

# Spectrum™ Technology Platform

Version 12.0 SP1

GroundView®: Settlement Spaces



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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 (17)	pbKey™ unique identifier
bkg_key	char (12)	Unique value for demographics data records.

## Installation

1. Download your database(s). The database is downloaded as a .tar.bz2 file.
2. Extract the .tar.bz2 file.
3. Extract the .tar file.
4. Copy the data to any directory. Note the file name and path.

**Note:** You may install databases on a mapped drive, but performance will be affected since you will be accessing them on a network rather than accessing them locally.

5. After you install the database files, you will need to define the database as a resource.

For more information, see "Adding a GeoEnrichment Module Database Resource" in the applicable version of the *GeoEnrichment Guide* at [support.pb.com/spectrum](https://support.pb.com/spectrum).

## Address Fabric Version Compatibility

These databases require Address Fabric October 2017 vintage.

The Address Fabric is based on November 2017 geocoding data.

# 2 - Data Layouts

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# GroundView®: Settlement Spaces

## Settlement Space

Field Name	Field Type	Description
pbkey	char(12)	2016 Geography Code
settlement_space	integer	Settlement Space Code
hhdscy	integer	2016 Estimated Households
totpopcy	integer	2016 Total Population
adultcy	integer	2016 Total Adult Population
adumalecy	integer	2016 Total Adult Male Population
adufemalecy	integer	2016 Total Adult Female Population

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# Getting Support

If you have any questions or concerns, you may contact our support team directly by calling and emailing on the below mentioned contact details

Data Support: 800.367.6950

Software Support: 800.762.5158

Email: [software.support@pb.com](mailto:software.support@pb.com)



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