



# US Groundview - Update Profile for Data Enhancement (2013 Update)

## Release Notes

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September, 2013

## Summary

The “Update Profile for Data Enhancement” DLD file contains a set of key demographic estimates and summary statistics from Pitney Bowes Software’s US Groundview 2013 data sets. This set of annually updated Demographic Estimates variables is available at the Census 2010 Block Group level. Demographic Estimates provides a snapshot of the characteristics of people/households within an area, which is helpful for target marketing and other location-aware applications.

## Benefits

These data provide an understanding of the contextual demographics for neighborhoods and small areas. Customer data can be enriched by appending key demographic variables from the Update Profile to geocoded addresses. This provides our customers with the ability to more easily perform demographic analysis of their customer data –adding value through increased insight into their customers and thus increased confidence in their decision-making process.

## Features

Variable groups in the demographic data set include the following, presented as percentages with base totals, along with selected medians and averages: Sex by Age (Population/Male/Female), Race, Hispanic or Latino, Marital Status, Means of Transportation to Work, Travel Time to Work, Industry, Occupation, Households, Population in Households, Group Quarters Population, Household Size, Tenure, Race of Householder, Hispanic or Latino Origin of Householder, Occupied Units in Structure, House Heating Fuel, Vehicles Available, Contract Rent, Home Value, Age of Householder, and Household Income.

## What's New

Pitney Bowes Software has extracted a subset of US Groundview data, mostly current year estimate variables. These data have been formatted into a DLD file, and offered as a new product for Address Broker and Centrus Desktop licensees of Demographics functionality.

The Pitney Bowes United States Update Profile contains a selection of current year estimate variables from the larger Estimates and Projections data suite. Differing in format from the larger release, these variables are percentages where applicable. Demographic base variables, such as total population and households, are included, as well as characteristics of population (i.e. age and sex composition) and households (i.e. household income). These variables were "updated" using the 2010 U.S. Census values, via the processes described in the Methodology Statement found in the US Groundview User Guide.