Spectrum™ Technology Platform

Version 2018.2.0

GroundView®: Consumer Vitality

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

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 **Groundview_Business_Summary_AK_H2DB201803.7z**, then you need to extract this file to find another zips named as **groundview_business_summary_naics_attribute.7z**,

groundview_business_summary_sic_dataset1_attribute.7z, and **groundview_business_summary_sic_dataset2_attribute.7z** with a documentation link file and an index file named as **demographics_index_AK.7z**. Finally extract any of the zip file such as, **groundview_business_summary_naics_attribute.7z** to find the **groundview_business_summary_naics_attribute.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**.

Address Fabric Version Compatibility

These databases require Address Fabric October 2018 vintage.

The Address Fabric is based on October 2018 geocoding data.

2 - Data Layouts

In this section

GroundView®: Consumer Vitality

Consumer Vitality is an index that measures consumer desirability and performance at the Block Group (BG) unit of analysis. It is defined by six categories:

- Personal Economics

- Community Economics

- Education

- Quality of Life

- Crime

- Health

The Consumer Vitality Score is normalized into a national average of 100, with higher scores reflecting more desirable areas.

Consumer Vitality

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.
consumer_vitality_2017	float	2017 Consumer Vitality Index - a cumulative, composite measure of the socio-economic desirability and performance of a BG.
personal_economic_index	float	2017 Personal Economics Index - a composite index that measures socio-economic desirability with respect to income, home value, affordability and net worth.
community_economic_index	float	2017 Community Economics Index - a composite index that measures key population and employment change statistics including population, households, employment and sales volume.

Field Name	Field Type	Description
education_index	float	2017 Educational Attainment Index - an index that measures educational attainment.
quality_life_index	float	2017 Quality of Life Index - a composite index that measures the intersection of quality of life and access to consumer amenities with respect to key points-of-interest such as restaurants and movie theatres.
crime_index	float	2017 Crime Index - a composite index that measures safety and security with respect to key crime statistics.
health_index	float	2017 Health index - a composite index that measures the population health with respect to key health characteristics.
consumer_vitality_qual	char(15)	2017 Consumer Vitality Index - Qualitative description
personal_economic_index_qual	char(15)	2017 Personal Economics Index - Qualitative description
community_economic_index_qual	char(15)	2017 Community Economics Index - Qualitative description
education_index_qual	char(15)	2017 Educational Attainment Index - Qualitative description
quality_life_index_qual	char(15)	2017 Quality of Life Index - Qualitative description
crime_index_qual	char(15)	2017 Crime Index - Qualitative description
health_index_qual	char(15)	2017 Health index - Qualitative description
pop2k	float	2000 Total population
popby	float	2010 Total population
popcy	float	2017 Total population
pop5y	float	2021 Total population
p0004cx	float	2017 % Total population: Under 5 years
p0509cx	float	2017 % Total population: 5 to 9 years

Field Name	Field Type	Description
p1014cx	float	2017 % Total population: 10 to 14 years
p1519cx	float	2017 % Total population: 15 to 19 years
p2024cx	float	2017 % Total population: 20 to 24 years
p2534cx	float	2017 % Total population: 25 to 34 years
p3544cx	float	2017 % Total population: 35 to 44 years
p4554cx	float	2017 % Total population: 45 to 54 years
p5559cx	float	2017 % Total population: 55 to 59 years
p6064cx	float	2017 % Total population: 60 to 64 years
p6574cx	float	2017 % Total population: 65 to 74 years
p7584cx	float	2017 % Total population: 75 to 84 years
p85pcx	float	2017 % Total population: 85 years and over
pmedcy	float	2017 % Total population: Median age
malecy	float	2017 Male population
malecx	float	2017 % Male population
m0004cx	float	2017 % Male population: Under 5 years
m0509cx	float	2017 % Male population: 5 to 9 years
m1014cx	float	2017 % Male population: 10 to 14 years
m1519cx	float	2017 % Male population: 15 to 19 years
m2024cx	float	2017 % Male population: 20 to 24 years
m2534cx	float	2017 % Male population: 25 to 34 years

Field Name	Field Type	Description
m3544cx	float	2017 % Male population: 35 to 44 years
m4554cx	float	2017 % Male population: 45 to 54 years
m5559cx	float	2017 % Male population: 55 to 59 years
m6064cx	float	2017 % Male population: 60 to 64 years
m6574cx	float	2017 % Male population: 65 to 74 years
m7584cx	float	2017 % Male population: 75 to 84 years
m85pcx	float	2017 % Male population: 85 years and over
mmedcy	float	2017 Male population: Median age
femalecy	float	2017 Female population
femalecx	float	2017 % Female population
f0004cx	float	2017 % Female population: Under 5 years
f0509cx	float	2017 % Female population: 5 to 9 years
f1014cx	float	2017 % Female population: 10 to 14 years
f1519cx	float	2017 % Female population: 15 to 19 years
f2024cx	float	2017 % Female population: 20 to 24 years
f2534cx	float	2017 % Female population: 25 to 34 years
f3544cx	float	2017 % Female population: 35 to 44 years
f4554cx	float	2017 % Female population: 45 to 54 years
f5559cx	float	2017 % Female population: 55 to 59 years
f6064cx	float	2017 % Female population: 60 to 64 years

Field Name	Field Type	Description
f6574cx	float	2017 % Female population: 65 to 74 years
f7584cx	float	2017 % Female population: 75 to 84 years
f85pcx	float	2017 % Female population: 85 years and over
fmedcy	float	2017 Female population: Median age
whtpopcx	float	2017 % White alone
blkpopcx	float	2017 % Black or African American alone
indpopcx	float	2017 % American Indian and Alaska Native alone
asnpopcx	float	2017 % Asian alone
hpipopcx	float	2017 % Native Hawaiian and OPI alone
othpopcx	float	2017 % Some Other Race alone
twopopcx	float	2017 % Two or More Races
hsppopcx	float	2017 % Hispanic
nhpopcx	float	2017 % Not Hispanic
ms1p15pcy	float	2017 Marital Status: Population 15 years and over
ms2pnmcx	float	2017 % Marital Status: Population 15 years and over - Never married
ms3pmarcx	float	2017 % Marital Status: Population 15 years and over - Now married
ms4psepcx	float	2017 % Marital Status: Population 15 years and over - Separated
ms5pwidcx	float	2017 % Marital Status: Population 15 years and over - Widowed
ms6pdivcx	float	2017 % Marital Status: Population 15 years and over - Divorced
wrkcy	float	2017 Workers 16 years and over

Field Name	Field Type	Description
wrknahcy	float	2017 Workers 16 years and over who did not work at home
wrknahcx	float	2017 % Workers 16 years and over who did not work at home
wrkahcx	float	2017 % Workers 16 years and over who work at home
mt1dacx	float	2017 % Means of transportation: Car, truck, or van - Drove alone
mt2cpcx	float	2017 % Means of transportation: Car, truck, or van - Carpooled
mt3buscx	float	2017 % Means of transportation: Public transportation
mt4walkcx	float	2017 % Means of transportation: Walked
mt5tmbocx	float	2017 % Means of transportation: Taxicab, motorcycle, bicycle, or other means
tt0009cx	float	2017 % Travel time: Less than 10 minutes
tt1014cx	float	2017 % Travel time: 10 to 14 minutes
tt1519cx	float	2017 % Travel time: 15 to 19 minutes
tt2024cx	float	2017 % Travel time: 20 to 24 minutes
tt2529cx	float	2017 % Travel time: 25 to 29 minutes
tt3034cx	float	2017 % Travel time: 30 to 34 minutes
tt3544cx	float	2017 % Travel time: 35 to 44 minutes
tt4559cx	float	2017 % Travel time: 45 to 59 minutes
tt60pcx	float	2017 % Travel time: 60 or more minutes
ttavgcy	float	2017 Travel time: Average (in minutes)
ed1p25pcy	float	2017 Educational Attainment: Population 25 years and over

Field Name	Field Type	Description
ed2ltgr9cx	float	2017 % Educational Attainment: Less than 9th grade
ed3gr912cx	float	2017 % Educational Attainment: 9th to 12th grade, no diploma
ed4hschcx	float	2017 % Educational Attainment: High school graduate, GED, or alternative
ed5scndcx	float	2017 % Educational Attainment: Some college, no degree
ed6assocx	float	2017 % Educational Attainment: Associate's degree
ed7bachcx	float	2017 % Educational Attainment: Bachelor's degree
ed8gradcx	float	2017 % Educational Attainment: Graduate or professional degree
ecpop16pcy	float	2017 Civilian employed population 16 years and over
in01agrcx	float	2017 % Industry: Agriculture, forestry, fishing and hunting, and mining
in02cnstcx	float	2017 % Industry: Construction
in03mfgcx	float	2017 % Industry: Manufacturing
in04wtrdcx	float	2017 % Industry: Wholesale trade
in05rtrdcx	float	2017 % Industry: Retail trade
in06trancx	float	2017 % Industry: Transportation and warehousing, and utilities
in07infocx	float	2017 % Industry: Information
in08firecx	float	2017 % Industry: Finance, insurance, real estate, and rental and leasing
in09profcx	float	2017 % Industry: Professional, scientific, and management
in10educcx	float	2017 % Industry: Educational services, health care and social assistance

Field Name	Field Type	Description
in11artscx	float	2017 % Industry: Arts, entertainment, accommodation and food services
in12othscx	float	2017 % Industry: Other services, except public administration
in13publcx	float	2017 % Industry: Public administration
oc1mbsacx	float	2017 % Occupation: Management, business, science, and arts occupations
oc2servcx	float	2017 % Occupation: Service occupations
oc3salecx	float	2017 % Occupation: Sales and office occupations
oc4nrcmcx	float	2017 % Occupation: Natural resources, construction, and maintenance occupations
oc5ptmmcx	float	2017 % Occupation: Production, transportation, and material moving occupations
oc6wccx	float	2017 % Occupation: White collar
oc7bccx	float	2017 % Occupation: Blue collar
hh2k	float	2000 Households
hhby	float	2010 Households
hhcy	float	2017 Households
hh5y	float	2021 Households
hhpopcy	float	2017 Population in households
avghhszcy	float	2017 Average household size
gqpopcy	float	2017 Population in group quarters
hhs1percx	float	2017 % Households: 1-person household

Field Name	Field Type	Description
hhs2percx	float	2017 % Households: 2-person household
hhs3percx	float	2017 % Households: 3-person household
hhs4percx	float	2017 % Households: 4-or-more-person household
owncy	float	2017 Owner occupied housing units
owncx	float	2017 % Owner occupied housing units
rntcy	float	2017 Renter occupied housing units
rntcx	float	2017 % Renter occupied housing units
hh1whtcx	float	2017 % Householder who is White alone
hh2blkcx	float	2017 % Householder who is Black or African American alone
hh3indcx	float	2017 % Householder who is American Indian and Alaska Native alone
hh4asncx	float	2017 % Householder who is Asian alone
hh5hpicx	float	2017 % Householder who is Native Hawaiian and OPI alone
hh6othcx	float	2017 % Householder who is Some Other Race alone
hh7twocx	float	2017 % Householder who is Two or More Races
nhhhcx	float	2017 % Not Hispanic householder
hsphhcx	float	2017 % Hispanic householder
hhu01cx	float	2017 % Occupied units in structure: 1, detached or attached
hhu0209cx	float	2017 % Occupied units in structure: 2 to 9
hhu10pcx	float	2017 % Occupied units in structure: 10 or more

Field Name	Field Type	Description
hhuothcx	float	2017 % Occupied units in structure: Mobile home and all other types of units
hhf1gascx	float	2017 % House heating fuel: Gas
hhf2eleccx	float	2017 % House heating fuel: Electricity
hhf3oilcx	float	2017 % House heating fuel: Fuel oil, kerosene, etc.
hhf4othcx	float	2017 % House heating fuel: All other fuels and no fuel used
hhveh0cx	float	2017 % Households: No vehicle available
hhveh1cx	float	2017 % Households: 1 vehicle available
hhveh2cx	float	2017 % Households: 2 vehicles available
hhveh3pcx	float	2017 % Households: 3 or more vehicles available
hhvavgcy	float	2017 Households: Number of vehicles available - Average
crcashcx	float	2017 % Contract rent: With cash rent
cr0000cx	float	2017 % Contract rent: Less than $200
cr0200cx	float	2017 % Contract rent: $200 to $299
cr0300cx	float	2017 % Contract rent: $300 to $499
cr0500cx	float	2017 % Contract rent: $500 to $749
cr0750cx	float	2017 % Contract rent: $750 to $999
cr1000pcx	float	2017 % Contract rent: $1,000 or more
crnocashcx	float	2017 % Contract rent: No cash rent
crmedcy	float	2017 Contract rent: Median

Field Name	Field Type	Description
cravgcy	float	2017 Contract rent: Average
hv0000kcx	float	2017 % Home value: Less than $50,000
hv0050kcx	float	2017 % Home value: $50,000 to $99,999
hv0100kcx	float	2017 % Home value: $100,000 to $149,999
hv0150kcx	float	2017 % Home value: $150,000 to $199,999
hv0200kcx	float	2017 % Home value: $200,000 to $299,999
hv0300kcx	float	2017 % Home value: $300,000 to $499,999
hv0500kcx	float	2017 % Home value: $500,000 to $999,999
hv1000kpcx	float	2017 % Home value: $1,000,000 or more
hvmedcy	float	2017 Home value: Median
hvavgcy	float	2017 Home value: Average
hha1534cx	float	2017 % Householder 15 to 34 years
hha3544cx	float	2017 % Householder 35 to 44 years
hha4554cx	float	2017 % Householder 45 to 54 years
hha5564cx	float	2017 % Householder 55 to 64 years
hha6574cx	float	2017 % Householder 65 to 74 years
hha7584cx	float	2017 % Householder 75 to 84 years
hha85pcx	float	2017 % Householder 85 years and over
hi000kcx	float	2017 % Household income: Less than $10,000
hi010kcx	float	2017 % Household income: $10,000 to $14,999

Field Name	Field Type	Description
hi015kcx	float	2017 % Household income: $15,000 to $24,999
hi025kcx	float	2017 % Household income: $25,000 to $34,999
hi035kcx	float	2017 % Household income: $35,000 to $49,999
hi050kcx	float	2017 % Household income: $50,000 to $74,999
hi075kcx	float	2017 % Household income: $75,000 to $99,999
hi100kcx	float	2017 % Household income: $100,000 to $149,999
hi150kcx	float	2017 % Household income: $150,000 to $199,999
hi200pcx	float	2017 % Household income: $200,000 or more
himedcy	float	2017 Household income: Median
hiavgcy	float	2017 Household income: Average

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