

Esri Demographic Data Release Notes: New Zealand

Release: February 2021

Introduction

The Esri demographic dataset for New Zealand 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.

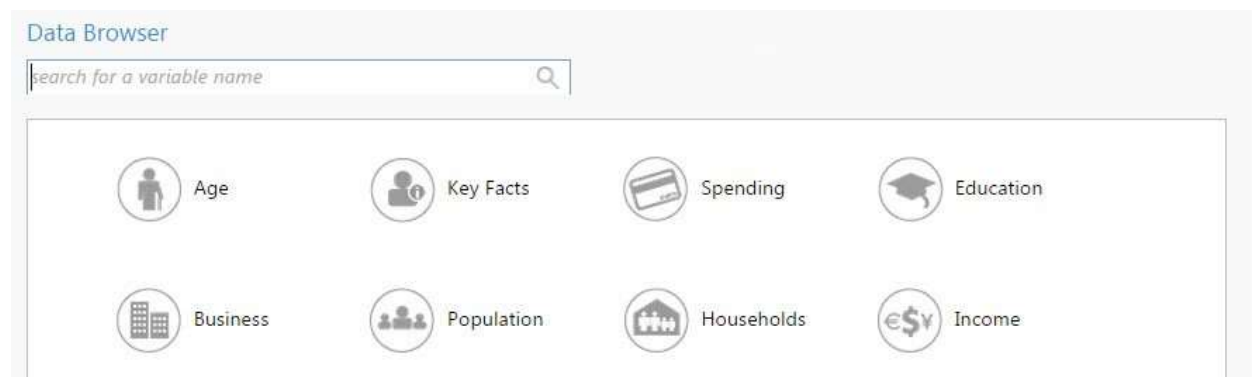
Esri demographic datasets are part of the [Living Atlas of the World](#). The Living Atlas is an incredible collection of maps and apps from around the world. It features Esri and user content, that can enhance your research and analysis. You too can contribute your maps, apps, and story maps through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

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?”

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Continue below for additional details regarding the New Zealand dataset.

Source

Data: © Michael Bauer Research GmbH 2020 based on © This work is based on/includes Statistics New Zealand's data which are licensed by Statistics New Zealand for re-use under the Creative Commons Attribution 4.0 International licence., UN.

Boundaries: © Michael Bauer Research GmbH, Nuremberg, Germany, 2020. Data Source for Digital Boundaries: 2020 Michael Bauer Research GmbH based on © Statistics New Zealand, www.stats.govt.nz, CC BY 4.0. modified and enhanced by Michael Bauer Research GmbH, utilizatio

Dataset Information

New Zealand	
3 Letter ISO Country code	NZL
Currency	New Zealand Dollar
3 Letter Currency code	NZD
Number of attributes available	134
Number of geography levels	4

Geographic Levels and Feature Counts

	Geography Levels Available for New Zealand	Geography Levels Available through ArcGIS.com Maps	Feature Count
Country	X	X	1
Regions	X	X	17
Territorial Authorities	X	X	68
Statistical Areas	X	X	2174

Data Apportionment Settings

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

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

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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

Former geographic level name	New geographic level name	Change reason
	Statistical Areas	New geography level
Area Units		No longer available

New Attributes

Attribute Name	Alias Name	Category
EDUC06B_CY	2020 Pop 15+/Edu: Level 5 Diploma	Education
EDUC07A_CY	2020 Pop 15+/Edu: Level 6 Diploma	Education
EDUC08A_CY	2020 Pop 15+/Edu: Bachelor Degree	Education
EDUC09A_CY	2020 Pop 15+/Edu: Post-graduate and Honours degrees	Education
EDUC10A_CY	2020 Pop 15+/Edu: Master's Degree	Education
EDUC11A_CY	2020 Pop 15+/Edu: Doctorate	Education
EDUC12A_CY	2020 Pop 15+/Edu: Overseas Secondary School	Education
EDUC13_CY	2020 Pop 15+/Edu: Not Included Elsewhere	Education

Attributes no longer available

Attribute Name	Alias Name	Category
EDUC06A_CY	2018 Pop 15+/Edu: Level 5 or 6	Education
EDUC07_CY	2018 Pop 15+/Edu: Bachelor or Level 7	Education
EDUC08_CY	2018 Pop 15+/Edu: Postgrad/Honors	Education
EDUC09_CY	2018 Pop 15+/Edu: Master's	Education
EDUC10_CY	2018 Pop 15+/Edu: Doctorate	Education
EDUC11_CY	2018 Pop 15+/Edu: Overseas Secondary	Education
EDUC12_CY	2018 Pop 15+/Edu: Not Elsewhere included	Education

Change Notes

In New Zealand there has been a reform in the division of territory. The level of Statistical Areas Level 2 replaces the previously provided level of Area Units. Market Data 2020 for New Zealand are based on the results of the Census 2018.