

GeoEnrichment Data

Version 2019.06.0

Release Notes

This document contains information about GeoEnrichment Data 2019.06.0. Premium Tax data is refreshed on a monthly basis and rest other Geoenrichment products updates quarterly, depending on the data availability. 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.

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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 segregates 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 <ul style="list-style-type: none"> • Crime • Distance to Coast • Earthquake • Flood • Historical Weather Risk • Premium Tax • Property Fire Protection • Wildfire 	2018.12.0 for Crime Index 2019.06.0 for Premium Tax 2019.03.0 for others	2018.07.0 for Crime Index 2018.04.0 for Premium Tax 2019.01.0 for others
GeoEnrichment: Demographics Data <ul style="list-style-type: none"> • GroundView®: Business Summary • 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 	2018.09.0 for Business Summary and Consumer Vitality 2019.03.0 for others	2018.07.0 for Business Summary and Consumer Vitality 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	47,610,040	2019.06.0
Premium Tax multiple districts output	7,076,505	2019.06.0
Property Fire Protection	188,008,907	2019.03.0
Wildfire	188,290,292	2019.03.0

Product	Total Records	Data Vintage
GeoEnrichment: Demographics Data <ul style="list-style-type: none"> • GroundView®: Business Summary* • 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 NonHispanic • GroundView®: Population by Race • GroundView®: Retail Sales Potential • GroundView®: Settlement Spaces • GroundView®: Socio-Economic • 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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