

# GroundView<sup>®</sup>: Settlement Spaces

Version 2019.06.0

GeoEnrichment



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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.

## Installation

For installation, the data is supplied as pipe delimited ( | ) text files (.TXT). To Install the data products:

1. Download the data 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 .txt file.
4. Once unzipped, the data can be loaded into a database, or any Spatial Software such as MapInfo Professional and Spectrum Technology Platform of Pitney Bowes Software for further use.

For more information on using Pitney Bowes tools please visit

[mapinfo product support](#) for MapInfo Professional

[support.pb.com/spectrum](#) for Spectrum

## Address Fabric Version Compatibility

These databases are compatible with Address Fabric July 2019 vintage, except Business Summary and Consumer Vitality which require Address Fabric April 2019 vintage.

# 2 - Data Layouts

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# GroundView®: Settlement Spaces

## Settlement Space

Field Name	Field Type	Description
PBKEY	char(17)	A unique address identifier that is returned when an address match is made using the Master Location Dataset
CODE	char(12)	2017 Geography Code
SETTLEMENT_SPACE	integer	Settlement Space Code
HHDSCY	integer	2017 Estimated Households
TOTPOPCY	integer	2017 Total Population
ADULTCY	integer	2017 Total Adult Population
ADUMALECY	integer	2017 Total Adult Male Population
ADUFEMALECY	integer	2017 Total Adult Female Population

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Email - [pbs\\_fulfillment@pb.com](mailto:pbs_fulfillment@pb.com) for issues related to order fulfillment

## *Technical Support*

- Visit: <https://www.pitneybowes.com/us/support.html>

## *Global Contact*

For global contacts information on different software solution products kindly visit the link shared below:

<https://www.pitneybowes.com/us/contact-dcs.html>



3001 Summer Street  
Stamford CT 06926-0700  
USA

[www.pitneybowes.com](http://www.pitneybowes.com)