

Esri Demographic Data Release Notes: Netherlands

Release: March 2021

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 2020. 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: availability 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.
- Personix: consumer segmentation for the Dutch market defined by 46 Personix profiles.

Using Demographic Data

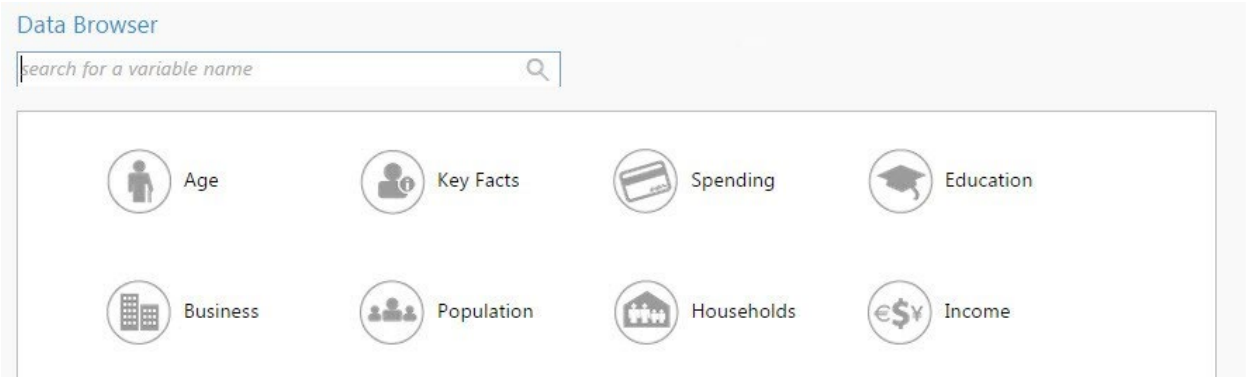
Government agencies use demographic data to provide better services to citizens. Marketers use demographic data to select store locations, target customers, and improve product mix. Utilities use demographic data to understand population changes in their service areas and to plan growth and distribution 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, 2020
 Boundaries: © Esri Nederland, Kadaster, Centraal Bureau voor de Statistiek, 2020

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	✓	✓	3,177
Postcodes4	✓		4,068
Neighborhoods	✓	✓	13,808
Postcodes5	✓		33,287

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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

None.

Attributes no longer available

None.