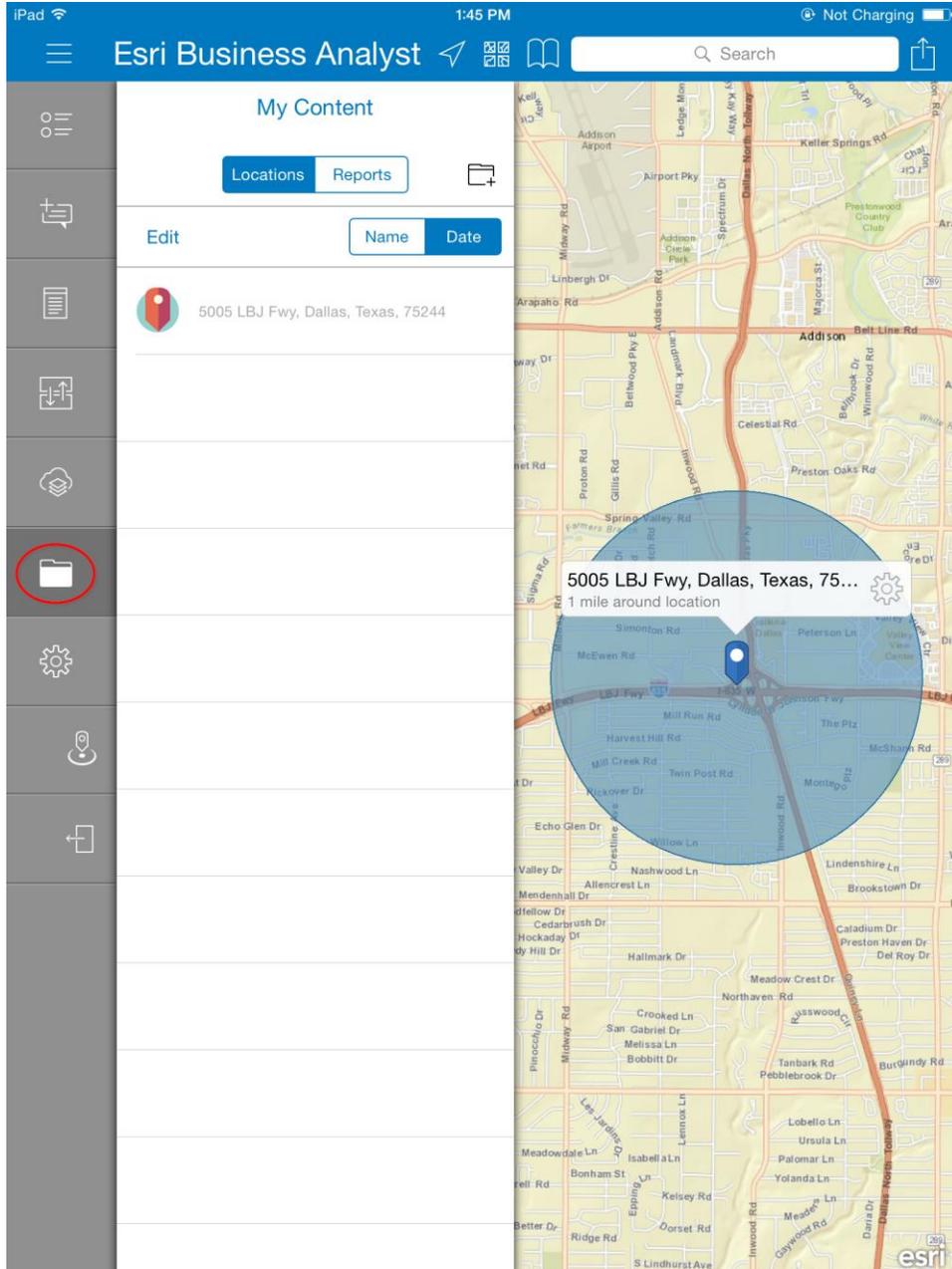
5005 LBJ Fwy, Dallas, Texas, 7524
1 mile around location

408 Covey Ln, Mesquite, Texas, 7...
1 mile around location

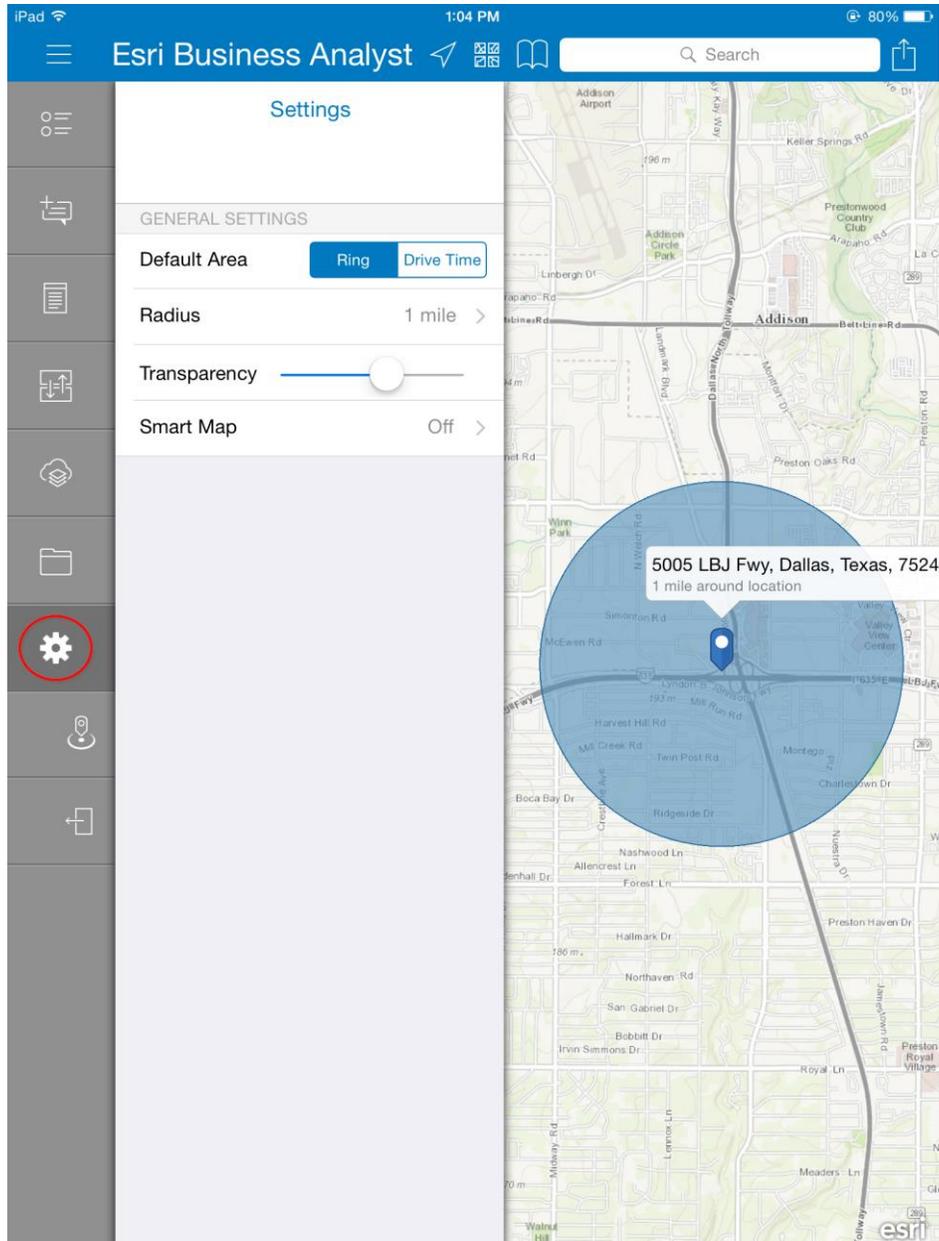
Tap the “ArcGIS” button to access previously saved information, group maps and Esri Web Maps.



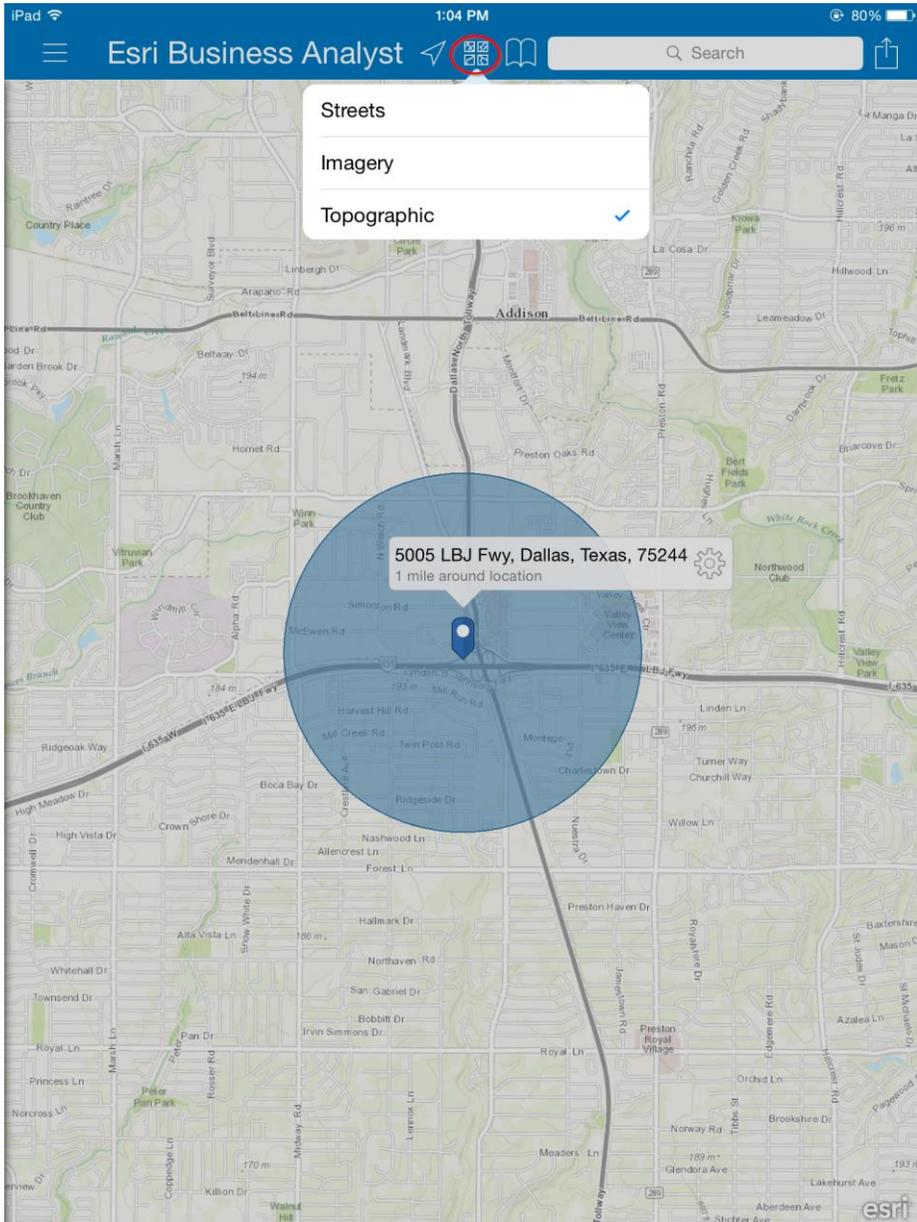
Tap the **“My Content”** button to access previously saved Sites and Reports run. Only Sites and Reports run from in the BAO Mobile app will be saved in the app.



Tap the “Settings” button to change the “Ring” or “Drive Time” for the location. The “Transparency” can be changed and a “Smart Map” can be created.



Tab the “Map Type” button to change the base layer map.



Access previously searched site locations or search for a new location.

