

# Esri Demographic Data Release Notes: Pakistan

Release: June 2017

## Introduction

The Esri demographic dataset for Pakistan provides key population and household attributes for use in a variety of applications. Release notes provide information such as the attribute list, vintage, source, and changes to the dataset. The [methodology](#) document provides additional information regarding methods and definitions.

Note that no household or purchasing power data is available in the districts of Azad Jammu & Kashmir, or Gilgit-Baltistan.

The June 2017 release includes the following updates to the existing [ArcGIS Online](#) service and maps for Pakistan:

- The demographic data's vintage was updated from 2014 to 2016. (with the exception of Population Density which is 2015.)
- The layer ID schema was updated to match new/removed geographies and generalizations.

Esri demographic datasets are part of the [Living Atlas of the World](#). The Living Atlas is an incredible collection of maps and apps from around the world. It features Esri and user content, that can enhance your research and analysis. You too can contribute your maps, apps, and story maps through the [Living Atlas contributor app](#).

## Using Demographic Data

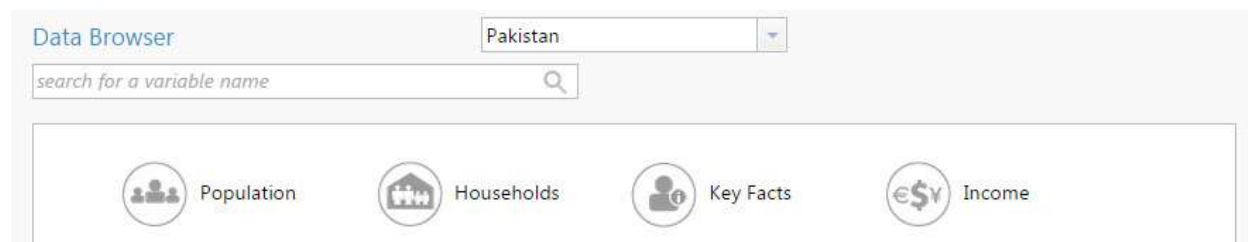
Government agencies use demographic data to provide better services to citizens. Marketers use demographic data to select store locations, target customers, and improve product mix. Utilities use demographic data to understand population changes in their service areas and to plan growth and distribution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

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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 Pakistan dataset.

## Dataset Information

Pakistan	
3 Letter ISO Country code	PAK
Currency	Pakistani rupee
3 Letter Currency code	PKR
Number of attributes available	11
Number of geography levels	3

## Geographic Levels and Feature Counts

	Geography Levels Available for Pakistan	Geography Levels Available through ArcGIS.com Maps	Feature Count
Country	✓	✓	1
Province	✓	✓	8
District	✓	✓	146

## Attribute Lists

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**.

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- 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
POPDENS_CY	2015 Population Density	Population

## Attributes no longer available

All attributes available in the previous release are available in this release.