

# Spectrum™ Technology Platform

Version 2019.1.0

GroundView®: Consumer Vitality



# Table of Contents

## 1 - Introduction

---

Demographics	4
Demographics Lookup	4
Installation	4
Address Fabric Version Compatibility	5

## 2 - Data Layouts

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GroundView®: Consumer Vitality	7
<b>G e t t i n g</b>	<b>S u p p o r t</b>

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# 1 - Introduction

## In this section

---

Demographics	4
Demographics Lookup	4
Installation	4
Address Fabric Version Compatibility	5

## 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> ™ 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 January 2018 vintage.

The Address Fabric is based on January 2018 geocoding data.

# 2 - Data Layouts

## In this section

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GroundView®: Consumer Vitality

7

## 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  <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.
cv_consumer_vitality_2017	float	2017 Consumer Vitality Index - a cumulative, composite measure of the socio-economic desirability and performance of a BG.
cv_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.
cv_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
cv_education_index	float	2017 Educational Attainment Index - an index that measures educational attainment.
cv_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.
cv_crime_index	float	2017 Crime Index - a composite index that measures safety and security with respect to key crime statistics.
cv_health_index	float	2017 Health index - a composite index that measures the population health with respect to key health characteristics.
cv_consumer_vitality_qual	char(15)	2017 Consumer Vitality Index - Qualitative description
cv_personal_economic_index_qual	char(15)	2017 Personal Economics Index - Qualitative description
cv_community_economic_index_qual	char(15)	2017 Community Economics Index - Qualitative description
cv_education_index_qual	char(15)	2017 Educational Attainment Index - Qualitative description
cv_quality_life_index_qual	char(15)	2017 Quality of Life Index - Qualitative description
cv_crime_index_qual	char(15)	2017 Crime Index - Qualitative description
cv_health_index_qual	char(15)	2017 Health index - Qualitative description
cv_pop2k	float	2000 Total population
cv_popby	float	2010 Total population
cv_popcy	float	2017 Total population
cv_pop5y	float	2021 Total population
cv_p0004cx	float	2017 % Total population: Under 5 years
cv_p0509cx	float	2017 % Total population: 5 to 9 years



Field Name	Field Type	Description
cv_p1014cx	float	2017 % Total population: 10 to 14 years
cv_p1519cx	float	2017 % Total population: 15 to 19 years
cv_p2024cx	float	2017 % Total population: 20 to 24 years
cv_p2534cx	float	2017 % Total population: 25 to 34 years
cv_p3544cx	float	2017 % Total population: 35 to 44 years
cv_p4554cx	float	2017 % Total population: 45 to 54 years
cv_p5559cx	float	2017 % Total population: 55 to 59 years
cv_p6064cx	float	2017 % Total population: 60 to 64 years
cv_p6574cx	float	2017 % Total population: 65 to 74 years
cv_p7584cx	float	2017 % Total population: 75 to 84 years
cv_p85pcx	float	2017 % Total population: 85 years and over
cv_pmedcy	float	2017 % Total population: Median age
cv_malecy	float	2017 Male population
cv_malecx	float	2017 % Male population
cv_m0004cx	float	2017 % Male population: Under 5 years
cv_m0509cx	float	2017 % Male population: 5 to 9 years
cv_m1014cx	float	2017 % Male population: 10 to 14 years
cv_m1519cx	float	2017 % Male population: 15 to 19 years
cv_m2024cx	float	2017 % Male population: 20 to 24 years
cv_m2534cx	float	2017 % Male population: 25 to 34 years

Field Name	Field Type	Description
cv_m3544cx	float	2017 % Male population: 35 to 44 years
cv_m4554cx	float	2017 % Male population: 45 to 54 years
cv_m5559cx	float	2017 % Male population: 55 to 59 years
cv_m6064cx	float	2017 % Male population: 60 to 64 years
cv_m6574cx	float	2017 % Male population: 65 to 74 years
cv_m7584cx	float	2017 % Male population: 75 to 84 years
cv_m85pcx	float	2017 % Male population: 85 years and over
cv_mmedcy	float	2017 Male population: Median age
cv_femalecy	float	2017 Female population
cv_femalecx	float	2017 % Female population
cv_f0004cx	float	2017 % Female population: Under 5 years
cv_f0509cx	float	2017 % Female population: 5 to 9 years
cv_f1014cx	float	2017 % Female population: 10 to 14 years
cv_f1519cx	float	2017 % Female population: 15 to 19 years
cv_f2024cx	float	2017 % Female population: 20 to 24 years
cv_f2534cx	float	2017 % Female population: 25 to 34 years
cv_f3544cx	float	2017 % Female population: 35 to 44 years
cv_f4554cx	float	2017 % Female population: 45 to 54 years
cv_f5559cx	float	2017 % Female population: 55 to 59 years
cv_f6064cx	float	2017 % Female population: 60 to 64 years

Field Name	Field Type	Description
cv_f6574cx	float	2017 % Female population: 65 to 74 years
cv_f7584cx	float	2017 % Female population: 75 to 84 years
cv_f85pcx	float	2017 % Female population: 85 years and over
cv_fmecdy	float	2017 Female population: Median age
cv_whtpopcx	float	2017 % White alone
cv_blkpopcx	float	2017 % Black or African American alone
cv_indpopcx	float	2017 % American Indian and Alaska Native alone
cv_asnpopcx	float	2017 % Asian alone
cv_hpipopcx	float	2017 % Native Hawaiian and OPI alone
cv_othpopcx	float	2017 % Some Other Race alone
cv_twopopcx	float	2017 % Two or More Races
cv_hsppopcx	float	2017 % Hispanic
cv_nhpopcx	float	2017 % Not Hispanic
cv_ms1p15pcy	float	2017 Marital Status: Population 15 years and over
cv_ms2pnmcx	float	2017 % Marital Status: Population 15 years and over - Never married
cv_ms3pmarcx	float	2017 % Marital Status: Population 15 years and over - Now married
cv_ms4psepcx	float	2017 % Marital Status: Population 15 years and over - Separated
cv_ms5pwidcx	float	2017 % Marital Status: Population 15 years and over - Widowed
cv_ms6pdivcx	float	2017 % Marital Status: Population 15 years and over - Divorced
cv_wrkcy	float	2017 Workers 16 years and over

Field Name	Field Type	Description
cv_wrknaocy	float	2017 Workers 16 years and over who did not work at home
cv_wrknaocx	float	2017 % Workers 16 years and over who did not work at home
cv_wrkaocx	float	2017 % Workers 16 years and over who work at home
cv_mt1dacx	float	2017 % Means of transportation: Car, truck, or van - Drove alone
cv_mt2cpcx	float	2017 % Means of transportation: Car, truck, or van - Carpoled
cv_mt3buscx	float	2017 % Means of transportation: Public transportation
cv_mt4walkcx	float	2017 % Means of transportation: Walked
cv_mt5tmboctx	float	2017 % Means of transportation: Taxicab, motorcycle, bicycle, or other means
cv_tt0009cx	float	2017 % Travel time: Less than 10 minutes
cv_tt1014cx	float	2017 % Travel time: 10 to 14 minutes
cv_tt1519cx	float	2017 % Travel time: 15 to 19 minutes
cv_tt2024cx	float	2017 % Travel time: 20 to 24 minutes
cv_tt2529cx	float	2017 % Travel time: 25 to 29 minutes
cv_tt3034cx	float	2017 % Travel time: 30 to 34 minutes
cv_tt3544cx	float	2017 % Travel time: 35 to 44 minutes
cv_tt4559cx	float	2017 % Travel time: 45 to 59 minutes
cv_tt60pcx	float	2017 % Travel time: 60 or more minutes
cv_ttagvcy	float	2017 Travel time: Average (in minutes)
cv_ed1p25pcy	float	2017 Educational Attainment: Population 25 years and over

Field Name	Field Type	Description
cv_ed2ltgr9cx	float	2017 % Educational Attainment: Less than 9th grade
cv_ed3gr912cx	float	2017 % Educational Attainment: 9th to 12th grade, no diploma
cv_ed4hschcx	float	2017 % Educational Attainment: High school graduate, GED, or alternative
cv_ed5scndcx	float	2017 % Educational Attainment: Some college, no degree
cv_ed6assocx	float	2017 % Educational Attainment: Associate's degree
cv_ed7bachcx	float	2017 % Educational Attainment: Bachelor's degree
cv_ed8gradcx	float	2017 % Educational Attainment: Graduate or professional degree
cv_ecpop16pcy	float	2017 Civilian employed population 16 years and over
cv_in01agrcx	float	2017 % Industry: Agriculture, forestry, fishing and hunting, and mining
cv_in02cnstcx	float	2017 % Industry: Construction
cv_in03mfgcx	float	2017 % Industry: Manufacturing
cv_in04wtrdcx	float	2017 % Industry: Wholesale trade
cv_in05rtrdcx	float	2017 % Industry: Retail trade
cv_in06trancx	float	2017 % Industry: Transportation and warehousing, and utilities
cv_in07infocx	float	2017 % Industry: Information
cv_in08firecx	float	2017 % Industry: Finance, insurance, real estate, and rental and leasing
cv_in09profcx	float	2017 % Industry: Professional, scientific, and management
cv_in10educx	float	2017 % Industry: Educational services, health care and social assistance

Field Name	Field Type	Description
cv_in11artscx	float	2017 % Industry: Arts, entertainment, accommodation and food services
cv_in12othscx	float	2017 % Industry: Other services, except public administration
cv_in13publcx	float	2017 % Industry: Public administration
cv_oc1mbsacx	float	2017 % Occupation: Management, business, science, and arts occupations
cv_oc2servcx	float	2017 % Occupation: Service occupations
cv_oc3salecx	float	2017 % Occupation: Sales and office occupations
cv_oc4nrcmcx	float	2017 % Occupation: Natural resources, construction, and maintenance occupations
cv_oc5ptmmc	float	2017 % Occupation: Production, transportation, and material moving occupations
cv_oc6wccx	float	2017 % Occupation: White collar
cv_oc7bccx	float	2017 % Occupation: Blue collar
cv_hh2k	float	2000 Households
cv_hhby	float	2010 Households
cv_hhcy	float	2017 Households
cv_hh5y	float	2021 Households
cv_hhpopcy	float	2017 Population in households
cv_avghhszcy	float	2017 Average household size
cv_gqpopcy	float	2017 Population in group quarters
cv_hhs1perc	float	2017 % Households: 1-person household

Field Name	Field Type	Description
cv_hhs2percx	float	2017 % Households: 2-person household
cv_hhs3percx	float	2017 % Households: 3-person household
cv_hhs4percx	float	2017 % Households: 4-or-more-person household
cv_owncy	float	2017 Owner occupied housing units
cv_owncx	float	2017 % Owner occupied housing units
cv_rntcy	float	2017 Renter occupied housing units
cv_rntcx	float	2017 % Renter occupied housing units
cv_hh1whtcx	float	2017 % Householder who is White alone
cv_hh2blkcx	float	2017 % Householder who is Black or African American alone
cv_hh3indcx	float	2017 % Householder who is American Indian and Alaska Native alone
cv_hh4asncx	float	2017 % Householder who is Asian alone
cv_hh5hpicx	float	2017 % Householder who is Native Hawaiian and OPI alone
cv_hh6othcx	float	2017 % Householder who is Some Other Race alone
cv_hh7twocx	float	2017 % Householder who is Two or More Races
cv_nhhhcx	float	2017 % Not Hispanic householder
cv_hsphhcx	float	2017 % Hispanic householder
cv_hhu01cx	float	2017 % Occupied units in structure: 1, detached or attached
cv_hhu0209cx	float	2017 % Occupied units in structure: 2 to 9
cv_hhu10pcx	float	2017 % Occupied units in structure: 10 or more

Field Name	Field Type	Description
cv_hhuothcx	float	2017 % Occupied units in structure: Mobile home and all other types of units
cv_hhf1gascx	float	2017 % House heating fuel: Gas
cv_hhf2eleccx	float	2017 % House heating fuel: Electricity
cv_hhf3oilcx	float	2017 % House heating fuel: Fuel oil, kerosene, etc.
cv_hhf4othcx	float	2017 % House heating fuel: All other fuels and no fuel used
cv_hhveh0cx	float	2017 % Households: No vehicle available
cv_hhveh1cx	float	2017 % Households: 1 vehicle available
cv_hhveh2cx	float	2017 % Households: 2 vehicles available
cv_hhveh3pcx	float	2017 % Households: 3 or more vehicles available
cv_hhvavgcy	float	2017 Households: Number of vehicles available - Average
cv_crcashcx	float	2017 % Contract rent: With cash rent
cv_cr0000cx	float	2017 % Contract rent: Less than \$200
cv_cr0200cx	float	2017 % Contract rent: \$200 to \$299
cv_cr0300cx	float	2017 % Contract rent: \$300 to \$499
cv_cr0500cx	float	2017 % Contract rent: \$500 to \$749
cv_cr0750cx	float	2017 % Contract rent: \$750 to \$999
cv_cr1000pcx	float	2017 % Contract rent: \$1,000 or more
cv_crnocashcx	float	2017 % Contract rent: No cash rent
cv_crmedcy	float	2017 Contract rent: Median



Field Name	Field Type	Description
cv_cragvcy	float	2017 Contract rent: Average
cv_hv0000kcx	float	2017 % Home value: Less than \$50,000
cv_hv0050kcx	float	2017 % Home value: \$50,000 to \$99,999
cv_hv0100kcx	float	2017 % Home value: \$100,000 to \$149,999
cv_hv0150kcx	float	2017 % Home value: \$150,000 to \$199,999
cv_hv0200kcx	float	2017 % Home value: \$200,000 to \$299,999
cv_hv0300kcx	float	2017 % Home value: \$300,000 to \$499,999
cv_hv0500kcx	float	2017 % Home value: \$500,000 to \$999,999
cv_hv1000kpcx	float	2017 % Home value: \$1,000,000 or more
cv_hvmedcy	float	2017 Home value: Median
cv_hvavgcy	float	2017 Home value: Average
cv_hha1534cx	float	2017 % Householder 15 to 34 years
cv_hha3544cx	float	2017 % Householder 35 to 44 years
cv_hha4554cx	float	2017 % Householder 45 to 54 years
cv_hha5564cx	float	2017 % Householder 55 to 64 years
cv_hha6574cx	float	2017 % Householder 65 to 74 years
cv_hha7584cx	float	2017 % Householder 75 to 84 years
cv_hha85pcx	float	2017 % Householder 85 years and over
cv_hi000kcx	float	2017 % Household income: Less than \$10,000
cv_hi010kcx	float	2017 % Household income: \$10,000 to \$14,999

Field Name	Field Type	Description
cv_hi015kcx	float	2017 % Household income: \$15,000 to \$24,999
cv_hi025kcx	float	2017 % Household income: \$25,000 to \$34,999
cv_hi035kcx	float	2017 % Household income: \$35,000 to \$49,999
cv_hi050kcx	float	2017 % Household income: \$50,000 to \$74,999
cv_hi075kcx	float	2017 % Household income: \$75,000 to \$99,999
cv_hi100kcx	float	2017 % Household income: \$100,000 to \$149,999
cv_hi150kcx	float	2017 % Household income: \$150,000 to \$199,999
cv_hi200pcx	float	2017 % Household income: \$200,000 or more
cv_himedcy	float	2017 Household income: Median
cv_hiavgcy	float	2017 Household income: Average

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# Getting Support

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



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