

# Spectrum™ Technology Platform

Version 2018.2.0

GroundView®: Retail Sales Potential



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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®: Retail Sales Potential

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## GroundView®: Retail Sales Potential

Consumers purchase goods and businesses sell goods. The Retail Sales Potential (RSP) dataset provides estimates and projections of consumer potential organized by store type. RSP estimates are demand side estimates in that they are aggregates of the Consumer Expenditure Potential (CEP) data. The RSP data are not derived from actual retail sales estimates - considered supply-side estimates. CEP statistics are summarized (aggregated) into various RSP store types – for example, Beer, Wine and Liquor Stores. The result is a relative indicator of household retail sales potential by store type. The RSP estimates and projections are useful for comparing trade areas based on relative consumer retail potential. RSP data are based on consumers and not businesses; therefore, business to business (B2B) spending is not included in the RSP data estimates.

The variables included in this dataset are Households and Retail Sales Potential.

### SAUS RSP Description

Field Name	Field Type	Description
pbkey	char(12)	2017 Geography Layer Code  <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
au4411cy	float	2017 Automobile dealers
au4412cy	float	2017 Other motor vehicle dealers
au44131cy	float	2017 Automotive parts & accessories stores
au44132cy	float	2017 Tire dealers
bu44411cy	float	2017 Home centers

Field Name	Field Type	Description
bu44412cy	float	2017 Paint & wallpaper stores
bu44413cy	float	2017 Hardware stores
bu44421cy	float	2017 Outdoor power equipment stores
bu44422cy	float	2017 Nursery & garden centers
ca44811cy	float	2017 Mens clothing stores
ca44812cy	float	2017 Womens clothing stores
ca44813cy	float	2017 Childrens & Infants clothing stores
ca4482cy	float	2017 Shoe stores
ca44831cy	float	2017 Jewelry stores
ea44311cy	float	2017 Appliance, television, & other electronics stores
ea44312cy	float	2017 Computer & software stores
ea44313cy	float	2017 Camera & photographic supplies stores
fb44511cy	float	2017 Supermarkets & other grocery (except convenience) stores
fb44512cy	float	2017 Convenience stores
fb4453cy	float	2017 Beer, wine, & liquor stores
fu4421cy	float	2017 Furniture stores
fu4422cy	float	2017 Home furnishings stores
ga44711cy	float	2017 Gasoline stations with convenience stores
ga44719cy	float	2017 Other gasoline stations
gr452cy	float	2017 General merchandise stores



Field Name	Field Type	Description
gr4521cy	float	2017 Department stores (excl leased depts)
hp44611cy	float	2017 Pharmacies & drug stores
hp44619cy	float	2017 Other health & personal care stores
mr45391cy	float	2017 Pet & pet supplies stores
re_cy	float	2017 Restaurant Expenditures
sp45111cy	float	2017 Sporting goods stores
sp45112cy	float	2017 Hobby, toy, & game stores
sp45113cy	float	2017 Sewing, needlework, & piece goods stores
sp45114cy	float	2017 Musical instrument & supplies stores
sp4512cy	float	2017 Book, periodical, & music stores
gaf_cy	float	2017 General Merchandise, Apparel, and Furniture
hh5y	integer	2022 Households
au44115y	float	2022 Automobile dealers
au44125y	float	2022 Other motor vehicle dealers
au441315y	float	2022 Automotive parts & accessories stores
au441325y	float	2022 Tire dealers
bu444115y	float	2022 Home centers
bu444125y	float	2022 Paint & wallpaper stores
bu444135y	float	2022 Hardware stores
bu444215y	float	2022 Outdoor power equipment stores

Field Name	Field Type	Description
bu444225y	float	2022 Nursery & garden centers
ca448115y	float	2022 Mens clothing stores
ca448125y	float	2022 Womens clothing stores
ca448135y	float	2022 Childrens & Infants clothing stores
ca44825y	float	2022 Shoe stores
ca448315y	float	2022 Jewelry stores
ea443115y	float	2022 Appliance, television, & other electronics stores
ea443125y	float	2022 Computer & software stores
ea443135y	float	2022 Camera & photographic supplies stores
fb445115y	float	2022 Supermarkets & other grocery (except convenience) stores
fb445125y	float	2022 Convenience stores
fb44535y	float	2022 Beer, wine, & liquor stores
fu44215y	float	2022 Furniture stores
fu44225y	float	2022 Home furnishings stores
ga447115y	float	2022 Gasoline stations with convenience stores
ga447195y	float	2022 Other gasoline stations
gr4525y	float	2022 General merchandise stores
gr45215y	float	2022 Department stores (excl leased depts)
hp446115y	float	2022 Pharmacies & drug stores
hp446195y	float	2022 Other health & personal care stores

Field Name	Field Type	Description
mr453915y	float	2022 Pet & pet supplies stores
re_5y	float	2022 Restaurant Expenditures
sp451115y	float	2022 Sporting goods stores
sp451125y	float	2022 Hobby, toy, & game stores
sp451135y	float	2022 Sewing, needlework, & piece goods stores
sp451145y	float	2022 Musical instrument & supplies stores
sp45125y	float	2022 Book, periodical, & music stores
gaf_5y	float	2022 General Merchandise, Apparel, and Furniture

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# Getting Support

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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