

U.S. Demographic & Business Summary Data

2016

Release Notes

This document contains information about the 2016 release.
Complete documentation is located at [our support site](#).

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Summary

Pitney Bowes 2016 and 2021 demographic estimates and projections data for the United States and Puerto Rico is an accurate, current and comprehensive data product containing more than 8,200 variables across multiple layers of geography including United States Postal Service (USPS) ZIP codes and census block groups. Current year estimates and five-year projections were produced using data-driven, innovative and reliable methodologies by a team of demographers, statisticians and geographers with extensive industry experience. Estimates and projections have a July 1, 2016 and July 1, 2021 reference date, respectively. To facilitate ease-of-use, the data are available in multiple, stand-alone file formats that are compatible with Pitney Bowes software including MapInfo Professional® and Spectrum®. Pitney Bowes data are used to understand, estimate, project, compare and differentiate the demographic, economic, geographic and business characteristics of markets – including customized trade areas.

Benefits

Pitney Bowes data allow businesses and governments to effectively:

- Understand the size and composition of markets – across time and space
- Identify and understand trade areas as part of strategic planning
- Determine where and when to target expansion or divestment
- Create customized marketing initiatives based on demographic characteristics
- Combine data to improve decision making capacity using geographically-driven, data-linkage techniques
- Leverage Pitney Bowes data and software to enhance, analyze and visualize data

Features

The data include:

- 2016 Pitney Bowes Estimates (CY) – Current estimates of population, households and their demographic and economic characteristics. Source: Pitney Bowes, Gadberry (MicroBuild).
- 2021 Pitney Bowes Projections (5Y) – Five-year projections of population, households and their demographic and economic characteristics. Source: Pitney Bowes.
- 2010 Census (BY) – Census 2010 (BY) data from Summary File 1 (SF1) provide the most detailed information from the census questionnaire that was distributed to all housing units. Source: U.S. Census Bureau.
- 2010 American Community Survey Enhanced (BY) – Selected data from the 5-year American Community Survey (ACS; 2008-2012). The ACS is the largest household survey in the federal statistical system. Geo-statistical algorithms were applied to small-area, public-use ACS estimates - and distributed to 2010 Census counts - to enhance survey accuracy. Source: U.S. Census Bureau; Pitney Bowes.
- 2000 Census (2K) – Selected Census 2000 data – from both the short- and long-form – available in current geography. Source: U.S. Census Bureau; Pitney Bowes.
- 2016 Consumer Expenditure Potential (CY) and 2021 Consumer Expenditure Potential (5Y) - provides estimates and projections of aggregate household expenditures for consumer goods including food, automobiles and insurance. Source: U.S. Bureau of Labor Statistics; Pitney Bowes
- 2016 Business Summary Data (CY) – Based on about fourteen million businesses whose addresses were geocoded to the roof-top and street-address, business summary data provides – by NAICS and SIC industrial classifications - counts of business establishments, employment, occupation, payroll, and retail sales for USPS ZIP codes, Designated Market Areas (DMAs) and standard census geographies. Source: Pitney Bowes; GeoResults.

What's New

- Accurate data is critical for effective planning and strategic decision making. Pitney Bowes demographic estimates and projections for 2016 and 2021 are based on the most current and accurate input data using reliable and proprietary methodologies.
- Current geography is essential for timely, relevant analysis. Pitney Bowes data are based on the most up-to-date roster of geographical boundaries and definitions:
 - The boundaries between Martin County, Florida (12085) and St. Lucie County (12111) have been updated to reflect area being moved from St. Lucie to Martin County. Modifications have been made to two BG boundaries in Florida, BG 120850003001 and BG 121113819005, to align with the

boundary and demographic data as published by the U.S. Census Bureau.

- Shannon County, South Dakota (46113) changed name and code to Oglala Lakota County (46102). This change impacts 9 BGs, 3 CTs, and 3 MCDs codes.
- The number of variables in the 2016 Consumer Expenditure Potential estimates have been significantly expanded and new nomenclature has been adopted to encapsulate expenditure sub-category hierarchy within fieldnames.

Vintage Information

Number of Records by Geographic Layers

The following tables describes the number of records for the United States, Puerto Rico and by total within each geographic layer for which the variables are provided.

Code	United States Geographic Layer	United States Records	Puerto Rico Geographic Layer	Puerto Rico Records	Total Records	Source/Vintage
BG	Block Group, Census Block Groups	217,740	Census Block Groups	2,594	220,334	TomTom, MultiNet NAM 2016.03
CBSA	Core Based Statistical Area, CB (OMB 2013)	917	Core Based Statistical Area	12	929	TomTom, MultiNet NAM 2016.03
CO	County (or equivalent)	3,142	Municipio, PR county equivalent units	78	3,220	TomTom, MultiNet NAM 2016.03
CT	Census Tract	73,057	Census Tract	945	74,002	TomTom, MultiNet NAM 2016.03
DMA	Designated Market Area, Nielsen TV Penetration Area	211	Puerto Rico	0	211	Nielsen, 2015-16; PB 2016.03
MCD	Minor Civil Division (or equivalent)	35,704	Barrio, Pueblo PR primary sub- county units	939	36,643	TomTom, MultiNet NAM 2016.03
PL	Place, Census Place and equivalents	29,259	Zona Urbana or Comunidad	253	29,512	TomTom, MultiNet NAM 2016.03
ST	State (includes Washington, DC)	51	Commonwealth of Puerto Rico	1	52	TomTom, MultiNet NAM 2016.03
USA	National, United States of America	1	Puerto Rico	0	1	TomTom, MultiNet NAM 2016.03
ZIP	ZIP Code, USPS ZIP codes (polygons and rural postal points (RPO))	41,081	USPS ZIP codes (polygons and rural postal points (RPO))	176	41,257	TomTom, MultiNet NAM 2016.03
ZPLY	ZIP Code, USPS ZIP codes (polygons only)	30,571	USPS ZIP codes (polygons only)	119	30,690	TomTom, MultiNet NAM 2016.03

** CBSA boundary reflects the latest OMB definition (February 2013) which is aligned with the 2010 Census. The U.S. Census Bureau's published data for CBSA is on an older Census 2000 based definition for which caution is advised when comparing Pitney Bowes' Base Year (BY) data to the U.S. Census Bureau's data.

Data Bundles

Data Bundles and Variable Counts (number of variables per bundle by reference year)	2K	BY	CY	5Y
Total Unique (non-duplicated) Census and Census Based Variables	1,632	1,639	1,845	885
GroundView®: Population Bundle	349	350	366	103
GroundView®: Population by Race Bundle	501	501	698	483
GroundView®: Population by Hispanic/Not Hispanic Bundle	166	166	166	138
GroundView®: Family Bundle	56	58	58	
GroundView®: Housing Bundle	278	281	272	
GroundView®: Socio-Economic Bundle	128	128	130	
GroundView®: Household Income Bundle	172	173	173	173
GroundView®: Update Profile Bundle	2	2	183	2
Total Unique (non-duplicated) Non-Census Based Variables			1,481	806
GroundView®: Household Financial Assets and Wealth Bundle			27	27
GroundView®: Consumer Expenditure Potential Bundle			751	751
GroundView®: Retail Sales Potential Bundle			37	37
GroundView®: Business Summary - NAICS Bundle & SIC Bundle			675	

Conclusion

Additional documentation on this product can be found in the Product Guide -- **US Demographic & Business Summary Data (2016 Update)** and the Variable list -- [USDemographic&BusinessSummaryData2016_variables.xls](#).