

# Spectrum™ Technology Platform

Version 12.0

Settlement Space 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.

## 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

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# Settlement Space Demographics

## Settlement Space

| Field Name       | Field Type | Description                                |
|------------------|------------|--|
| pbkey            | char (15)  | PRIMARY KEY                                |
| settlement_space | integer    | Settlement Space Code                      |
| hhdscy           | integer    | Current Year Estimated Households          |
| totpopcy         | integer    | Current Year Total Population              |
| adulscy          | integer    | Current Year Total Adult Population        |
| adumalecy        | integer    | Current Year Total Adult Male Population   |
| adufemalecy      | integer    | Current Year Total Adult Female Population |

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