pitney bowes

Spectrum™ Technology Platform
Version 12.0

GroundView® Update Profile 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

GroundView® Update Profile Demographics

SAUS Update Profile Description

Field Name	Field Type	Description
pbkey	char (15)	PRIMARY KEY
up_pop2k	float	2000 Total population
up_popby	float	2010 Total population
up_popcy	float	2015 Total population
up_pop5y	float	2020 Total population
up_p0004cx	float	2015 % Total population: Under 5 years
up_p0509cx	float	2015 % Total population: 5 to 9 years
up_p1014cx	float	2015 % Total population: 10 to 14 years
up_p1519cx	float	2015 % Total population: 15 to 19 years
up_p2024cx	float	2015 % Total population: 20 to 24 years
up_p2534cx	float	2015 % Total population: 25 to 34 years
up_p3544cx	float	2015 % Total population: 35 to 44 years
up_p4554cx	float	2015 % Total population: 45 to 54 years
up_p5559cx	float	2015 % Total population: 55 to 59 years
up_p6064cx	float	2015 % Total population: 60 to 64 years

Field Name	Field Type	Description
up_p6574cx	float	2015 % Total population: 65 to 74 years
up_p7584cx	float	2015 % Total population: 75 to 84 years
up_p85pcx	float	2015 % Total population: 85 years and over
up_pmedcy	float	2015 % Total population: Median age
up_malecy	float	2015 Male population
up_malecx	float	2015 % Male population
up_m0004cx	float	2015 % Male population: Under 5 years
up_m0509cx	float	2015 % Male population: 5 to 9 years
up_m1014cx	float	2015 % Male population: 10 to 14 years
up_m1519cx	float	2015 % Male population: 15 to 19 years
up_m2024cx	float	2015 % Male population: 20 to 24 years
up_m2534cx	float	2015 % Male population: 25 to 34 years
up_m3544cx	float	2015 % Male population: 35 to 44 years
up_m4554cx	float	2015 % Male population: 45 to 54 years
up_m5559cx	float	2015 % Male population: 55 to 59 years
up_m6064cx	float	2015 % Male population: 60 to 64 years
up_m6574cx	float	2015 % Male population: 65 to 74 years
up_m7584cx	float	2015 % Male population: 75 to 84 years
up_m85pcx	float	2015 % Male population: 85 years and over
up_mmedcy	float	2015 Male population: Median age

Field Name	Field Type	Description
up_femalecy	float	2015 Female population
up_femalecx	float	2015 % Female population
up_f0004cx	float	2015 % Female population: Under 5 years
up_f0509cx	float	2015 % Female population: 5 to 9 years
up_f1014cx	float	2015 % Female population: 10 to 14 years
up_f1519cx	float	2015 % Female population: 15 to 19 years
up_f2024cx	float	2015 % Female population: 20 to 24 years
up_f2534cx	float	2015 % Female population: 25 to 34 years
up_f3544cx	float	2015 % Female population: 35 to 44 years
up_f4554cx	float	2015 % Female population: 45 to 54 years
up_f5559cx	float	2015 % Female population: 55 to 59 years
up_f6064cx	float	2015 % Female population: 60 to 64 years
up_f6574cx	float	2015 % Female population: 65 to 74 years
up_f7584cx	float	2015 % Female population: 75 to 84 years
up_f85pcx	float	2015 % Female population: 85 years and over
up_fmedcy	integer	2015 Female population: Median age
up_whtpopcx	float	2015 % White alone
up_blkpopcx	float	2015 % Black or African American alone
up_indpopcx	float	2015 % American Indian and Alaska Native alone
up_asnpopcx	float	2015 % Asian alone

Field Name	Field Type	Description
up_hpipopcx	float	2015 % Native Hawaiian and OPI alone
up_othpopcx	float	2015 % Some Other Race alone
up_twopopcx	float	2015 % Two or More Races
up_hsppopcx	float	2015 % Hispanic
up_nhpopcx	float	2015 % Not Hispanic
up_ms1p15pcy	float	2015 Marital Status: Population 15 years and over
up_ms2pnmcx	float	2015 % Marital Status: Population 15 years and over - Never married
up_ms3pmarcx	float	2015 % Marital Status: Population 15 years and over - Now married
up_ms4psepcx	float	2015 % Marital Status: Population 15 years and over - Separated
up_ms5pwidcx	float	2015 % Marital Status: Population 15 years and over - Widowed
up_ms6pdivcx	float	2015 % Marital Status: Population 15 years and over - Divorced
up_wrkcy	float	2015 Workers 16 years and over
up_wrknahcy	float	2015 Workers 16 years and over who did not work at home
up_wrknahcx	float	2015 % Workers 16 years and over who did not work at home
up_wrkahcx	float	2015 % Workers 16 years and over who work at home
up_mt1dacx	float	2015 % Means of transportation: Car, truck, or van - Drove alone
up_mt2cpcx	float	2015 % Means of transportation: Car, truck, or van - Carpooled
up_mt3buscx	float	2015 % Means of transportation: Public transportation
up_mt4walkcx	float	2015 % Means of transportation: Walked

Field Name	Field Type	Description
up_mt5tmbocx	float	2015 % Means of transportation: Taxicab, motorcycle, bicycle, or other means
up_tt0009cx	float	2015 % Travel time: Less than 10 minutes
up_tt1014cx	float	2015 % Travel time: 10 to 14 minutes
up_tt1519cx	float	2015 % Travel time: 15 to 19 minutes
up_tt2024cx	float	2015 % Travel time: 20 to 24 minutes
up_tt2529cx	float	2015 % Travel time: 25 to 29 minutes
up_tt3034cx	float	2015 % Travel time: 30 to 34 minutes
up_tt3544cx	float	2015 % Travel time: 35 to 44 minutes
up_tt4559cx	float	2015 % Travel time: 45 to 59 minutes
up_tt60pcx	float	2015 % Travel time: 60 or more minutes
up_ttavgcy	integer	2015 Travel time: Average (in minutes)
up_ed1p25pcy	float	2015 Educational Attainment: Population 25 years and over
up_ed2ltgr9cx	float	2015 % Educational Attainment: Less than 9th grade
up_ed3gr912cx	float	2015 % Educational Attainment: 9th to 12th grade, no diploma
up_ed4hschcx	float	2015 % Educational Attainment: High school graduate, GED, or alternative
up_ed5scndcx	float	2015 % Educational Attainment: Some college, no degree
up_ed6assocx	float	2015 % Educational Attainment: Associate's degree
up_ed7bachcx	float	2015 % Educational Attainment: Bachelor's degree
up_ed8gradcx	float	2015 % Educational Attainment: Graduate or professional degree

Field Name	Field Type	Description
up_ecpop16pcy	float	2015 Civilian employed population 16 years and over
up_in01agrcx	float	2015 % Industry: Agriculture, forestry, fishing and hunting, and mining
up_in02cnstcx	float	2015 % Industry: Construction
up_in03mfgcx	float	2015 % Industry: Manufacturing
up_in04wtrdcx	float	2015 % Industry: Wholesale trade
up_in05rtrdcx	float	2015 % Industry: Retail trade
up_in06trancx	float	2015 % Industry: Transportation and warehousing, and utilities
up_in07infocx	float	2015 % Industry: Information
up_in08firecx	float	2015 % Industry: Finance, insurance, real estate, and rental and leasing
up_in09profcx	float	2015 % Industry: Professional, scientific, and management
up_in10educcx	float	2015 % Industry: Educational services, health care and social assistance
up_in11artscx	float	2015 % Industry: Arts, entertainment, accommodation and food services
up_in12othscx	float	2015 % Industry: Other services, except public administration
up_in13publcx	float	2015 % Industry: Public administration
up_oc1mbsacx	float	2015 % Occupation: Management, business, science, and arts occupations
up_oc2servcx	float	2015 % Occupation: Service occupations
up_oc3salecx	float	2015 % Occupation: Sales and office occupations
up_oc4nrcmcx	float	2015 % Occupation: Natural resources, construction, and maintenance occupations

Field Name	Field Type	Description
up_oc5ptmmcx	float	2015 % Occupation: Production, transportation, and material moving occupations
up_oc6wccx	float	2015 % Occupation: White collar
up_oc7bccx	float	2015 % Occupation: Blue collar
up_hh2k	float	2000 Households
up_hhby	float	2010 Households
up_hhcy	float	2015 Households
up_hh5y	float	2020 Households
up_hhpopcy	float	2015 Population in households
up_avghhszcy	integer	2015 Average household size
up_gqpopcy	float	2015 Population in group quarters
up_hhs1percx	float	2015 % Households: 1-person household
up_hhs2percx	float	2015 % Households: 2-person household
up_hhs3percx	float	2015 % Households: 3-person household
up_hhs4percx	float	2015 % Households: 4-or-more-person household
up_owncy	float	2015 Owner occupied housing units
up_owncx	float	2015 % Owner occupied housing units
up_rntcy	float	2015 Renter occupied housing units
up_rntcx	float	2015 % Renter occupied housing units
up_hh1whtcx	float	2015 % Householder who is White alone

Field Name	Field Type	Description
up_hh2blkcx	float	2015 % Householder who is Black or African American alone
up_hh3indcx	float	2015 % Householder who is American Indian and Alaska Native alone
up_hh4asncx	float	2015 % Householder who is Asian alone
up_hh5hpicx	float	2015 % Householder who is Native Hawaiian and OPI alone
up_hh6othcx	float	2015 % Householder who is Some Other Race alone
up_hh7twocx	float	2015 % Householder who is Two or More Races
up_nhhhcx	float	2015 % Not Hispanic householder
up_hsphhcx	float	2015 % Hispanic householder
up_hhu01cx	float	2015 % Occupied units in structure: 1, detached or attached
up_hhu0209cx	float	2015 % Occupied units in structure: 2 to 9
up_hhu10pcx	float	2015 % Occupied units in structure: 10 or more
up_hhuothcx	float	2015 % Occupied units in structure: Mobile home and all other types of units
up_hhf1gascx	float	2015 % House heating fuel: Gas
up_hhf2eleccx	float	2015 % House heating fuel: Electricity
up_hhf3oilcx	float	2015 % House heating fuel: Fuel oil, kerosene, etc.
up_hhf4othcx	float	2015 % House heating fuel: All other fuels and no fuel used
up_hhveh0cx	float	2015 % Households: No vehicle available
up_hhveh1cx	float	2015 % Households: 1 vehicle available
up_hhveh2cx	float	2015 % Households: 2 vehicles available

Field Name	Field Type	Description
up_hhveh3pcx	float	2015 % Households: 3 or more vehicles available
up_hhvavgcy	float	2015 Households: Number of vehicles available - Average
up_crcashcx	float	2015 % Contract rent: With cash rent
up_cr0000cx	float	2015 % Contract rent: Less than $200
up_cr0200cx	float	2015 % Contract rent: $200 to $299
up_cr0300cx	float	2015 % Contract rent: $300 to $499
up_cr0500cx	float	2015 % Contract rent: $500 to $749
up_cr0750cx	float	2015 % Contract rent: $750 to $999
up_cr1000pcx	float	2015 % Contract rent: $1,000 or more
up_crnocashcx	float	2015 % Contract rent: No cash rent
up_crmedcy	float	2015 Contract rent: Median
up_cravgcy	float	2015 Contract rent: Average
up_hv0000kcx	float	2015 % Home value: Less than $50,000
up_hv0050kcx	float	2015 % Home value: $50,000 to $99,999
up_hv0100kcx	float	2015 % Home value: $100,000 to $149,999
up_hv0150kcx	float	2015 % Home value: $150,000 to $199,999
up_hv0200kcx	float	2015 % Home value: $200,000 to $299,999
up_hv0300kcx	float	2015 % Home value: $300,000 to $499,999
up_hv0500kcx	float	2015 % Home value: $500,000 to $999,999
up_hv1000kpcx	float	2015 % Home value: $1,000,000 or more

Field Name	Field Type	Description
up_hvmedcy	float	2015 Home value: Median
up_hvavgcy	float	2015 Home value: Average
up_hha1534cx	float	2015 % Householder 15 to 34 years
up_hha3544cx	float	2015 % Householder 35 to 44 years
up_hha4554cx	float	2015 % Householder 45 to 54 years
up_hha5564cx	float	2015 % Householder 55 to 64 years
up_hha6574cx	float	2015 % Householder 65 to 74 years
up_hha7584cx	float	2015 % Householder 75 to 84 years
up_hha85pcx	float	2015 % Householder 85 years and over
up_hi000kcx	float	2015 % Household income: Less than $10,000
up_hi010kcx	float	2015 % Household income: $10,000 to $14,999
up_hi015kcx	float	2015 % Household income: $15,000 to $24,999
up_hi025kcx	float	2015 % Household income: $25,000 to $34,999
up_hi035kcx	float	2015 % Household income: $35,000 to $49,999
up_hi050kcx	float	2015 % Household income: $50,000 to $74,999
up_hi075kcx	float	2015 % Household income: $75,000 to $99,999
up_hi100kcx	float	2015 % Household income: $100,000 to $149,999
up_hi150kcx	float	2015 % Household income: $150,000 to $199,999
up_hi200pcx	float	2015 % Household income: $200,000 or more
up_himedcy	float	2015 Household income: Median

Field Name	Field Type	Description
up_hiavgcy	float	2015 Household income: Average

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