

# Spectrum™ Technology Platform

Version 12.0

GroundView® Family Demographics Database Guide



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# 1 - Introduction

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## Demographics

Demographics are descriptors of people and places. The demographic data described begins with people but is summarized at Census Block Group level.

Pitney Bowes U.S. GroundView® Demographic Data for the United States is a comprehensive set of over 8,200 variables. The same has been divided into multiple topics with few hundred variables for better consumption and analysis.

For reference, see the *U.S. Demographic & Business Summary Data Product Guide*. You can download the document in PDF format from here: [U.S. Demographic & Business Summary Data Product Guide](#).

## Demographics Lookup

Demographics suite consists of an H2 database named `demographics_index`. This database contains `pbkey` linked to the `bkg_key`. This `bkg_key` in the `demographics_index` database can be looked up in the demographics attribute database using the `pbkey` field defined.

Field Name	Field Type	Description
<code>pbkey</code>	char (12)	<code>pbKey</code> ™ unique identifier
<code>bkg_key</code>	char (12)	Unique value for demographics data records.

## Master Location Data Address Fabric Version Compatibility

These databases require Master Location Data Address Fabric May 2016 vintage.

# 2 - Data Layouts

## In this section

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GroundView® Family Demographics

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# GroundView® Family Demographics

## SAUS FAM 2K Description

Field Name	Field Type	Description
pbkey	char (15)	PRIMARY KEY
fam_2k_hh2k	integer	2000 Households
fam_2k_fh2k	integer	2000 Family households
fam_2k_nfh2k	integer	2000 Nonfamily households
fam_2k_fha15242k	integer	2000 Family households: Householder 15 to 24 years
fam_2k_fha25342k	integer	2000 Family households: Householder 25 to 34 years
fam_2k_fha35442k	integer	2000 Family households: Householder 35 to 44 years
fam_2k_fha45542k	integer	2000 Family households: Householder 45 to 54 years
fam_2k_fha55642k	integer	2000 Family households: Householder 55 to 64 years
fam_2k_fha65742k	integer	2000 Family households: Householder 65 to 74 years
fam_2k_fha75842k	integer	2000 Family households: Householder 75 to 84 years
fam_2k_fha85p2k	integer	2000 Family households: Householder 85 years and over
fam_2k_nfha15242k	integer	2000 Nonfamily households: Householder 15 to 24 years
fam_2k_nfha25342k	integer	2000 Nonfamily households: Householder 25 to 34 years
fam_2k_nfha35442k	integer	2000 Nonfamily households: Householder 35 to 44 years

Field Name	Field Type	Description
fam_2k_nfha45542k	integer	2000 Nonfamily households: Householder 45 to 54 years
fam_2k_nfha55642k	integer	2000 Nonfamily households: Householder 55 to 64 years
fam_2k_nfha65742k	integer	2000 Nonfamily households: Householder 65 to 74 years
fam_2k_nfha75842k	integer	2000 Nonfamily households: Householder 75 to 84 years
fam_2k_nfha85p2k	integer	2000 Nonfamily households: Householder 85 years and over
fam_2k_fhs2per2k	integer	2000 Family households: 2-person household
fam_2k_fhs3per2k	integer	2000 Family households: 3-person household
fam_2k_fhs4per2k	integer	2000 Family households: 4-person household
fam_2k_fhs5per2k	integer	2000 Family households: 5-person household
fam_2k_fhs6per2k	integer	2000 Family households: 6-person household
fam_2k_fhs7per2k	integer	2000 Family households: 7-or-more-person household
fam_2k_nfhs1per2k	integer	2000 Nonfamily households: 1-person household
fam_2k_nfhs2per2k	integer	2000 Nonfamily households: 2-person household
fam_2k_nfhs3per2k	integer	2000 Nonfamily households: 3-person household
fam_2k_nfhs4per2k	integer	2000 Nonfamily households: 4-person household
fam_2k_nfhs5per2k	integer	2000 Nonfamily households: 5-person household
fam_2k_nfhs6per2k	integer	2000 Nonfamily households: 6-person household
fam_2k_nfhs7per2k	integer	2000 Nonfamily households: 7-or-more-person household
fam_2k_hc1und182k	integer	2000 Households: Own children under 18
fam_2k_hc2und62k	integer	2000 Households: Own children under 6 only

Field Name	Field Type	Description
fam_2k_hc3both2k	integer	2000 Households: Own children under 6 and 6 to 17
fam_2k_hc4ovr62k	integer	2000 Households: Own children 6 to 17 only
fam_2k_hc5no182k	integer	2000 Households: No own children under 18
fam_2k_fc01hw2k	integer	2000 Husband-wife family
fam_2k_fc02hw182k	integer	2000 Husband-wife family: Own children under 18
fam_2k_fc03hwu62k	integer	2000 Husband-wife family: Own children under 6 only
fam_2k_fc04hwbo2k	integer	2000 Husband-wife family: Own children under 6 and 6 to 17
fam_2k_fc05hwo62k	integer	2000 Husband-wife family: Own children 6 to 17 only
fam_2k_fc06hwno2k	integer	2000 Husband-wife family: No own children under 18
fam_2k_fc07oth2k	integer	2000 Other family
fam_2k_fc08othm2k	integer	2000 Other family: Male householder, no wife
fam_2k_fc09om182k	integer	2000 Male householder, no wife: Own children under 18
fam_2k_fc10omu62k	integer	2000 Male householder, no wife: Own children under 6 only
fam_2k_fc11ombo2k	integer	2000 Male householder, no wife: Own children under 6 and 6 to 17
fam_2k_fc12omo62k	integer	2000 Male householder, no wife: Own children 6 to 17 only
fam_2k_fc13omno2k	integer	2000 Male householder, no wife: No own children under 18
fam_2k_fc14othf2k	integer	2000 Other family: Female householder, no husband
fam_2k_fc15of182k	integer	2000 Female householder, no husband: Own children under 18
fam_2k_fc16ofu62k	integer	2000 Female householder, no husband: Own children under 6 only



Field Name	Field Type	Description
fam_2k_fc17ofbo2k	integer	2000 Female householder, no husband: Own children under 6 and 6 to 17
fam_2k_fc18ofbo2k	integer	2000 Female householder, no husband: Own children 6 to 17 only
fam_2k_fc19ofno2k	integer	2000 Female householder, no husband: No own children under 18

## SAUS FAM BY Description

Field Name	Field Type	Description
pbkey	char (15)	PRIMARY KEY
fam_by_hhby	integer	2010 Households
fam_by_fhby	integer	2010 Family households
fam_by_nfhby	integer	2010 Nonfamily households
fam_by_fha1524by	integer	2010 Family households: Householder 15 to 24 years
fam_by_fha2534by	integer	2010 Family households: Householder 25 to 34 years
fam_by_fha3544by	integer	2010 Family households: Householder 35 to 44 years
fam_by_fha4554by	integer	2010 Family households: Householder 45 to 54 years
fam_by_fha5559by	integer	2010 Family households: Householder 55 to 59 years
fam_by_fha6064by	integer	2010 Family households: Householder 60 to 64 years
fam_by_fha6574by	integer	2010 Family households: Householder 65 to 74 years
fam_by_fha7584by	integer	2010 Family households: Householder 75 to 84 years
fam_by_fha85pby	integer	2010 Family households: Householder 85 years and over

Field Name	Field Type	Description
fam_by_nfha1524by	integer	2010 Nonfamily households: Householder 15 to 24 years
fam_by_nfha2534by	integer	2010 Nonfamily households: Householder 25 to 34 years
fam_by_nfha3544by	integer	2010 Nonfamily households: Householder 35 to 44 years
fam_by_nfha4554by	integer	2010 Nonfamily households: Householder 45 to 54 years
fam_by_nfha5559by	integer	2010 Nonfamily households: Householder 55 to 59 years
fam_by_nfha6064by	integer	2010 Nonfamily households: Householder 60 to 64 years
fam_by_nfha6574by	integer	2010 Nonfamily households: Householder 65 to 74 years
fam_by_nfha7584by	integer	2010 Nonfamily households: Householder 75 to 84 years
fam_by_nfha85pby	integer	2010 Nonfamily households: Householder 85 years and over
fam_by_fhs2perby	integer	2010 Family households: 2-person household
fam_by_fhs3perby	integer	2010 Family households: 3-person household
fam_by_fhs4perby	integer	2010 Family households: 4-person household
fam_by_fhs5perby	integer	2010 Family households: 5-person household
fam_by_fhs6perby	integer	2010 Family households: 6-person household
fam_by_fhs7perby	integer	2010 Family households: 7-or-more-person household
fam_by_nfhs1perby	integer	2010 Nonfamily households: 1-person household
fam_by_nfhs2perby	integer	2010 Nonfamily households: 2-person household
fam_by_nfhs3perby	integer	2010 Nonfamily households: 3-person household
fam_by_nfhs4perby	integer	2010 Nonfamily households: 4-person household
fam_by_nfhs5perby	integer	2010 Nonfamily households: 5-person household

Field Name	Field Type	Description
fam_by_nfhs6perby	integer	2010 Nonfamily households: 6-person household
fam_by_nfhs7perby	integer	2010 Nonfamily households: 7-or-more-person household
fam_by_hc1und18by	integer	2010 Households: Own children under 18
fam_by_hc2und6by	integer	2010 Households: Own children under 6 only
fam_by_hc3bothby	integer	2010 Households: Own children under 6 and 6 to 17
fam_by_hc4ovr6by	integer	2010 Households: Own children 6 to 17 only
fam_by_hc5no18by	integer	2010 Households: No own children under 18
fam_by_fc01hwby	integer	2010 Husband-wife family
fam_by_fc02hw18by	integer	2010 Husband-wife family: Own children under 18
fam_by_fc03hwu6by	integer	2010 Husband-wife family: Own children under 6 only
fam_by_fc04hwoboy	integer	2010 Husband-wife family: Own children under 6 and 6 to 17
fam_by_fc05hwo6by	integer	2010 Husband-wife family: Own children 6 to 17 only
fam_by_fc06hwnoby	integer	2010 Husband-wife family: No own children under 18
fam_by_fc07othby	integer	2010 Other family
fam_by_fc08othmby	integer	2010 Other family: Male householder, no wife
fam_by_fc09om18by	integer	2010 Male householder, no wife: Own children under 18
fam_by_fc10omu6by	integer	2010 Male householder, no wife: Own children under 6 only
fam_by_fc11omboby	integer	2010 Male householder, no wife: Own children under 6 and 6 to 17
fam_by_fc12omo6by	integer	2010 Male householder, no wife: Own children 6 to 17 only
fam_by_fc13omnoby	integer	2010 Male householder, no wife: No own children under 18

Field Name	Field Type	Description
fam_by_fc14othfby	integer	2010 Other family: Female householder, no husband
fam_by_fc15of18by	integer	2010 Female householder, no husband: Own children under 18
fam_by_fc16ofu6by	integer	2010 Female householder, no husband: Own children under 6 only
fam_by_fc17ofboby	integer	2010 Female householder, no husband: Own children under 6 and 6 to 17
fam_by_fc18ofu6by	integer	2010 Female householder, no husband: Own children 6 to 17 only
fam_by_fc19ofnoby	integer	2010 Female householder, no husband: No own children under 18

## SAUS FAM CY Description

Field Name	Field Type	Description
pbkey	char (15)	PRIMARY KEY
fam_cy_hhcy	integer	2015 Households
fam_cy_fhcy	integer	2015 Family households
fam_cy_nfhcy	integer	2015 Nonfamily households
fam_cy_fha1524cy	integer	2015 Family households: Householder 15 to 24 years
fam_cy_fha2534cy	integer	2015 Family households: Householder 25 to 34 years
fam_cy_fha3544cy	integer	2015 Family households: Householder 35 to 44 years
fam_cy_fha4554cy	integer	2015 Family households: Householder 45 to 54 years
fam_cy_fha5559cy	integer	2015 Family households: Householder 55 to 59 years
fam_cy_fha6064cy	integer	2015 Family households: Householder 60 to 64 years

Field Name	Field Type	Description
fam_cy_fha6574cy	integer	2015 Family households: Householder 65 to 74 years
fam_cy_fha7584cy	integer	2015 Family households: Householder 75 to 84 years
fam_cy_fha85pcy	integer	2015 Family households: Householder 85 years and over
fam_cy_nfha1524cy	integer	2015 Nonfamily households: Householder 15 to 24 years
fam_cy_nfha2534cy	integer	2015 Nonfamily households: Householder 25 to 34 years
fam_cy_nfha3544cy	integer	2015 Nonfamily households: Householder 35 to 44 years
fam_cy_nfha4554cy	integer	2015 Nonfamily households: Householder 45 to 54 years
fam_cy_nfha5559cy	integer	2015 Nonfamily households: Householder 55 to 59 years
fam_cy_nfha6064cy	integer	2015 Nonfamily households: Householder 60 to 64 years
fam_cy_nfha6574cy	integer	2015 Nonfamily households: Householder 65 to 74 years
fam_cy_nfha7584cy	integer	2015 Nonfamily households: Householder 75 to 84 years
fam_cy_nfha85pcy	integer	2015 Nonfamily households: Householder 85 years and over
fam_cy_fhs2percy	integer	2015 Family households: 2-person household
fam_cy_fhs3percy	integer	2015 Family households: 3-person household
fam_cy_fhs4percy	integer	2015 Family households: 4-person household
fam_cy_fhs5percy	integer	2015 Family households: 5-person household
fam_cy_fhs6percy	integer	2015 Family households: 6-person household
fam_cy_fhs7percy	integer	2015 Family households: 7-or-more-person household
fam_cy_nfhs1percy	integer	2015 Nonfamily households: 1-person household
fam_cy_nfhs2percy	integer	2015 Nonfamily households: 2-person household

Field Name	Field Type	Description
fam_cy_nfhs3percy	integer	2015 Nonfamily households: 3-person household
fam_cy_nfhs4percy	integer	2015 Nonfamily households: 4-person household
fam_cy_nfhs5percy	integer	2015 Nonfamily households: 5-person household
fam_cy_nfhs6percy	integer	2015 Nonfamily households: 6-person household
fam_cy_nfhs7percy	integer	2015 Nonfamily households: 7-or-more-person household
fam_cy_hc1und18cy	integer	2015 Households: Own children under 18
fam_cy_hc2und6cy	integer	2015 Households: Own children under 6 only
fam_cy_hc3bothcy	integer	2015 Households: Own children under 6 and 6 to 17
fam_cy_hc4ovr6cy	integer	2015 Households: Own children 6 to 17 only
fam_cy_hc5no18cy	integer	2015 Households: No own children under 18
fam_cy_fc01hwcy	integer	2015 Husband-wife family
fam_cy_fc02hw18cy	integer	2015 Husband-wife family: Own children under 18
fam_cy_fc03hwu6cy	integer	2015 Husband-wife family: Own children under 6 only
fam_cy_fc04hwboicy	integer	2015 Husband-wife family: Own children under 6 and 6 to 17
fam_cy_fc05hwo6cy	integer	2015 Husband-wife family: Own children 6 to 17 only
fam_cy_fc06hwnocy	integer	2015 Husband-wife family: No own children under 18
fam_cy_fc07othcy	integer	2015 Other family
fam_cy_fc08othmcy	integer	2015 Other family: Male householder, no wife
fam_cy_fc09om18cy	integer	2015 Male householder, no wife: Own children under 18
fam_cy_fc10omu6cy	integer	2015 Male householder, no wife: Own children under 6 only

Field Name	Field Type	Description
fam_cy_fc11ombocy	integer	2015 Male householder, no wife: Own children under 6 and 6 to 17
fam_cy_fc12omo6cy	integer	2015 Male householder, no wife: Own children 6 to 17 only
fam_cy_fc13omnocy	integer	2015 Male householder, no wife: No own children under 18
fam_cy_fc14othfcy	integer	2015 Other family: Female householder, no husband
fam_cy_fc15of18cy	integer	2015 Female householder, no husband: Own children under 18
fam_cy_fc16ofu6cy	integer	2015 Female householder, no husband: Own children under 6 only
fam_cy_fc17ofbocy	integer	2015 Female householder, no husband: Own children under 6 and 6 to 17
fam_cy_fc18of06cy	integer	2015 Female householder, no husband: Own children 6 to 17 only
fam_cy_fc19ofnocy	integer	2015 Female householder, no husband: No own children under 18

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