Esri Demographic Data Release Notes: Netherlands

Release: March 2020

Introduction

4orange has been collecting data from Dutch consumers since 1991 and specializes in marketing efficiency and marketing infrastructure. 4orange supports its customers by realizing a significantly higher return on (marketing) investment by 1.) applying customer knowledge on a strategic level and 2.) personal communication. The information 4orange collects goes beyond just socio demographic characteristics. It includes information about consumers on life stage, their family composition and their personal interests. This information is primarily used to enrich relation's customer data, so that they can create a better picture of their own customers/relations and target prospects more effectively. The 4orange data sources consist of historical CCI surveys, data from the new surveys, and BAG data and publicly available CBS data. More information regarding the methods and definitions can be found in the [Methodology](#).

These release notes provide information such as the topics covered, source, dataset information, and changes to the dataset. This is the first release of the 4orange data and covers data from 2019. The data is available down to the Neighborhood level and covers a variety of topics. A full list of all the attributes available can be found in the [Attribute List](#). Topics included are:

- Household composition: households by age, size, marital status and presence of children.
- Household welfare: gross family income, educational attainment and job of the main breadwinner of the household.
- Behavior: personal interests, media usage, travel patterns and many others.
- Buying behavior: amount spend on groceries, supermarket loyalty and comparable variables
- Automotive: availably and type of cars owned by the household
- Housing information: home value, age and characteristics, heating fuel.
- Financial information: financial products owned, insurance, retirement and possessions.
- Spending: the average spending on different categories, the so called shopping cart.
- Personicx: consumer segmentation for the Dutch market defined by 46 Personicx profiles.

Using Demographic Data

Government agencies use demographic data to provide better services to citizens. Marketers use demographic data to select store locations, target customers, and improve product mix. Utilities use demographic data to understand population changes in their service areas and to plan growth and distribution accordingly.

When you map Esri demographic layers along with your data, you can answer questions such as "who are my customers?" and "where should we open the next store?" For example, map your retail locations or offices on top of Esri demographic attributes such as population, age, and purchasing power, to understand the local community from a demographic perspective. Once you see the general pattern, Esri products such as [ArcGIS Online](#), [Business Analyst](#), and [ArcGIS Maps for Office](#), can help you find other suitable locations for new stores based on actionable criteria.

Use the [Data Browser](#) in Esri products such as [ArcGIS Online](#), [Business Analyst](#) and [ArcGIS Maps for Office](#) to easily find the attributes you want. Browse by category such as **Age**, or search by **Alias Name**, as shown on the next page:

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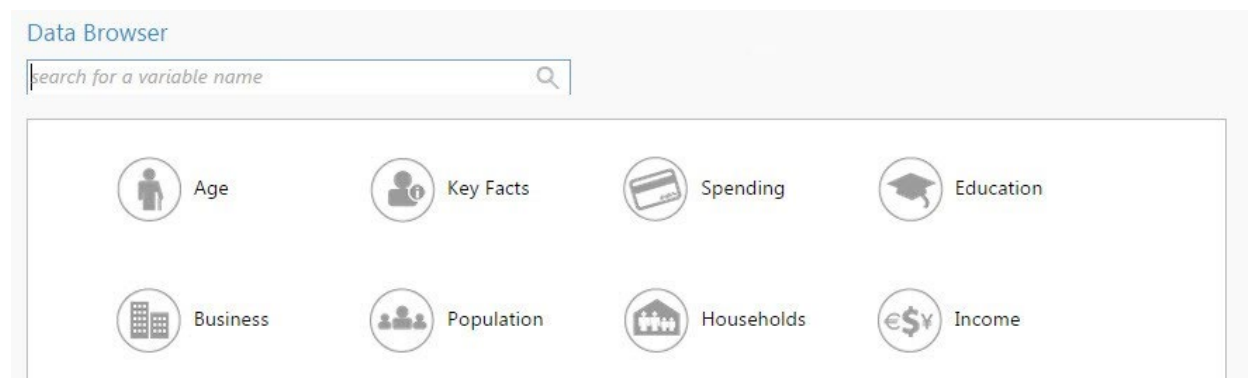
Map the attributes you select using the dataset's features, or create your own custom analysis areas. Esri products calculate new attribute values and answer questions such as "How many older people live within a five minute drive of the proposed clinic?" Continue below for additional details regarding the advanced demographics of The Netherlands dataset.

Source

Data: © 4orange, 2019
Boundaries: © Esri Nederland, Kadaster, Centraal Bureau voor de Statistiek, 2019

Dataset Information

Netherlands	
3 Letter ISO Country code	NLD
Currency	Euro
3 Letter Currency code	EUR
Number of attributes available	1,089
Number of geography levels	11

Geographic Levels and Feature Counts

	Geography Levels Available for Netherlands	Geography Levels Available through ArcGIS.com Maps	Feature Count
Country	✓	✓	1
Postcodes1	✓		9
Provinces	✓	✓	12
COROP Regions	✓	✓	40
Postcodes2	✓		90
Municipalities	✓	✓	355
Postcodes3	✓		798
Districts	✓	✓	3,164
Postcodes4	✓		4,068
Neighborhoods	✓	✓	13,594
Postcodes5	✓		33,217

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Attributes

Refer to the associated csv file for a list of attributes. The following information is included for each attribute:

Variable ID	Unique variable ID that consists of no more than 10 characters
Alias Name	Description associated with **Variable ID**.
Category	Shows the Data Browser category for each attribute.
Data Collection	Shows the data collection within the **Category**.
Field Category	Shows the field category within the **Data Collection.**
Long Description	Long description associated with Variable ID.
Year	Vintage represents the year for which projections were created.

Change Summary

Changes to geography level names
None.

New Attributes

Attribute Name	Alias Name	Category
RSEG01C_01	2019 1Y: Starters	Segmentation
RSEG01C_02	2019 2Y: Young Couples	Segmentation
RSEG01C_03	2019 3X: Young Singles	Segmentation
RSEG01C_04	2019 4K: Young Families	Segmentation
RSEG01C_05	2019 5K: Families with School-Going Children	Segmentation
RSEG01C_06	2019 6K: Families with Adolescent Children	Segmentation
RSEG01C_07	2019 7X: Middle Class Households without Children	Segmentation
RSEG01C_08	2019 8M: Older Couples	Segmentation
RSEG01C_09	2019 9M: Older Singles	Segmentation
RSEG01C_10	2019 10R: Retired Couples	Segmentation
RSEG01C_11	2019 11R: Senior Couples	Segmentation
RSEG01C_12	2019 12R: Single Elderly	Segmentation
RSEG01L_1	2019 X: No Children	Segmentation
RSEG01L_2	2019 K: Households with Children	Segmentation
RSEG01L_3	2019 Y: Starters	Segmentation
RSEG01L_4	2019 M: Middle Aged	Segmentation
RSEG01L_5	2019 R: Retired/Senior	Segmentation
T_K_000000	2019 Total HH Spending	Spending
T_K_010000	2019 Total HH Spending: Food & Beverages	Spending
T_K_020000	2019 Total HH Spending: Alcoholic Bev. & Tobacco	Spending
T_K_030000	2019 Total HH Spending: Clothing & Footwear	Spending
T_K_040000	2019 Total HH Spending: Housing, Water, Energy	Spending

T_K_050000	2019 Total HH Spending: HH Electronics	Spending
T_K_060000	2019 Total HH Spending: Health	Spending
T_K_070000	2019 Total HH Spending: Transportation	Spending
T_K_071000	2019 Total HH Spending: Vehicles Purchased	Spending
T_K_071100	2019 Total HH Spending: Cars Purchased	Spending
T_K_071200	2019 Total HH Spending: Motorcycles and E-bikes	Spending
T_K_071300	2019 Total HH Spending: Non-electrical Bicycles	Spending
T_K_072000	2019 Total HH Spending: Use of Vehicles	Spending
T_K_072100	2019 Total HH Spending: Materials for Vehicles	Spending
T_K_072200	2019 Total HH Spending: Fuel & Oil for Vehicles	Spending
T_K_072300	2019 Total HH Spending: Maintenance of Vehicles	Spending
T_K_072400	2019 Total HH Spending: Further Service Vehicles	Spending
T_K_073000	2019 Total HH Spending: Public Transportation	Spending
T_K_073100	2019 Total HH Spending: Transportation by Rail	Spending
T_K_073200	2019 Total HH Spending: Transportation by Road	Spending
T_K_073300	2019 Total HH Spending: Transportation by Air	Spending
T_K_073500	2019 Total HH Spending: Combined Public Transportation	Spending
T_K_073600	2019 Total HH Spending: Other Transportation Services	Spending
T_K_080000	2019 Total HH Spending: Communication	Spending
T_K_090000	2019 Total HH Spending: Leisure & Cultural Activities	Spending
T_K_100000	2019 Total HH Spending: Education	Spending
T_K_110000	2019 Total HH Spending: Restaurants & Hotels	Spending
T_K_120000	2019 Total HH Spending: Various Products & Services	Spending
T_K_130000	2019 Total HH Spending: Consumption Related Taxes	Spending
T_K_150000	2019 Total HH Spending: Charities	Spending
K_000000	2019 Avg HH Spending	Spending
K_010000	2019 Avg HH Spending: Food & Beverages	Spending
K_020000	2019 Avg HH Spending: Alcoholic Bev. & Tobacco	Spending
K_030000	2019 Avg HH Spending: Clothing & Footwear	Spending
K_040000	2019 Avg HH Spending: Housing, Water, Energy	Spending
K_050000	2019 Avg HH Spending: HH Electronics	Spending
K_060000	2019 Avg HH Spending: Health	Spending
K_070000	2019 Avg HH Spending: Transportation	Spending
K_071000	2019 Avg HH Spending: Vehicles Purchased	Spending
K_071100	2019 Avg HH Spending: Cars Purchased	Spending
K_071200	2019 Avg HH Spending: Motorcycles and E-bikes	Spending
K_071300	2019 Avg HH Spending: Non-electrical Bicycles	Spending
K_072000	2019 Avg HH Spending: Use of Vehicles	Spending
K_072100	2019 Avg HH Spending: Materials for Vehicles	Spending
K_072200	2019 Avg HH Spending: Fuel & Oil for Vehicles	Spending
K_072300	2019 Avg HH Spending: Maintenance of Vehicles	Spending
K_072400	2019 Avg HH Spending: Further Service Vehicles	Spending
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K_150000	2019 Avg HH Spending: Charities	Spending

Attributes no longer available

None.