Esri Demographic Data Release Notes: Colombia

Release: December 2020

Introduction

The Esri demographic dataset for Colombia 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. Refer to the associated csv file for a list of attributes.

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.

- Some consumer spending and purchasing power categories have large differences compared to previous versions due to new input data and changes in international exchange rates, national growth and demographics. These differences are expected and are not the result of changes to any underlying forecast models.

- The market data for Colombia has been updated based on the results of the Census 2018. The use of this new input data from the statistical offices is the reason for larger than normal shifts in population within the age groups, marital status and education with this update compared to the previously released dataset.
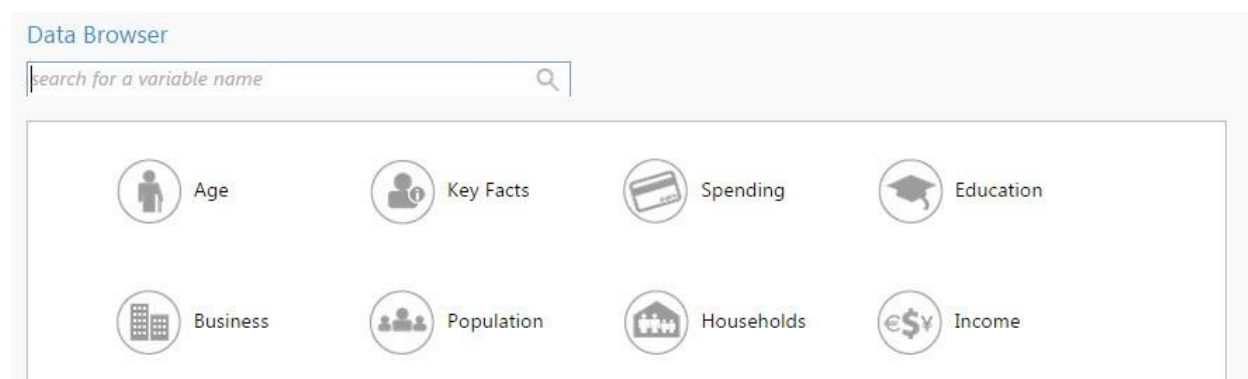
Using Demographic Data

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:

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 Colombia dataset.

Source

Data: © Michael Bauer Research GmbH 2020 based on © Departamento Administrativo Nacional de Estadística (DANE), UN.

Boundaries: © Michael Bauer Research GmbH, Nuremberg, Germany, 2020.

Dataset Information

Colombia	
3 Letter ISO Country code	COL
Currency	Colombian Peso
3 Letter Currency code	COP

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Number of attributes available	126
Number of geography levels	3

Geographic Levels and Feature Counts

	Geography Levels Available for Colombia	Geography Levels Available through ArcGIS.com Maps	Feature Count
Country	X	X	1
Departments	X	X	33
Municipalities	X	X	1122

Data Apportionment Settings

Threshold Upper Bound	Aggregation Method	Level of Geography
150 km	Block Apportion	CO.Municipalities
more	Centroids In Polygon	CO.Municipalities

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.

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Change Summary

Changes to geography level names

None.

New Attributes

Attribute Name	Alias Name	Category
EDUC03A_CY	2020 Pop 15+/Edu: Primary (Incomplete or Complete)	Education
EDUC04A_CY	2020 Pop 15+/Edu: Secondary (Incomplete or Complete)	Education
EDUC05A_CY	2020 Pop 15+/Edu: Middle (Incomplete or Complete)	Education
EDUC06A_CY	2020 Pop 15+/Edu: Normal (Incomplete or Complete)	Education
EDUC07A_CY	2020 Pop 15+/Edu: Technical	Education
EDUC08A_CY	2020 Pop 15+/Edu: Technological	Education
EDUC09A_CY	2020 Pop 15+/Edu: University	Education
EDUC10_CY	2020 Pop 15+/Edu: Doctoral	Education
EDUC11_CY	2020 Pop 15+/Edu: No information	Education

Attributes no longer available

Attribute Name	Alias Name	Category
EDUC03_CY	2018 Pop/Edu: Basic Primary	Education
EDUC04_CY	2018 Pop/Edu: Elementary School	Education
EDUC05_CY	2018 Pop/Edu: Academic or Classical Media	Education
EDUC06_CY	2018 Pop/Edu: Media Art	Education
EDUC07_CY	2018 Pop/Edu: Normalista	Education
EDUC08_CY	2018 Pop/Edu: Higher Degree	Education
EDUC09_CY	2018 Pop/Edu: No Information	Education