pitney bowes

Spectrum™ Technology Platform

Version 12.0 SP2

GeoEnrichment US GeoDemographics Guide

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1 - Introduction

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US GeoDemographics

US GeoDemographics is a GeoEnrichment dataset that provides details about the full range of fields available in **Cameo USA Classification** and the **Cameo USA Analysis** data suite.

The **Cameo USA Classification** suite seggregates American households into 58 categories, organized into 10 groups based on key demographic and socio-economic characteristics. The **Cameo USA Analysis** provides additional insights for two core variables:

• Presence of Children
• Financial Stress

Installation

1. Download the data zip to a directory on your computer.
2. Unzip the data, to find the base data zip with the documentation link file.
3. Unzip the base data folder to find the final .h2.db file.

    Note: For example, if you have downloaded the zip file with name **US_Cameo_C_H2DB201806.7z**, then you need to extract this file to find another zip named **us_cameo_h2db.7z** with a documentation link file. Finally extract the **us_cameo_h2db.7z** file to find the **us_cameo_final_output.h2.db** as final data 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**.

    After downloading data and installing the Spectrum Client you need to configure the GeoEnrichment Module in the Spectrum for data processing. For that, follow the steps mentioned in the document available **here**.

2 - Data Layouts

In this section

File Structure

The following table provides the data structure for US GeoDemographics data:

Field Name	Field Type	Description
PBKEY	Char (15)	Unique address identifier that is returned when an address is matched using US Address Fabric data
MVID	Char (10)	This field contains a unique list of Block Codes
Cameo_USA	Char (3)	Cameo USA Categories
Cameo_USAG	Char (2)	Cameo USA Groups
Cameo_INTL	Char (2)	Cameo International
PTile_STATE_PresChildren	Num (3)	Presence of children percentile at State level
PTile_NAT_PresChildren	Num (3)	Presence of children percentile at National level
PTile_STATE_FinStress	Num (3)	Financial Stress Percentile at State level
PTile_NAT_FinStress	Num (3)	Financial Stress Percentile at National level
IncomeFocus_Decile	Num (3)	Indicates income focus decile

Note: Click the respective links in the table to gain more knowledge on the fields.

Field Description

This section provides basic information about the fields provided in the US GeoDemographics file structure. Following are the fields and their short description that are coming from the **Cameo USA Classification** and **Cameo USA Analysis** suite.

Cameo USA Classification

- **Cameo_USA** - This field provides you the knowledge of different category codes and their respective type present within the Cameo_USA field.

   Note: CAMEO USA Classification segments American households into 58 categories organised into 10 groups (and a "XX" group) based on key demographic and socio-economic characteristics.

Cameo USA Category	Cameo USA Type
1A	High Society Families
1B	Upper Crust Households
1C	Asset Rich Families
1D	Elite Suburbs
1E	Moguls and Mansions
2A	Skyscraping Nouveau Riche
2B	Subtopia
2C	Cosmopolitan Suburbia
2D	Old Money
3A	High Flying Families
3B	Urban Movers And Shakers
3C	Middle Class Managers

Cameo USA Category	Cameo USA Type
3D	Professional Urban Families
3E	Affluent Established Suburbia
3F	Escape To The Country
4A	Big City Startups
4B	Middle Age, Middle Class
4C	Urban Success
4D	Urbane Melting Pot
4E	Settled In The Suburbs
4F	Rural Empty Nesters
5A	Big City Hipsters
5B	School Run Families
5C	Small Town Suburbia
5D	Settled In The City
5E	Close To Retirement, Out Of Town
5F	Mature Suburbs
5G	Comfortable In Retirement
6A	Studying In The City
6B	Suburban Sharers
6C	Big Family Values
6D	Diverse Urban Mix

Cameo USA Category	Cameo USA Type
6E	Settled And Single
6F	Established Traditional Neighbourhoods
6G	Retirement Communities
7A	Flown The Nest
7B	Struggling Scholars
7C	Fledgling Urban Families
7D	Coastal Chic
7E	Downtown Tenants
7F	Maturing In Middle America
7F	Retiring Renters
8A	New Kids On The Block
8B	Urban Endeavours
8C	Bohemian Broods
8D	Blue Collar Bourgeoisie
8E	Provincial Fusion
8F	Golden Oldies
9A	Urban Start-Ups
9B	Cramped City Families
9C	Big City Small Wallet
9D	Small Town Family Struggle

Cameo USA Category	Cameo USA Type
9E	Low Income Melting Pot
10A	Stretched Family Start-Ups
10B	Struggling Young Families
10C	Hard Up Households
10D	Big Town Austerity
10E	Homeowners In Hardship
XX	Unclassified / No Population Data

• **Cameo_USAG** - The following table provides information about the different group codes and their respective types present in the Cameo_USAG field.

Cameo USA Group	Cameo USA Type
1	American Aristocracy
2	Exclusive Society
3	Prosperous Families
4	Enterprising Households
5	Comfortable Communities
6	Aspiring Consumers
7	Dynamic Neighbourhoods
8	Diverse Communities
9	Stretched Tenants
10	Strained Society

- **Cameo_INTL** - CAMEO International is a classification in its own right, which enables the user to consistently classify and target international consumers according to their affluence and lifestage. This two-digit code is provided with all our international classifications enabling one country to be accurately compared against another through the power of CAMEO.

  The following table provides information for the CAMEO International field which is grouped into five income types and then further divided into 25 categories defining life stage.

Cameo Intl Code	Cameo International Type
1 Wealthy Households	
11	Pre-Family Couples & Singles
12	Young Couples With Children
13	Families With School Age Children
14	Older Families & Mature Couples
15	Elders In Retirement
2 Prosperous Households	
21	Pre-Family Couples & Singles
22	Young Couples With Children
23	Families With School Age Children
24	Older Families & Mature Couples
25	Elders In Retirement
3 Comfortable Households	
31	Pre-Family Couples & Singles
32	Young Couples With Children
33	Families With School Age Children

Cameo Intl Code	Cameo International Type
34	Older Families & Mature Couples
35	Elders In Retirement
4 Less Affluent Households	
41	Pre-Family Couples & Singles
42	Young Couples With Children
43	Families With School Age Children
44	Older Families & Mature Couples
45	Elders In Retirement
5 Poorer Households	
51	Pre-Family Couples & Singles
52	Young Couples With Children
53	Families With School Age Children
54	Older Families & Mature Couples
55	Elders In Retirement
XX	Unclassified / No Population Data

Cameo USA Analysis

- **PTile_STATE_PresChildren** - The percentile value of families with children at the state level. A low percentile indicates a lower presence of families with children, while a high percentile indicates a higher presence of families with children. A value of 50 indicates that the households in that area have an average presence of families with children, compared to that state.
- **PTile_NAT_PresChildren** - The percentile value of families with children at the national level. A low percentile indicates a lower presence of families with children, while a high percentile indicates a higher presence of families with children. A value of 50 indicates that the households in that area have an average presence of families with children, compared to that state.

- **PTile_STATE_FinStress** - A percentile based on the financial stress experienced by households in the area. It is based on the percentage of income that is spent on either rent or mortgage payments. This field is calculated against the State that the area lies within. A lower percentile indicates an area where rent and mortgage payments account for a lower proportion of income expenditure, while a high percentile indicates an area where such payments account for a higher proportion of income expenditure. A value of 50 indicates that the households in that area spend an average percentage of their income on either rent or mortgage payments, compared to that state.
- **PTile_NAT_FinStress** - A percentile based on the financial stress experienced by households in the area. It is based on the percentage of income that is spent on either rent or mortgage payments. This field is calculated nationally. A lower percentile indicates an area where rent and mortgage payments account for a lower proportion of income expenditure, while a high percentile indicates an area where such payments account for a higher proportion of income expenditure. A value of 50 indicates that the households in that area spend an average percentage of their income on either rent or mortgage payments, compared to the national statistics.

IncomeFocus_Decile

The IncomeFocus_Decile ranges from 1-10, with decile "1" indicating high average incomes and decile "10" indicating lower average Incomes. Following table seggregates income with respect to IncomeFocus_Decile ranges.

Income Focus Decile	% Households	Minimum Income (USA$)	Maximum Income (USA$)
1	10.96	111312	-
2	10.44	91420	111311
3	10.23	78915	91419
4	10.04	69540	78914
5	9.91	61682	69539
6	9.80	54605	61681
7	9.71	47765	54604
8	9.66	40503	47764
9	9.64	31303	40502

Income Focus Decile	% Households	Minimum Income (USA$)	Maximum Income (USA$)
10	9.61	-	31302

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If you have any questions or concerns, you may contact our support team directly by calling or emailing the following:

Data Support: 1.800.762.5158

Software Support: 1.800.367.6950

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