Spectrum™ Technology Platform
Version 2019.1.0

GroundView®: Family

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1 - Introduction

In this section

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
pbkey	char (17)	pbKey™ unique identifier
bkg_key	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**.

    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 December 2019 vintage, except Business Summary and Consumer Vitality which require Address Fabric July 2018 vintage.

2 - Data Layouts

In this section

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 **Note:** 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_fc03hwu62k	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_fc18ofo62k	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 **Note:** 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_fc04hwboby	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_fc18ofo6by	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 **Note:** 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_nfhcy	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_fc04hwbocy	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_fc18ofo6cy	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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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**

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