# pitney bowes

# GeoEnrichment Data
Version 2019.05.0

# Release Notes

This document contains information about GeoEnrichment Data 2019.05.0. Premium Tax data is refreshed monthly on the basis of data availability and all other Geoenrichment products are updated quarterly. Please see the data vintage section for the right version of the product available. You have access only to the modules you have licensed. To evaluate any other modules, please contact your Pitney Bowes account executive for a trial license key.

## Contents:

# Product Overview

GeoEnrichment data products use United States Address Fabric and location data in a pre-processed .txt or H2DB file. These datasets enrich locations with variables such as crime, wildfire, population, household finances, and property information. This eliminates the need for spatial processing to get precise location information about an address.

Following is the list of variants for GeoEnrichment Data Products:

**Risk Data**

- Crime
- Distance to Coast
- Earthquake
- Flood Risk
- Historical Weather Risk
- Premium Tax
- Property Fire Protection
- Wildfire

**Demographics Data**

- GroundView®: Business Summary - NAICS & SIC
- GroundView®: Consumer Expenditure Potential
- GroundView®: Consumer Vitality
- GroundView®: Family
- GroundView®: Household Financial Assets and Wealth
- GroundView®: Household Income
- GroundView®: Housing
- GroundView®: Population
- GroundView®: Population by Hispanic/Non-Hispanic
- GroundView®: Population by Race
- GroundView®: Retail Sales Potential
- GroundView®: Settlement Spaces
- GroundView®: Socio-Economic
- GroundView®: Update Profile

**Boundaries Lookup**

GeoEnrichment Boundaries Lookup is a GeoEnrichment dataset associating Pitney Bowes proprietary unique and persistent identifier, pbKey, to Boundary IDs and Boundary Names. This dataset is created by using Pitney Bowes Location Intelligence software to associate our best in class Location Intelligence boundary data to our United States Address Fabric Data, which is the most

comprehensive address dataset on the market. GeoEnrichment Boundaries Lookup is provided in a database loadable or text formats for easy integration into a variety of systems. It can be used within GIS, BI, and other database systems like Spectrum.

GeoEnrichment Boundaries Lookup is available as a complete file, or as individual files delivered in conjunction with the following Pitney Bowes World Boundaries products for United States:

- Boundaries Lookup Table
- Census (Census Boundaries)
- Neighborhoods (Nbrs)
- Residential Neighborhoods (Residential Nbrs)
- Metros (Metro Areas)
- DMAs (Designated Market Areas)
- Carrier Routes
- Time Zones
- Schools
- Colleges
- 5-Digit Zip Codes
- Congressional Districts

**Demographics - Cameo**

US GeoDemographics is a GeoEnrichment dataset that provides details about the full range of fields available in **Cameo USA Classification** and the **Cameo USA Analysis** data suite.

The **Cameo USA Classification** suite seggregates American households into 58 categories, organized into 10 groups based on key demographic and socio-economic characteristics. The **Cameo USA Analysis** provides additional insights for two core variables:

- Presence of Children
- Financial Stress

# Data Vintage

> **Note:** This release contains updated data for Premium Tax from the GeoEnrichment: Risk Data.

**Table 1: GeoEnrichment: Risk and Demographics Data**

| Product | Version | Compatible with Address Fabric Dataset Versions |
|---|---|---|
| GeoEnrichment: Risk Data<br><br>• Crime<br>• Distance to Coast<br>• Earthquake<br>• Flood<br>• Historical Weather Risk<br>• Premium Tax<br>• Property Fire Protection<br>• Wildfire | 2018.12.0 for Crime Index<br><br>2019.05.0 for Premium Tax<br><br>2019.03.0 for others | 2018.07.0 for Crime Index<br><br>2019.01.0 for others |
| GeoEnrichment: Demographics Data<br><br>• GroundView®: Business Summary<br>• GroundView®: Consumer Expenditure Potential<br>• GroundView®: Consumer Vitality<br>• GroundView®: Family<br>• GroundView®: Household Financial Assets and Wealth<br>• GroundView®: Household Income<br>• GroundView®: Housing<br>• GroundView®: Population<br>• GroundView®: Population by Hispanic/Non-Hispanic<br>• GroundView®: Population by Race<br>• GroundView®: Retail Sales Potential<br>• GroundView®: Settlement Spaces<br>• GroundView®: Socio-Economic<br>• GroundView®: Update Profile | 2018.09.0 for Business Summary and Consumer Vitality<br><br>2019.03.0 for others | 2018.07.0 for Business Summary and Consumer Vitality<br><br>2019.01.0 for others |
| GeoEnrichment: Demographics - Cameo | 2018.09.0 | 2018.07.0 |
| GeoEnrichment: Boundaries Lookup | 2019.03.0 | 2019.01.0 |

# Records Count

**Table 2: Counts Table**

| Product | Total Records | Data Vintage |
|---|---:|---:|
| **GeoEnrichment: Risk Data** | | |
| Crime | 187,423,912 | 2018.12.0 |
| Distance to Coast | 154,545,955 | 2019.03.0 |
| Earthquake | 188,278,256 | 2019.03.0 |
| Flood | 189,029,681 | 2019.03.0 |
| Historical Weather | 186,933,305 | 2019.03.0 |
| Premium Tax | 47,389,819 | 2019.05.0 |
| Premium Tax multiple districts output | 7,045,110 | 2019.05.0 |
| Property Fire Protection | 188,008,907 | 2019.03.0 |
| Wildfire | 188,290,292 | 2019.03.0 |

| Product | Total Records | Data Vintage |
|---|---|---|
| **GeoEnrichment: Demographics Data**<br><br>• GroundView®: Business Summary*<br>• GroundView®: Consumer Expenditure Potential<br>• GroundView®: Consumer Vitality*<br>• GroundView®: Family<br>• GroundView®: Household Financial Assets and Wealth<br>• GroundView®: Household Income<br>• GroundView®: Housing<br>• GroundView®: Population<br>• GroundView®: Population by Hispanic NonHispanic<br>• GroundView®: Population by Race<br>• GroundView®: Retail Sales Potential<br>• GroundView®: Settlement Spaces<br>• GroundView®: Socio-Economic<br>• GroundView®: Update Profile | 189,007,835 | 2019.03.0 |

*Total counts of Demographics data does not include these two datasets and the latest dataset available for the GroundView®: Business Summary is of 2018.12.0.

### Table 3: US GeoDemographics

| Country | Country Code | Counts | Data Vintage |
|---|---|---|---|
| United States of America | USA | 187,406,051 | 2018.09.0 |

### Table 4: GeoEnrichment Boundaries Lookup Individual Boundary Counts

| LI Boundary | Counts | Data Vintage |
|---|---|---|
| Carrier Routes | 188,962,452 | 2019.03.0 |
| Colleges | 573,700 | 2019.03.0 |
| Congressional Districts | 187,864,574 | 2019.03.0 |
| DMAs | 188,270,611 | 2019.03.0 |
| Metros | 128,613,770 | 2019.03.0 |

| LI Boundary | Counts | Data Vintage |
|---|---:|---:|
| NBRs | 100,278,534 | 2019.03.0 |
| Residential NBRs | 72,624,186 | 2019.03.0 |
| Schools | 639,146,492 | 2019.03.0 |
| Census | 189,027,939 | 2019.03.0 |
| Time Zones | 189,029,679 | 2019.03.0 |
| US-5 Digit Zips | 189,022,664 | 2019.03.0 |

**Table 5: GeoEnrichment Boundaries Lookup Total Counts**

| GeoEnrichment Boundaries Lookup | Counts | Data Vintage |
|---|---:|---:|
| GeoEnrichment_Boundaries_Lookup.txt | 639,913,872 | 2019.03.0 |

# Change Log

Refer to the product section below to know more about the changes implemented in the current release.

## Risk Data

**Premium Tax**

• Tax codes added in this release:

| State_Abbr | Dist_Name | Tax_Code | Fips_Code |
|---|---|---|---|
| KY | FULTON | 1037 | 29566 |
| | JESSAMINE COUNTY | 1036 | 113 |
| | KNOTT COUNTY | 1028 | 119 |
| | NICHOLAS COUNTY | 1038 | 181 |

• Tax codes modified in this release:

| State_Abbr | Dist_Name | Tax_Code | Fips_Code |
|---|---|---|---|
| KY | ANCHORAGE | 0124 | 01504 |
| | AUGUSTA | 0030 | 02674 |
| | BERRY | 0249 | 05968 |
| | BRANDENBURG | 0132 | 09226 |
| | CATLETTSBURG | 0040 | 13420 |
| | FLOYD COUNTY | 1029 | 071 |
| | HOPKINS COUNTY | 0903 | 107 |
| | LUDLOW | 0079 | 48378 |
| | MURRAY | 0024 | 54642 |
| | NICHOLASVILLE | 0025 | 56136 |
| | PRESTONSBURG | 0097 | 62940 |
| | ST. CHARLES | 0462 | 67710 |
| | WEST BUECHEL | 0227 | 81624 |
| | WHITE PLAINS | 0425 | 82722 |
| | VICCO | 0413 | 79590 |

# Known Issues

The following are known issues with the release of GeoEnrichment datasets:

## Demographics Data

- Demographics data is not available for Virgin Islands

## Risk Data

**Earthquake:**

- If the closest fault doesn't fall within 500 miles then **EQF_Dist** field displays "-999999.0" as default value
- Earthquake data is not available for Puerto Rico and Virgin Islands.

**WildFire**

- If the closest high riskdesc areas doesn't fall within 1mile than the **DistHigh** field displays values -999999.0 for PBKEYs
- Wildfire Risk data is not available for Puerto Rico and Virgin Islands.

**Property Fire Protection**

- Fire Protection data is not available for Puerto Rico and Virgin Islands
- Few of the fields or product columns that do not have value for PBKey, those fields display -999999.0 as field value.

## Demographics - Cameo

There are no known issues for Demographics - Cameo in this release.

## GeoEnrichment Boundaries Lookup

There are no known issues for GeoEnrichment Boundaries Lookup in this release.

# Getting Support

If you have any questions or concerns, you may contact our support or fulfillment team directly by phone or email:

Software Support - 1.800.367.6950

Email - **software.support@pb.com**

Email - **pbs_fulfillment@pb.com** for issues related to order fulfillment

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