

Spectrum™ Technology Platform

Version 12.0

GroundView® Household Financial Asset and Wealth
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
pbkey	char (12)	pbKey™ unique identifier
bkg_key	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® Household Financial Asset and Wealth Demographics

FA Description

Field Name	Field Type	Description
pbkey	char (15)	PRIMARY KEY
fa_hhcy	integer	2015 Households
fa_fa0kcy	integer	2015 HH Financial Assets < \$5,000
fa_fa5kcy	integer	2015 HH Financial Assets \$5,000-\$14,999
fa_fa15kcy	integer	2015 HH Financial Assets \$15,000-\$24,999
fa_fa25kcy	integer	2015 HH Financial Assets \$25,000-\$34,999
fa_fa35kcy	integer	2015 HH Financial Assets \$35,000-\$49,999
fa_fa50kcy	integer	2015 HH Financial Assets \$50,000-\$74,999
fa_fa75kcy	integer	2015 HH Financial Assets \$75,000-\$99,999
fa_fa100kcy	integer	2015 HH Financial Assets \$100,000-\$149,999
fa_fa150kcy	integer	2015 HH Financial Assets \$150,000-\$249,999
fa_fa250kcy	integer	2015 HH Financial Assets \$250,000-\$499,999
fa_fa500kcy	integer	2015 HH Financial Assets \$500,000+
fa_wlth0kcy	integer	2015 HH Wealth < \$25,000

Field Name	Field Type	Description
fa_wlth25kcy	integer	2015 HH Wealth \$25,000-\$49,999
fa_wlth50kcy	integer	2015 HH Wealth \$50,000-\$99,999
fa_wlth100kcy	integer	2015 HH Wealth \$100,000-\$249,999
fa_wlth250kcy	integer	2015 HH Wealth \$250,000-\$499,999
fa_wlth500kcy	integer	2015 HH Wealth \$500,000-\$749,999
fa_wlth750kcy	integer	2015 HH Wealth \$750,000-\$999,999
fa_wlth1mmcy	integer	2015 HH Wealth \$1,000,000-\$1,499,999
fa_wlth1m5cy	integer	2015 HH Wealth \$1,500,000+
fa_hh5y	integer	2020 Households
fa_fa0k5y	integer	2020 HH Financial Assets < \$5,000
fa_fa5k5y	integer	2020 HH Financial Assets \$5,000-\$14,999
fa_fa15k5y	integer	2020 HH Financial Assets \$15,000-\$24,999
fa_fa25k5y	integer	2020 HH Financial Assets \$25,000-\$34,999
fa_fa35k5y	integer	2020 HH Financial Assets \$35,000-\$49,999
fa_fa50k5y	integer	2020 HH Financial Assets \$50,000-\$74,999
fa_fa75k5y	integer	2020 HH Financial Assets \$75,000-\$99,999
fa_fa100k5y	integer	2020 HH Financial Assets \$100,000-\$149,999
fa_fa150k5y	integer	2020 HH Financial Assets \$150,000-\$249,999
fa_fa250k5y	integer	2020 HH Financial Assets \$250,000-\$499,999
fa_fa500k5y	integer	2020 HH Financial Assets \$500,000+

Field Name	Field Type	Description
fa_wlth0k5y	integer	2020 HH Wealth < \$25,000
fa_wlth25k5y	integer	2020 HH Wealth \$25,000-\$49,999
fa_wlth50k5y	integer	2020 HH Wealth \$50,000-\$99,999
fa_wlth100k5y	integer	2020 HH Wealth \$100,000-\$249,999
fa_wlth250k5y	integer	2020 HH Wealth \$250,000-\$499,999
fa_wlth500k5y	integer	2020 HH Wealth \$500,000-\$749,999
fa_wlth750k5y	integer	2020 HH Wealth \$750,000-\$999,999
fa_wlth1mm5y	integer	2020 HH Wealth \$1,000,000-\$1,499,999
fa_wlth1m55y	integer	2020 HH Wealth \$1,500,000+
fa_avgfacy	integer	2015 Average Hh Financial Assets
fa_aggfacy	float	2015 HH Financial Assets Aggregate
fa_avgwlthcy	integer	2015 Average Hh Wealth
fa_aggwlthcy	float	2015 HH Wealth Aggregate
fa_avgfa5y	integer	2020 Average Hh Financial Assets
fa_aggfa5y	float	2020 HH Financial Assets Aggregate
fa_avgwlth5y	integer	2020 Average Hh Wealth
fa_aggwlth5y	float	2020 HH Wealth Aggregate
fa_medfacy	integer	2015 Median Hh Financial Assets
fa_medwlthcy	integer	2015 Median Hh Wealth
fa_medfa5y	integer	2020 Median Hh Financial Assets

Field Name	Field Type	Description
fa_medwlth5y	integer	2020 Median Hh Wealth

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