

Spectrum™ Technology Platform

Version 12.0 SP1

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
<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 your database(s). The database is downloaded as a `.tar.bz2` file.
2. Extract the `.tar.bz2` file.
3. Extract the `.tar` 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.

Address Fabric Version Compatibility

These databases require Address Fabric October 2017 vintage.

The Address Fabric is based on November 2017 geocoding data.

2 - Data Layouts

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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.
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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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



3001 Summer Street
Stamford CT 06926-0700
USA

www.pitneybowes.com