

# Esri Demographic Data Release Notes: United Kingdom

Release: March 2020

## Introduction

The Esri demographic dataset for United Kingdom 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 United Kingdom dataset.

## Source

Data: © Michael Bauer Research GmbH 2019 based on © Office for National Statistics (ONS)/UK Statistics Authority, Scottish Government, Northern Ireland Statistics and Research Agency, Eurostat.

Boundaries: © Michael Bauer Research GmbH, Nuremberg, Germany, 2019. Data Source for Digital Boundaries: © Contains Royal Mail data © Royal Mail copyright and database right 2011. © Contains Ordnance Survey data © Crown copyright and database right 2011/2016. © Conta

## Dataset Information

United Kingdom	
3 Letter ISO Country code	GBR
Currency	British Pound
3 Letter Currency code	GBP
Number of attributes available	130
Number of geography levels	9

## Geographic Levels and Feature Counts

	Geography Levels Available for United Kingdom	Geography Levels Available through ArcGIS.com Maps	Feature Count
United Kingdom	X	X	1
Countries	X	X	4
Regions	X	X	12
Postcode Areas	X		121
Counties	X	X	155
Districts	X	X	382
Postcode Districts	X		2815
Postcode Sectors	X		9495
Lower Super Output Areas	X	X	46266

## 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**.

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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

Former geographic level name	New geographic level name	Change reason
	Lower Super Output Areas	New geography level
Census Areas		No longer available

New Attributes

Attribute Name	Alias Name	Category
HTYP08A_CY	2019 HHs: Multi-Person Household	Households

Attributes no longer available

Attribute Name	Alias Name	Category
HTYP08_CY	2017 HHs: Other Household Types	Households