

# Spectrum™ Technology Platform

Version 12.0 SP1

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

**Note:** Family data is provided for Census 2000 data (2k), Census 2010 data (by) and current year (cy) estimates. Refer [GroundView®: Family](#) for more details.

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).

## 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

## 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  <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.
fam_2k_TYPE	char(4)	2017 Geography Type (represents Block Group (BG) only)
fam_2k_hh2k	integer	2000 Households
fam_2k_fh2k	integer	2000 Family households
fam_2k_nfh2k	integer	2000 Nonfamily households
fam_2k_fha15242k	integer	2000 Family households: Householder 15 to 24 years
fam_2k_fha25342k	integer	2000 Family households: Householder 25 to 34 years

Field Name	Field Type	Description
fam_2k_fha35442k	integer	2000 Family households: Householder 35 to 44 years
fam_2k_fha45542k	integer	2000 Family households: Householder 45 to 54 years
fam_2k_fha55642k	integer	2000 Family households: Householder 55 to 64 years
fam_2k_fha65742k	integer	2000 Family households: Householder 65 to 74 years
fam_2k_fha75842k	integer	2000 Family households: Householder 75 to 84 years
fam_2k_fha85p2k	integer	2000 Family households: Householder 85 years and over
fam_2k_nfha15242k	integer	2000 Nonfamily households: Householder 15 to 24 years
fam_2k_nfha25342k	integer	2000 Nonfamily households: Householder 25 to 34 years
fam_2k_nfha35442k	integer	2000 Nonfamily households: Householder 35 to 44 years
fam_2k_nfha45542k	integer	2000 Nonfamily households: Householder 45 to 54 years
fam_2k_nfha55642k	integer	2000 Nonfamily households: Householder 55 to 64 years
fam_2k_nfha65742k	integer	2000 Nonfamily households: Householder 65 to 74 years
fam_2k_nfha75842k	integer	2000 Nonfamily households: Householder 75 to 84 years
fam_2k_nfha85p2k	integer	2000 Nonfamily households: Householder 85 years and over
fam_2k_fhs2per2k	integer	2000 Family households: 2-person household
fam_2k_fhs3per2k	integer	2000 Family households: 3-person household
fam_2k_fhs4per2k	integer	2000 Family households: 4-person household
fam_2k_fhs5per2k	integer	2000 Family households: 5-person household
fam_2k_fhs6per2k	integer	2000 Family households: 6-person household
fam_2k_fhs7per2k	integer	2000 Family households: 7-or-more-person household



Field Name	Field Type	Description
fam_2k_nfhs1per2k	integer	2000 Nonfamily households: 1-person household
fam_2k_nfhs2per2k	integer	2000 Nonfamily households: 2-person household
fam_2k_nfhs3per2k	integer	2000 Nonfamily households: 3-person household
fam_2k_nfhs4per2k	integer	2000 Nonfamily households: 4-person household
fam_2k_nfhs5per2k	integer	2000 Nonfamily households: 5-person household
fam_2k_nfhs6per2k	integer	2000 Nonfamily households: 6-person household
fam_2k_nfhs7per2k	integer	2000 Nonfamily households: 7-or-more-person household
fam_2k_hc1und182k	integer	2000 Households: Own children under 18
fam_2k_hc2und62k	integer	2000 Households: Own children under 6 only
fam_2k_hc3both2k	integer	2000 Households: Own children under 6 and 6 to 17
fam_2k_hc4ovr62k	integer	2000 Households: Own children 6 to 17 only
fam_2k_hc5no182k	integer	2000 Households: No own children under 18
fam_2k_fc01hw2k	integer	2000 Husband-wife family
fam_2k_fc02hw182k	integer	2000 Husband-wife family: Own children under 18
fam_2k_fc03hwo62k	integer	2000 Husband-wife family: Own children under 6 only
fam_2k_fc04hwbo2k	integer	2000 Husband-wife family: Own children under 6 and 6 to 17
fam_2k_fc05hwo62k	integer	2000 Husband-wife family: Own children 6 to 17 only
fam_2k_fc06hwno2k	integer	2000 Husband-wife family: No own children under 18
fam_2k_fc07oth2k	integer	2000 Other family
fam_2k_fc08othm2k	integer	2000 Other family: Male householder, no wife

Field Name	Field Type	Description
fam_2k_fc09om182k	integer	2000 Male householder, no wife: Own children under 18
fam_2k_fc10omu62k	integer	2000 Male householder, no wife: Own children under 6 only
fam_2k_fc11ombo2k	integer	2000 Male householder, no wife: Own children under 6 and 6 to 17
fam_2k_fc12omo62k	integer	2000 Male householder, no wife: Own children 6 to 17 only
fam_2k_fc13omno2k	integer	2000 Male householder, no wife: No own children under 18
fam_2k_fc14othf2k	integer	2000 Other family: Female householder, no husband
fam_2k_fc15of182k	integer	2000 Female householder, no husband: Own children under 18
fam_2k_fc16ofu62k	integer	2000 Female householder, no husband: Own children under 6 only
fam_2k_fc17ofbo2k	integer	2000 Female householder, no husband: Own children under 6 and 6 to 17
fam_2k_fc18ofu62k	integer	2000 Female householder, no husband: Own children 6 to 17 only
fam_2k_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  <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.
fam_by_TYPE	char(4)	2017 Geography Type (represents Block Group (BG) only)
fam_by_hhby	integer	2010 Households

Field Name	Field Type	Description
fam_by_fhby	integer	2010 Family households
fam_by_nfhby	integer	2010 Nonfamily households
fam_by_fha1524by	integer	2010 Family households: Householder 15 to 24 years
fam_by_fha2534by	integer	2010 Family households: Householder 25 to 34 years
fam_by_fha3544by	integer	2010 Family households: Householder 35 to 44 years
fam_by_fha4554by	integer	2010 Family households: Householder 45 to 54 years
fam_by_fha5559by	integer	2010 Family households: Householder 55 to 59 years
fam_by_fha6064by	integer	2010 Family households: Householder 60 to 64 years
fam_by_fha6574by	integer	2010 Family households: Householder 65 to 74 years
fam_by_fha7584by	integer	2010 Family households: Householder 75 to 84 years
fam_by_fha85pby	integer	2010 Family households: Householder 85 years and over
fam_by_nfha1524by	integer	2010 Nonfamily households: Householder 15 to 24 years
fam_by_nfha2534by	integer	2010 Nonfamily households: Householder 25 to 34 years
fam_by_nfha3544by	integer	2010 Nonfamily households: Householder 35 to 44 years
fam_by_nfha4554by	integer	2010 Nonfamily households: Householder 45 to 54 years
fam_by_nfha5559by	integer	2010 Nonfamily households: Householder 55 to 59 years
fam_by_nfha6064by	integer	2010 Nonfamily households: Householder 60 to 64 years
fam_by_nfha6574by	integer	2010 Nonfamily households: Householder 65 to 74 years
fam_by_nfha7584by	integer	2010 Nonfamily households: Householder 75 to 84 years
fam_by_nfha85pby	integer	2010 Nonfamily households: Householder 85 years and over

Field Name	Field Type	Description
fam_by_fhs2perby	integer	2010 Family households: 2-person household
fam_by_fhs3perby	integer	2010 Family households: 3-person household
fam_by_fhs4perby	integer	2010 Family households: 4-person household
fam_by_fhs5perby	integer	2010 Family households: 5-person household
fam_by_fhs6perby	integer	2010 Family households: 6-person household
fam_by_fhs7perby	integer	2010 Family households: 7-or-more-person household
fam_by_nfhs1perby	integer	2010 Nonfamily households: 1-person household
fam_by_nfhs2perby	integer	2010 Nonfamily households: 2-person household
fam_by_nfhs3perby	integer	2010 Nonfamily households: 3-person household
fam_by_nfhs4perby	integer	2010 Nonfamily households: 4-person household
fam_by_nfhs5perby	integer	2010 Nonfamily households: 5-person household
fam_by_nfhs6perby	integer	2010 Nonfamily households: 6-person household
fam_by_nfhs7perby	integer	2010 Nonfamily households: 7-or-more-person household
fam_by_hc1und18by	integer	2010 Households: Own children under 18
fam_by_hc2und6by	integer	2010 Households: Own children under 6 only
fam_by_hc3bothby	integer	2010 Households: Own children under 6 and 6 to 17
fam_by_hc4ovr6by	integer	2010 Households: Own children 6 to 17 only
fam_by_hc5no18by	integer	2010 Households: No own children under 18
fam_by_fc01hwby	integer	2010 Husband-wife family
fam_by_fc02hw18by	integer	2010 Husband-wife family: Own children under 18

Field Name	Field Type	Description
fam_by_fc03hwu6by	integer	2010 Husband-wife family: Own children under 6 only
fam_by_fc04hwoboby	integer	2010 Husband-wife family: Own children under 6 and 6 to 17
fam_by_fc05hwo6by	integer	2010 Husband-wife family: Own children 6 to 17 only
fam_by_fc06hwnoby	integer	2010 Husband-wife family: No own children under 18
fam_by_fc07othby	integer	2010 Other family
fam_by_fc08othmby	integer	2010 Other family: Male householder, no wife
fam_by_fc09om18by	integer	2010 Male householder, no wife: Own children under 18
fam_by_fc10omu6by	integer	2010 Male householder, no wife: Own children under 6 only
fam_by_fc11omboby	integer	2010 Male householder, no wife: Own children under 6 and 6 to 17
fam_by_fc12omo6by	integer	2010 Male householder, no wife: Own children 6 to 17 only
fam_by_fc13omnoby	integer	2010 Male householder, no wife: No own children under 18
fam_by_fc14othfby	integer	2010 Other family: Female householder, no husband
fam_by_fc15of18by	integer	2010 Female householder, no husband: Own children under 18
fam_by_fc16ofu6by	integer	2010 Female householder, no husband: Own children under 6 only
fam_by_fc17ofboby	integer	2010 Female householder, no husband: Own children under 6 and 6 to 17
fam_by_fc18ofu6by	integer	2010 Female householder, no husband: Own children 6 to 17 only
fam_by_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  <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.
fam_by_TYPE	char(4)	2017 Geography Type (represents Block Group (BG) only)
fam_cy_hhcy	integer	2017 Households
fam_cy_fhcy	integer	2017 Family households
fam_cy_nfncy	integer	2017 Nonfamily households
fam_cy_fha1524cy	integer	2017 Family households: Householder 15 to 24 years
fam_cy_fha2534cy	integer	2017 Family households: Householder 25 to 34 years
fam_cy_fha3544cy	integer	2017 Family households: Householder 35 to 44 years
fam_cy_fha4554cy	integer	2017 Family households: Householder 45 to 54 years
fam_cy_fha5559cy	integer	2017 Family households: Householder 55 to 59 years
fam_cy_fha6064cy	integer	2017 Family households: Householder 60 to 64 years
fam_cy_fha6574cy	integer	2017 Family households: Householder 65 to 74 years
fam_cy_fha7584cy	integer	2017 Family households: Householder 75 to 84 years
fam_cy_fha85pcy	integer	2017 Family households: Householder 85 years and over
fam_cy_nfha1524cy	integer	2017 Nonfamily households: Householder 15 to 24 years
fam_cy_nfha2534cy	integer	2017 Nonfamily households: Householder 25 to 34 years

Field Name	Field Type	Description
fam_cy_nfha3544cy	integer	2017 Nonfamily households: Householder 35 to 44 years
fam_cy_nfha4554cy	integer	2017 Nonfamily households: Householder 45 to 54 years
fam_cy_nfha5559cy	integer	2017 Nonfamily households: Householder 55 to 59 years
fam_cy_nfha6064cy	integer	2017 Nonfamily households: Householder 60 to 64 years
fam_cy_nfha6574cy	integer	2017 Nonfamily households: Householder 65 to 74 years
fam_cy_nfha7584cy	integer	2017 Nonfamily households: Householder 75 to 84 years
fam_cy_nfha85pcy	integer	2017 Nonfamily households: Householder 85 years and over
fam_cy_fhs2percy	integer	2017 Family households: 2-person household
fam_cy_fhs3percy	integer	2017 Family households: 3-person household
fam_cy_fhs4percy	integer	2017 Family households: 4-person household
fam_cy_fhs5percy	integer	2017 Family households: 5-person household
fam_cy_fhs6percy	integer	2017 Family households: 6-person household
fam_cy_fhs7percy	integer	2017 Family households: 7-or-more-person household
fam_cy_nfhs1percy	integer	2017 Nonfamily households: 1-person household
fam_cy_nfhs2percy	integer	2017 Nonfamily households: 2-person household
fam_cy_nfhs3percy	integer	2017 Nonfamily households: 3-person household
fam_cy_nfhs4percy	integer	2017 Nonfamily households: 4-person household
fam_cy_nfhs5percy	integer	2017 Nonfamily households: 5-person household
fam_cy_nfhs6percy	integer	2017 Nonfamily households: 6-person household
fam_cy_nfhs7percy	integer	2017 Nonfamily households: 7-or-more-person household

Field Name	Field Type	Description
fam_cy_hc1und18cy	integer	2017 Households: Own children under 18
fam_cy_hc2und6cy	integer	2017 Households: Own children under 6 only
fam_cy_hc3bothcy	integer	2017 Households: Own children under 6 and 6 to 17
fam_cy_hc4ovr6cy	integer	2017 Households: Own children 6 to 17 only
fam_cy_hc5no18cy	integer	2017 Households: No own children under 18
fam_cy_fc01hwcy	integer	2017 Husband-wife family
fam_cy_fc02hw18cy	integer	2017 Husband-wife family: Own children under 18
fam_cy_fc03hwu6cy	integer	2017 Husband-wife family: Own children under 6 only
fam_cy_fc04hw6ocy	integer	2017 Husband-wife family: Own children under 6 and 6 to 17
fam_cy_fc05hwo6cy	integer	2017 Husband-wife family: Own children 6 to 17 only
fam_cy_fc06hwnocy	integer	2017 Husband-wife family: No own children under 18
fam_cy_fc07othcy	integer	2017 Other family
fam_cy_fc08othmcy	integer	2017 Other family: Male householder, no wife
fam_cy_fc09om18cy	integer	2017 Male householder, no wife: Own children under 18
fam_cy_fc10omu6cy	integer	2017 Male householder, no wife: Own children under 6 only
fam_cy_fc11ombocy	integer	2017 Male householder, no wife: Own children under 6 and 6 to 17
fam_cy_fc12omo6cy	integer	2017 Male householder, no wife: Own children 6 to 17 only
fam_cy_fc13omnocy	integer	2017 Male householder, no wife: No own children under 18
fam_cy_fc14othfcy	integer	2017 Other family: Female householder, no husband
fam_cy_fc15of18cy	integer	2017 Female householder, no husband: Own children under 18



Field Name	Field Type	Description
fam_cy_fc16ofu6cy	integer	2017 Female householder, no husband: Own children under 6 only
fam_cy_fc17ofbocy	integer	2017 Female householder, no husband: Own children under 6 and 6 to 17
fam_cy_fc18ofu6cy	integer	2017 Female householder, no husband: Own children 6 to 17 only
fam_cy_fc19ofnocy	integer	2017 Female householder, no husband: No own children under 18

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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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