

Esri Demographic Data Release Notes: Romania

Release: June 2022

Introduction

The Esri demographic dataset for Romania 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.

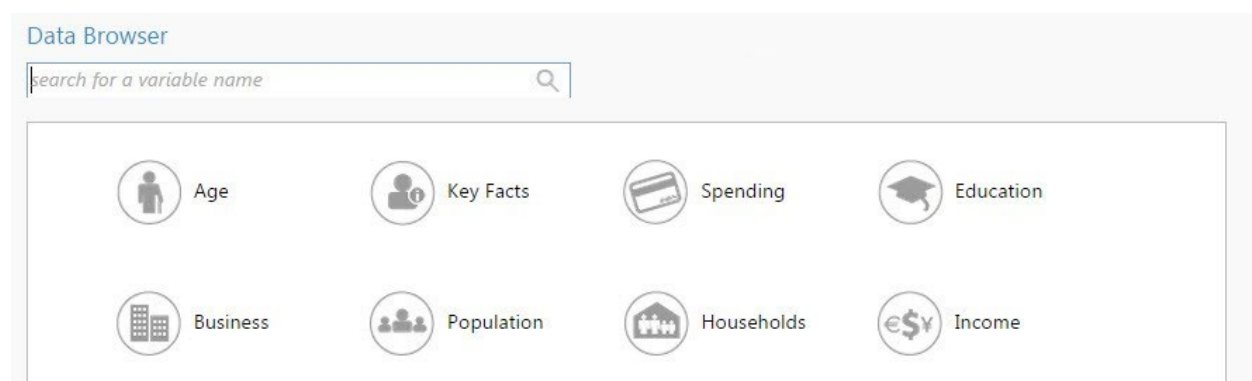
Esri demographic datasets are part of the [Living Atlas of the World](#). The Living Atlas is an incredible collection of maps and apps from around the world. It features Esri and user content, that can enhance your research and analysis. You too can contribute your maps, apps, and story maps through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

Continue below for additional details regarding the Romania dataset.

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Source

Data: © Michael Bauer Research GmbH 2021 based on © National Institute of Statistics, Eurostat.
Boundaries: © Michael Bauer Research GmbH, Nuremberg, Germany, 2021.
Settlement Points: Vintage = Oct 2017 Based on: 2013 MDA BaseVue Land Cover (redelivered by MDA in 2016) 2016 Landsat8 Panchromatic Texture 2016 HERE Road Intersections 2016 GeoNames Populated Places 2016 Vectors.

Dataset Information

Romania	
3 Letter ISO Country code	ROU
Currency	Romanian leu
3 Letter Currency code	RON
Number of attributes available	107
Number of geography levels	6

Geographic Levels and Feature Counts

	Geography Levels Available for Romania	Geography Levels Available through ArcGIS.com Maps	Feature Count
Country	X	X	1
Postcodes1	X		10
Counties	X	X	42
Postcodes2	X		47
Communes	X	X	3181
Postcodes6	X		38132

Data Apportionment Settings

Threshold Upper Bound	Aggregation Method	Level of Geography
150 km	Block Apportion	RO.Postcodes6
250 km	Centroids In Polygon	RO.Postcodes6
more	Centroids In Polygon	RO.Communes

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

None.

New Attributes

None.

Attributes no longer available

None.

Change Notes

Market Data are now projections for 2021 (before: 2020). Unemployed persons are shown for 2020 (before 2019). The Purchasing Power projections for 2021 show in Europe an upward trend compared to the projections for 2020. Consumer Spending 2021 in Europe shows deviations from 2020 with shifts within categories due to the different developments in the Covid-19 pandemic.