

# Spectrum™ Technology Platform

Version 2018.2.0

GroundView®: Family



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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                                       |
|----------------------|------------|---|
| <code>pbkey</code>   | char (17)  | <code>pbKey</code> <sup>™</sup> unique identifier |
| <code>bkg_key</code> | 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](https://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

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GroundView®: Family

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## GroundView®: Family

Family data is provided for Census 2000 data (2k), Census 2010 data (by) and current year (cy) estimates. The variables included for Family demographics are listed below:

- Households
- Family Households
- Nonfamily Households
- Household Type by Age of Householder
- Household Type by Household Size
- Households by Presence and Age of Own Children
- Family Type by Presence and Age of Own Children

### SAUS FAM 2K Description

| Field Name | Field Type | Description  |
|------------|------------|--|
| pbkey      | char(12)   | 2017 Geography Layer Code<br><br><b>Note:</b> This field represents the Code value only but, it is named as a "pbkey" to support the Spectrum Platform while loading the data. |
| TYPE       | char(4)    | 2017 Geography Type (represents Block Group (BG) only)   |
| hh2k       | integer    | 2000 Households  |
| fh2k       | integer    | 2000 Family households   |
| nfh2k      | integer    | 2000 Nonfamily households  |
| fha15242k  | integer    | 2000 Family households: Householder 15 to 24 years   |
| fha25342k  | integer    | 2000 Family households: Householder 25 to 34 years   |

| Field Name | Field Type | Description  |
|------------|------------|--|
| fha35442k  | integer    | 2000 Family households: Householder 35 to 44 years       |
| fha45542k  | integer    | 2000 Family households: Householder 45 to 54 years       |
| fha55642k  | integer    | 2000 Family households: Householder 55 to 64 years       |
| fha65742k  | integer    | 2000 Family households: Householder 65 to 74 years       |
| fha75842k  | integer    | 2000 Family households: Householder 75 to 84 years       |
| fha85p2k   | integer    | 2000 Family households: Householder 85 years and over    |
| nfha15242k | integer    | 2000 Nonfamily households: Householder 15 to 24 years    |
| nfha25342k | integer    | 2000 Nonfamily households: Householder 25 to 34 years    |
| nfha35442k | integer    | 2000 Nonfamily households: Householder 35 to 44 years    |
| nfha45542k | integer    | 2000 Nonfamily households: Householder 45 to 54 years    |
| nfha55642k | integer    | 2000 Nonfamily households: Householder 55 to 64 years    |
| nfha65742k | integer    | 2000 Nonfamily households: Householder 65 to 74 years    |
| nfha75842k | integer    | 2000 Nonfamily households: Householder 75 to 84 years    |
| nfha85p2k  | integer    | 2000 Nonfamily households: Householder 85 years and over |
| fhs2per2k  | integer    | 2000 Family households: 2-person household               |
| fhs3per2k  | integer    | 2000 Family households: 3-person household               |
| fhs4per2k  | integer    | 2000 Family households: 4-person household               |
| fhs5per2k  | integer    | 2000 Family households: 5-person household               |
| fhs6per2k  | integer    | 2000 Family households: 6-person household               |
| fhs7per2k  | integer    | 2000 Family households: 7-or-more-person household       |



| Field Name | Field Type | Description  |
|------------|------------|--|
| nfhs1per2k | integer    | 2000 Nonfamily households: 1-person household              |
| nfhs2per2k | integer    | 2000 Nonfamily households: 2-person household              |
| nfhs3per2k | integer    | 2000 Nonfamily households: 3-person household              |
| nfhs4per2k | integer    | 2000 Nonfamily households: 4-person household              |
| nfhs5per2k | integer    | 2000 Nonfamily households: 5-person household              |
| nfhs6per2k | integer    | 2000 Nonfamily households: 6-person household              |
| nfhs7per2k | integer    | 2000 Nonfamily households: 7-or-more-person household      |
| hc1und182k | integer    | 2000 Households: Own children under 18                     |
| hc2und62k  | integer    | 2000 Households: Own children under 6 only                 |
| hc3both2k  | integer    | 2000 Households: Own children under 6 and 6 to 17          |
| hc4ovr62k  | integer    | 2000 Households: Own children 6 to 17 only                 |
| hc5no182k  | integer    | 2000 Households: No own children under 18                  |
| fc01hw2k   | integer    | 2000 Husband-wife family                                   |
| fc02hw182k | integer    | 2000 Husband-wife family: Own children under 18            |
| fc03hwu62k | integer    | 2000 Husband-wife family: Own children under 6 only        |
| fc04hwbo2k | integer    | 2000 Husband-wife family: Own children under 6 and 6 to 17 |
| fc05hwo62k | integer    | 2000 Husband-wife family: Own children 6 to 17 only        |
| fc06hwno2k | integer    | 2000 Husband-wife family: No own children under 18         |
| fc07oth2k  | integer    | 2000 Other family  |
| fc08othm2k | integer    | 2000 Other family: Male householder, no wife               |

| Field Name | Field Type | Description   |
|------------|------------|---|
| fc09om182k | integer    | 2000 Male householder, no wife: Own children under 18                 |
| fc10omu62k | integer    | 2000 Male householder, no wife: Own children under 6 only             |
| fc11ombo2k | integer    | 2000 Male householder, no wife: Own children under 6 and 6 to 17      |
| fc12omo62k | integer    | 2000 Male householder, no wife: Own children 6 to 17 only             |
| fc13omno2k | integer    | 2000 Male householder, no wife: No own children under 18              |
| fc14othf2k | integer    | 2000 Other family: Female householder, no husband                     |
| fc15of182k | integer    | 2000 Female householder, no husband: Own children under 18            |
| fc16ofu62k | integer    | 2000 Female householder, no husband: Own children under 6 only        |
| fc17ofbo2k | integer    | 2000 Female householder, no husband: Own children under 6 and 6 to 17 |
| fc18ofu62k | integer    | 2000 Female householder, no husband: Own children 6 to 17 only        |
| fc19ofno2k | integer    | 2000 Female householder, no husband: No own children under 18         |

## SAUS FAM BY Description

| Field Name | Field Type | Description  |
|------------|------------|--|
| pbkey      | char(12)   | 2017 Geography Layer Code<br><br><b>Note:</b> This field represents the Code value only but, it is named as a "pbkey" to support the Spectrum Platform while loading the data. |
| TYPE       | char(4)    | 2017 Geography Type (represents Block Group (BG) only)   |
| hhby       | integer    | 2010 Households  |

| Field Name | Field Type | Description  |
|------------|------------|--|
| fhby       | integer    | 2010 Family households                                   |
| nfhby      | integer    | 2010 Nonfamily households                                |
| fha1524by  | integer    | 2010 Family households: Householder 15 to 24 years       |
| fha2534by  | integer    | 2010 Family households: Householder 25 to 34 years       |
| fha3544by  | integer    | 2010 Family households: Householder 35 to 44 years       |
| fha4554by  | integer    | 2010 Family households: Householder 45 to 54 years       |
| fha5559by  | integer    | 2010 Family households: Householder 55 to 59 years       |
| fha6064by  | integer    | 2010 Family households: Householder 60 to 64 years       |
| fha6574by  | integer    | 2010 Family households: Householder 65 to 74 years       |
| fha7584by  | integer    | 2010 Family households: Householder 75 to 84 years       |
| fha85pby   | integer    | 2010 Family households: Householder 85 years and over    |
| nfha1524by | integer    | 2010 Nonfamily households: Householder 15 to 24 years    |
| nfha2534by | integer    | 2010 Nonfamily households: Householder 25 to 34 years    |
| nfha3544by | integer    | 2010 Nonfamily households: Householder 35 to 44 years    |
| nfha4554by | integer    | 2010 Nonfamily households: Householder 45 to 54 years    |
| nfha5559by | integer    | 2010 Nonfamily households: Householder 55 to 59 years    |
| nfha6064by | integer    | 2010 Nonfamily households: Householder 60 to 64 years    |
| nfha6574by | integer    | 2010 Nonfamily households: Householder 65 to 74 years    |
| nfha7584by | integer    | 2010 Nonfamily households: Householder 75 to 84 years    |
| nfha85pby  | integer    | 2010 Nonfamily households: Householder 85 years and over |

| Field Name | Field Type | Description   |
|------------|------------|---|
| fhs2perby  | integer    | 2010 Family households: 2-person household            |
| fhs3perby  | integer    | 2010 Family households: 3-person household            |
| fhs4perby  | integer    | 2010 Family households: 4-person household            |
| fhs5perby  | integer    | 2010 Family households: 5-person household            |
| fhs6perby  | integer    | 2010 Family households: 6-person household            |
| fhs7perby  | integer    | 2010 Family households: 7-or-more-person household    |
| nfhs1perby | integer    | 2010 Nonfamily households: 1-person household         |
| nfhs2perby | integer    | 2010 Nonfamily households: 2-person household         |
| nfhs3perby | integer    | 2010 Nonfamily households: 3-person household         |
| nfhs4perby | integer    | 2010 Nonfamily households: 4-person household         |
| nfhs5perby | integer    | 2010 Nonfamily households: 5-person household         |
| nfhs6perby | integer    | 2010 Nonfamily households: 6-person household         |
| nfhs7perby | integer    | 2010 Nonfamily households: 7-or-more-person household |
| hc1und18by | integer    | 2010 Households: Own children under 18                |
| hc2und6by  | integer    | 2010 Households: Own children under 6 only            |
| hc3bothby  | integer    | 2010 Households: Own children under 6 and 6 to 17     |
| hc4ovr6by  | integer    | 2010 Households: Own children 6 to 17 only            |
| hc5no18by  | integer    | 2010 Households: No own children under 18             |
| fc01hwby   | integer    | 2010 Husband-wife family                              |
| fc02hw18by | integer    | 2010 Husband-wife family: Own children under 18       |

| Field Name | Field Type | Description   |
|------------|------------|---|
| fc03hwu6by | integer    | 2010 Husband-wife family: Own children under 6 only                   |
| fc04hwboby | integer    | 2010 Husband-wife family: Own children under 6 and 6 to 17            |
| fc05hwo6by | integer    | 2010 Husband-wife family: Own children 6 to 17 only                   |
| fc06hwnoby | integer    | 2010 Husband-wife family: No own children under 18                    |
| fc07othby  | integer    | 2010 Other family   |
| fc08othmby | integer    | 2010 Other family: Male householder, no wife                          |
| fc09om18by | integer    | 2010 Male householder, no wife: Own children under 18                 |
| fc10omu6by | integer    | 2010 Male householder, no wife: Own children under 6 only             |
| fc11omboby | integer    | 2010 Male householder, no wife: Own children under 6 and 6 to 17      |
| fc12omo6by | integer    | 2010 Male householder, no wife: Own children 6 to 17 only             |
| fc13omnoby | integer    | 2010 Male householder, no wife: No own children under 18              |
| fc14othfby | integer    | 2010 Other family: Female householder, no husband                     |
| fc15of18by | integer    | 2010 Female householder, no husband: Own children under 18            |
| fc16ofu6by | integer    | 2010 Female householder, no husband: Own children under 6 only        |
| fc17ofboby | integer    | 2010 Female householder, no husband: Own children under 6 and 6 to 17 |
| fc18ofu6by | integer    | 2010 Female householder, no husband: Own children 6 to 17 only        |
| fc19ofnoby | integer    | 2010 Female householder, no husband: No own children under 18         |

## SAUS FAM CY Description

| Field Name | Field Type | Description  |
|------------|------------|--|
| pbkey      | char(12)   | 2017 Geography Layer Code<br><br><b>Note:</b> This field represents the Code value only but, it is named as a "pbkey" to support the Spectrum Platform while loading the data. |
| TYPE       | char(4)    | 2017 Geography Type (represents Block Group (BG) only)   |
| hhcy       | integer    | 2017 Households  |
| fncy       | integer    | 2017 Family households   |
| nfncy      | integer    | 2017 Nonfamily households  |
| fha1524cy  | integer    | 2017 Family households: Householder 15 to 24 years   |
| fha2534cy  | integer    | 2017 Family households: Householder 25 to 34 years   |
| fha3544cy  | integer    | 2017 Family households: Householder 35 to 44 years   |
| fha4554cy  | integer    | 2017 Family households: Householder 45 to 54 years   |
| fha5559cy  | integer    | 2017 Family households: Householder 55 to 59 years   |
| fha6064cy  | integer    | 2017 Family households: Householder 60 to 64 years   |
| fha6574cy  | integer    | 2017 Family households: Householder 65 to 74 years   |
| fha7584cy  | integer    | 2017 Family households: Householder 75 to 84 years   |
| fha85pcy   | integer    | 2017 Family households: Householder 85 years and over  |
| nfha1524cy | integer    | 2017 Nonfamily households: Householder 15 to 24 years  |
| nfha2534cy | integer    | 2017 Nonfamily households: Householder 25 to 34 years  |

| Field Name | Field Type | Description  |
|------------|------------|--|
| nfha3544cy | integer    | 2017 Nonfamily households: Householder 35 to 44 years    |
| nfha4554cy | integer    | 2017 Nonfamily households: Householder 45 to 54 years    |
| nfha5559cy | integer    | 2017 Nonfamily households: Householder 55 to 59 years    |
| nfha6064cy | integer    | 2017 Nonfamily households: Householder 60 to 64 years    |
| nfha6574cy | integer    | 2017 Nonfamily households: Householder 65 to 74 years    |
| nfha7584cy | integer    | 2017 Nonfamily households: Householder 75 to 84 years    |
| nfha85pcy  | integer    | 2017 Nonfamily households: Householder 85 years and over |
| fhs2percy  | integer    | 2017 Family households: 2-person household               |
| fhs3percy  | integer    | 2017 Family households: 3-person household               |
| fhs4percy  | integer    | 2017 Family households: 4-person household               |
| fhs5percy  | integer    | 2017 Family households: 5-person household               |
| fhs6percy  | integer    | 2017 Family households: 6-person household               |
| fhs7percy  | integer    | 2017 Family households: 7-or-more-person household       |
| nfhs1percy | integer    | 2017 Nonfamily households: 1-person household            |
| nfhs2percy | integer    | 2017 Nonfamily households: 2-person household            |
| nfhs3percy | integer    | 2017 Nonfamily households: 3-person household            |
| nfhs4percy | integer    | 2017 Nonfamily households: 4-person household            |
| nfhs5percy | integer    | 2017 Nonfamily households: 5-person household            |
| nfhs6percy | integer    | 2017 Nonfamily households: 6-person household            |
| nfhs7percy | integer    | 2017 Nonfamily households: 7-or-more-person household    |

| Field Name | Field Type | Description  |
|------------|------------|--|
| hc1und18cy | integer    | 2017 Households: Own children under 18                           |
| hc2und6cy  | integer    | 2017 Households: Own children under 6 only                       |
| hc3bothcy  | integer    | 2017 Households: Own children under 6 and 6 to 17                |
| hc4ovr6cy  | integer    | 2017 Households: Own children 6 to 17 only                       |
| hc5no18cy  | integer    | 2017 Households: No own children under 18                        |
| fc01hwcy   | integer    | 2017 Husband-wife family   |
| fc02hw18cy | integer    | 2017 Husband-wife family: Own children under 18                  |
| fc03hwu6cy | integer    | 2017 Husband-wife family: Own children under 6 only              |
| fc04hwbcy  | integer    | 2017 Husband-wife family: Own children under 6 and 6 to 17       |
| fc05hwo6cy | integer    | 2017 Husband-wife family: Own children 6 to 17 only              |
| fc06hwnocy | integer    | 2017 Husband-wife family: No own children under 18               |
| fc07othcy  | integer    | 2017 Other family  |
| fc08othmcy | integer    | 2017 Other family: Male householder, no wife                     |
| fc09om18cy | integer    | 2017 Male householder, no wife: Own children under 18            |
| fc10omu6cy | integer    | 2017 Male householder, no wife: Own children under 6 only        |
| fc11ombcy  | integer    | 2017 Male householder, no wife: Own children under 6 and 6 to 17 |
| fc12omo6cy | integer    | 2017 Male householder, no wife: Own children 6 to 17 only        |
| fc13omnocy | integer    | 2017 Male householder, no wife: No own children under 18         |
| fc14othfcy | integer    | 2017 Other family: Female householder, no husband                |
| fc15of18cy | integer    | 2017 Female householder, no husband: Own children under 18       |



| Field Name | Field Type | Description   |
|------------|------------|---|
| fc16ofu6cy | integer    | 2017 Female householder, no husband: Own children under 6 only        |
| fc17ofbocy | integer    | 2017 Female householder, no husband: Own children under 6 and 6 to 17 |
| fc18ofu6cy | integer    | 2017 Female householder, no husband: Own children 6 to 17 only        |
| fc19ofnocy | integer    | 2017 Female householder, no husband: No own children under 18         |

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If you have any questions or concerns, you may contact our support or fulfillment 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)

Email: [pbs\\_fulfillment@pb.com](mailto:pbs_fulfillment@pb.com), for any fulfillment related issue



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