Spectrum™ Technology Platform

Version 12.0 SP1

GroundView®: Update Profile

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1 - Introduction

In this section

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 (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**.

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

In this section

GroundView®: Update Profile

The Pitney Bowes U.S. Update Profile dataset contains a selection of current year estimate variables from the larger Estimates and Projections data suite – in the form of percent distributions, and median and averages (means) where applicable (i.e., Household Income). Demographic base variables such as total population and households are included, as well as characteristics of population (i.e. age and sex composition) and households (i.e. household income). The number of age groups and income groups are condensed when compared to the E&P datasets from which they are derived. The variables in the included in Update Profile dataset are listed below for reference.

- Total Population

- Sex by Age

- Race

- Hispanic or Latino

- Marital Status for the Population 15 Years and Over

- Workers

- Workers by Means of Transportation to Work

- Workers by Travel Time to Work

- Average Travel Time to Work

- Educational Attainment for the Population 25 Years and Over

- Civilian Employed Population 16 Years and Over

- Industry for the Civilian Employed Population 16 Years and Over

- Occupation for the Civilian Employed Population 16 Years and Over

- Households

- Population in Households

- Average Household Size

- Group Quarters Population

- Household Size

- Tenure

- Race of Householder

- Hispanic or Latino Origin of Householder

- Occupied Units in Structure

- House Heating Fuel

- Vehicles Available

- Average Number of Vehicles Available

- Contract Rent

- Median Contract Rent

- Average Contract Rent

- Home Value

- Median Home Value

- Average Home Value

- Age of Householder

- Household Income

- Median Household Income

- Average Household Income

SAUS Update Profile Description

Field Name	Field Type	Description
pbkey	char(12)	2017 Geography Layer Code **Note:** This field represents the Code value only but, it is named as a "pbkey" to support the Spectrum Platform while loading the data.
up_pop2k	Float	2000 Total population
up_popby	Float	2010 Total population
up_popcy	Float	2017 Total population
up_pop5y	Float	2022 Total population
up_p0004cx	Float	2017 % Total population: Under 5 years
up_p0509cx	Float	2017 % Total population: 5 to 9 years

Field Name	Field Type	Description
up_p1014cx	Float	2017 % Total population: 10 to 14 years
up_p1519cx	Float	2017 % Total population: 15 to 19 years
up_p2024cx	Float	2017 % Total population: 20 to 24 years
up_p2534cx	Float	2017 % Total population: 25 to 34 years
up_p3544cx	Float	2017 % Total population: 35 to 44 years
up_p4554cx	Float	2017 % Total population: 45 to 54 years
up_p5559cx	Float	2017 % Total population: 55 to 59 years
up_p6064cx	Float	2017 % Total population: 60 to 64 years
up_p6574cx	Float	2017 % Total population: 65 to 74 years
up_p7584cx	Float	2017 % Total population: 75 to 84 years
up_p85pcx	Float	2017 % Total population: 85 years and over
up_pmedcy	Float	2017 % Total population: Median age
up_malecy	Float	2017 Male population
up_malecx	Float	2017 % Male population
up_m0004cx	Float	2017 % Male population: Under 5 years
up_m0509cx	Float	2017 % Male population: 5 to 9 years
up_m1014cx	Float	2017 % Male population: 10 to 14 years
up_m1519cx	Float	2017 % Male population: 15 to 19 years
up_m2024cx	Float	2017 % Male population: 20 to 24 years
up_m2534cx	Float	2017 % Male population: 25 to 34 years

Field Name	Field Type	Description
up_m3544cx	Float	2017 % Male population: 35 to 44 years
up_m4554cx	Float	2017 % Male population: 45 to 54 years
up_m5559cx	Float	2017 % Male population: 55 to 59 years
up_m6064cx	Float	2017 % Male population: 60 to 64 years
up_m6574cx	Float	2017 % Male population: 65 to 74 years
up_m7584cx	Float	2017 % Male population: 75 to 84 years
up_m85pcx	Float	2017 % Male population: 85 years and over
up_mmedcy	Float	2017 Male population: Median age
up_femalecy	Float	2017 Female population
up_femalecx	Float	2017 % Female population
up_f0004cx	Float	2017 % Female population: Under 5 years
up_f0509cx	Float	2017 % Female population: 5 to 9 years
up_f1014cx	Float	2017 % Female population: 10 to 14 years
up_f1519cx	Float	2017 % Female population: 15 to 19 years
up_f2024cx	Float	2017 % Female population: 20 to 24 years
up_f2534cx	Float	2017 % Female population: 25 to 34 years
up_f3544cx	Float	2017 % Female population: 35 to 44 years
up_f4554cx	Float	2017 % Female population: 45 to 54 years
up_f5559cx	Float	2017 % Female population: 55 to 59 years
up_f6064cx	Float	2017 % Female population: 60 to 64 years

Field Name	Field Type	Description
up_f6574cx	Float	2017 % Female population: 65 to 74 years
up_f7584cx	Float	2017 % Female population: 75 to 84 years
up_f85pcx	Float	2017 % Female population: 85 years and over
up_fmedcy	Integer	2017 Female population: Median age
up_whtpopcx	Float	2017 % White alone
up_blkpopcx	Float	2017 % Black or African American alone
up_indpopcx	Float	2017 % American Indian and Alaska Native alone
up_asnpopcx	Float	2017 % Asian alone
up_hpipopcx	Float	2017 % Native Hawaiian and OPI alone
up_othpopcx	Float	2017 % Some Other Race alone
up_twopopcx	Float	2017 % Two or More Races
up_hsppopcx	Float	2017 % Hispanic
up_nhpopcx	Float	2017 % Not Hispanic
up_ms1p15pcy	Float	2017 Marital Status: Population 15 years and over
up_ms2pnmcx	Float	2017 % Marital Status: Population 15 years and over - Never married
up_ms3pmarcx	Float	2017 % Marital Status: Population 15 years and over - Now married
up_ms4psepcx	Float	2017 % Marital Status: Population 15 years and over - Separated
up_ms5pwidcx	Float	2017 % Marital Status: Population 15 years and over - Widowed
up_ms6pdivcx	Float	2017 % Marital Status: Population 15 years and over - Divorced
up_wrkcy	Float	2017 Workers 16 years and over

Field Name	Field Type	Description
up_wrknahcy	Float	2017 Workers 16 years and over who did not work at home
up_wrknahcx	Float	2017 % Workers 16 years and over who did not work at home
up_wrkahcx	Float	2017 % Workers 16 years and over who work at home
up_mt1dacx	Float	2017 % Means of transportation: Car, truck, or van - Drove alone
up_mt2cpcx	Float	2017 % Means of transportation: Car, truck, or van - Carpooled
up_mt3buscx	Float	2017 % Means of transportation: Public transportation
up_mt4walkcx	Float	2017 % Means of transportation: Walked
up_mt5tmbocx	Float	2017 % Means of transportation: Taxicab, motorcycle, bicycle, or other means
up_tt0009cx	Float	2017 % Travel time: Less than 10 minutes
up_tt1014cx	Float	2017 % Travel time: 10 to 14 minutes
up_tt1519cx	Float	2017 % Travel time: 15 to 19 minutes
up_tt2024cx	Float	2017 % Travel time: 20 to 24 minutes
up_tt2529cx	Float	2017 % Travel time: 25 to 29 minutes
up_tt3034cx	Float	2017 % Travel time: 30 to 34 minutes
up_tt3544cx	Float	2017 % Travel time: 35 to 44 minutes
up_tt4559cx	Float	2017 % Travel time: 45 to 59 minutes
up_tt60pcx	Float	2017 % Travel time: 60 or more minutes
up_ttavgcy	Integer	2017 Travel time: Average (in minutes)
up_ed1p25pcy	Float	2017 Educational Attainment: Population 25 years and over

Field Name	Field Type	Description
up_ed2ltgr9cx	Float	2017 % Educational Attainment: Less than 9th grade
up_ed3gr912cx	Float	2017 % Educational Attainment: 9th to 12th grade, no diploma
up_ed4hschcx	Float	2017 % Educational Attainment: High school graduate, GED, or alternative
up_ed5scndcx	Float	2017 % Educational Attainment: Some college, no degree
up_ed6assocx	Float	2017 % Educational Attainment: Associate's degree
up_ed7bachcx	Float	2017 % Educational Attainment: Bachelor's degree
up_ed8gradcx	Float	2017 % Educational Attainment: Graduate or professional degree
up_ecpop16pcy	Float	2017 Civilian employed population 16 years and over
up_in01agrcx	Float	2017 % Industry: Agriculture, forestry, fishing and hunting, and mining
up_in02cnstcx	Float	2017 % Industry: Construction
up_in03mfgcx	Float	2017 % Industry: Manufacturing
up_in04wtrdcx	Float	2017 % Industry: Wholesale trade
up_in05rtrdcx	Float	2017 % Industry: Retail trade
up_in06trancx	Float	2017 % Industry: Transportation and warehousing, and utilities
up_in07infocx	Float	2017 % Industry: Information
up_in08firecx	Float	2017 % Industry: Finance, insurance, real estate, and rental and leasing
up_in09profcx	Float	2017 % Industry: Professional, scientific, and management
up_in10educcx	Float	2017 % Industry: Educational services, health care and social assistance

Field Name	Field Type	Description
up_in11artscx	Float	2017 % Industry: Arts, entertainment, accommodation and food services
up_in12othscx	Float	2017 % Industry: Other services, except public administration
up_in13publcx	Float	2017 % Industry: Public administration
up_oc1mbsacx	Float	2017 % Occupation: Management, business, science, and arts occupations
up_oc2servcx	Float	2017 % Occupation: Service occupations
up_oc3salecx	Float	2017 % Occupation: Sales and office occupations
up_oc4nrcmcx	Float	2017 % Occupation: Natural resources, construction, and maintenance occupations
up_oc5ptmmcx	Float	2017 % Occupation: Production, transportation, and material moving occupations
up_oc6wccx	Float	2017 % Occupation: White collar
up_oc7bccx	Float	2017 % Occupation: Blue collar
up_hh2k	Float	2000 Households
up_hhby	Float	2010 Households
up_hhcy	Float	2017 Households
up_hh5y	Float	2021 Households
up_hhpopcy	Float	2017 Population in households
up_avghhszcy	Integer	2017 Average household size
up_gqpopcy	Float	2017 Population in group quarters
up_hhs1percx	Float	2017 % Households: 1-person household

Field Name	Field Type	Description
up_hhs2percx	Float	2017 % Households: 2-person household
up_hhs3percx	Float	2017 % Households: 3-person household
up_hhs4percx	Float	2017 % Households: 4-or-more-person household
up_owncy	Float	2017 Owner occupied housing units
up_owncx	Float	2017 % Owner occupied housing units
up_rntcy	Float	2017 Renter occupied housing units
up_rntcx	Float	2017 % Renter occupied housing units
up_hh1whtcx	Float	2017 % Householder who is White alone
up_hh2blkcx	Float	2017 % Householder who is Black or African American alone
up_hh3indcx	Float	2017 % Householder who is American Indian and Alaska Native alone
up_hh4asncx	Float	2017 % Householder who is Asian alone
up_hh5hpicx	Float	2017 % Householder who is Native Hawaiian and OPI alone
up_hh6othcx	Float	2017 % Householder who is Some Other Race alone
up_hh7twocx	Float	2017 % Householder who is Two or More Races
up_nhhhcx	Float	2017 % Not Hispanic householder
up_hsphhcx	Float	2017 % Hispanic householder
up_hhu01cx	Float	2017 % Occupied units in structure: 1, detached or attached
up_hhu0209cx	Float	2017 % Occupied units in structure: 2 to 9
up_hhu10pcx	Float	2017 % Occupied units in structure: 10 or more

Field Name	Field Type	Description
up_hhuothcx	Float	2017 % Occupied units in structure: Mobile home and all other types of units
up_hhf1gascx	Float	2017 % House heating fuel: Gas
up_hhf2eleccx	Float	2017 % House heating fuel: Electricity
up_hhf3oilcx	Float	2017 % House heating fuel: Fuel oil, kerosene, etc.
up_hhf4othcx	Float	2017 % House heating fuel: All other fuels and no fuel used
up_hhveh0cx	Float	2017 % Households: No vehicle available
up_hhveh1cx	Float	2017 % Households: 1 vehicle available
up_hhveh2cx	Float	2017 % Households: 2 vehicles available
up_hhveh3pcx	Float	2017 % Households: 3 or more vehicles available
up_hhvavgcy	Float	2017 Households: Number of vehicles available - Average
up_crcashcx	Float	2017 % Contract rent: With cash rent
up_cr0000cx	Float	2017 % Contract rent: Less than $200
up_cr0200cx	Float	2017 % Contract rent: $200 to $299
up_cr0300cx	Float	2017 % Contract rent: $300 to $499
up_cr0500cx	Float	2017 % Contract rent: $500 to $749
up_cr0750cx	Float	2017 % Contract rent: $750 to $999
up_cr1000pcx	Float	2017 % Contract rent: $1,000 or more
up_crnocashcx	Float	2017 % Contract rent: No cash rent
up_crmedcy	Float	2017 Contract rent: Median

Field Name	Field Type	Description
up_cravgcy	Float	2017 Contract rent: Average
up_hv0000kcx	Float	2017 % Home value: Less than $50,000
up_hv0050kcx	Float	2017 % Home value: $50,000 to $99,999
up_hv0100kcx	Float	2017 % Home value: $100,000 to $149,999
up_hv0150kcx	Float	2017 % Home value: $150,000 to $199,999
up_hv0200kcx	Float	2017 % Home value: $200,000 to $299,999
up_hv0300kcx	Float	2017 % Home value: $300,000 to $499,999
up_hv0500kcx	Float	2017 % Home value: $500,000 to $999,999
up_hv1000kpcx	Float	2017 % Home value: $1,000,000 or more
up_hvmedcy	Float	2017 Home value: Median
up_hvavgcy	Float	2017 Home value: Average
up_hha1534cx	Float	2017 % Householder 15 to 34 years
up_hha3544cx	Float	2017 % Householder 35 to 44 years
up_hha4554cx	Float	2017 % Householder 45 to 54 years
up_hha5564cx	Float	2017 % Householder 55 to 64 years
up_hha6574cx	Float	2017 % Householder 65 to 74 years
up_hha7584cx	Float	2017 % Householder 75 to 84 years
up_hha85pcx	Float	2017 % Householder 85 years and over
up_hi000kcx	Float	2017 % Household income: Less than $10,000
up_hi010kcx	Float	2017 % Household income: $10,000 to $14,999

Field Name	Field Type	Description
up_hi015kcx	Float	2017 % Household income: $15,000 to $24,999
up_hi025kcx	Float	2017 % Household income: $25,000 to $34,999
up_hi035kcx	Float	2017 % Household income: $35,000 to $49,999
up_hi050kcx	Float	2017 % Household income: $50,000 to $74,999
up_hi075kcx	Float	2017 % Household income: $75,000 to $99,999
up_hi100kcx	Float	2017 % Household income: $100,000 to $149,999
up_hi150kcx	Float	2017 % Household income: $150,000 to $199,999
up_hi200pcx	Float	2017 % Household income: $200,000 or more
up_himedcy	Float	2017 Household income: Median
up_hiavgcy	Float	2017 Household income: Average

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