



U.S. Demographic & Business Summary Data 2013 Update

Release Notes

Summary

The Pitney Bowes Software's U.S. Demographic Data for the United States and Puerto Rico represents an updated comprehensive set of over 7,000 variables, provided for 11 layers of geography (nine for Puerto Rico) including block groups, census tracts, and USPS Zip Codes®. All fields in the Estimates and Projections (E&P) database are updated annually to the current year, and most are projected out five years. Estimates of total population and total households are developed according to time-tested traditional and innovative methodologies. Change in total population and total households reflect patterns of growth and decline across geographic areas. Other variables describe characteristics of the population (for example, age structure) as well as characteristics of households (for example, income and expenditures). In general, the demographic data are available through Pitney Bowes Software platforms, such as *AnySite*® for example, which provide users with an automated reporting and analytical environment. The databases are also available as stand-alone data sets for use in other software, including MapInfo Professional.

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Benefits

A key feature of this data is the structuring of the database to facilitate demographic trend analysis for most variables. That is, users can now compare Census 2000 data to Census 2010 data for most demographic variables on comparable geographic boundaries. Also, current year (2013) and projected year (2018) variables are aligned to the census data so that users can compare the 10-year decennial trend to the updated current year to 5-year projection trend.

Features

The data components include:

1. 2010 Census Data – Selected 2010 Census variables from Summary File 1 (SF1). This data is based on the short-form census questionnaire distributed to 100 percent of housing units. Source: U.S. Bureau of the Census.
2. 2000 Census Data – Selected 2000 Census data variables “walked forward” from 2000 Census-based geography to new Census 2010 geographic boundaries and rosters. Extensive short-form (SF1) and long-form (SF3) data are included. Source: U.S. Bureau of the Census.

3. Enhanced 2010 American Community Survey – Selected variables from the latest five-year (2007-2011) American Community Survey, in lieu of the discontinued census long-form data. Statistical quality assurance and focused imputation was applied in areas of sparse data. The ACS “enhanced” data was “normalized” to 2010 Census counts for population and households such that the results are consistent with the 2010 Census 100 percent counts. Source: U.S. Bureau of the Census, with enhancements by Pitney Bowes Software.
4. 2013 Demographic Estimates – These are current year demographic estimates. The content is based in part on updates to 2010 Census SF1 variables as well as updates to the 2010 normalized American Community Survey variables. Source: Pitney Bowes Software.
5. 2018 Demographic Projections – These are five-year projected demographic variables. The content is based in part on projections of 2010 Census SF1 variables as well as projections of normalized American Community Survey variables. Source: Pitney Bowes Software.
6. **Updated** Puerto Rico Data – All variables are available for Puerto Rico in the 2000 Census data, the 2010 Census data (SF1), and the Enhanced 2010 American Community Survey data, in this case from the comparable Puerto Rico Community Survey. Most but not all variables in the Estimates & Projections data are available for Puerto Rico, representing a substantial expansion of Pitney Bowes Software’s demographic data for Puerto Rico. Source: U.S. Bureau of the Census, with enhancements by Pitney Bowes Software.
7. **Updated** Business Summary Data – Pitney Bowes Software’s Business Summary database contains aggregations of business establishments, employment, occupation, payroll, and retail sales for all standard census geography levels, as well as for ZIP Codes and Designated Market Areas. Nearly 14 million businesses are geocoded to their street address. Business industrial classifications – both SIC and NAICS – are summarized along with employee counts, occupational groups, payroll estimates, and retail sales estimates at the census block group level. Source: Pitney Bowes Software.

What’s New

The 2013 update to Pitney Bowes Software’s GroundView® U.S. Demographic & Business Summary Data includes Census 2010 data, American Community Survey data, updated Estimates & Projections, as well as comparable Census 2000 data on new 2010 boundaries and geographic rosters. Several new variable sets have been added including such topics as “Year Structure Built” and “Year Moved In” by tenure classes. Also, current year family and household type variables have been added to the Family Bundle.

Vintage Information

Number of Records by Geographic Layers

The following table describes the number of records within each geographic layer for which the variables are provided:

Geographic Layer	Source/Vintage	Number of Records
National	TomTom, Multinet NAM 2013.03	1
State (includes DC)	TomTom, Multinet NAM 2013.03	51
Designated Market Areas (DMAs)	Nielsen, 2012-2013, PBS 2013.03	211
Core Based Statistical Area	TomTom, Multinet NAM 2013.03	942
County (or equivalent)	TomTom, Multinet NAM 2013.03	3,143
ZIP code (polygons only)	TomTom, Multinet NAM 2013.03	30,334
ZIP code (polygons and RPO points)	TomTom, Multinet NAM 2013.03	41,172

Geographic Layer	Source/Vintage	Number of Records
Place	TomTom, Multinet NAM 2013.03	29,263
Minor Civil Division (or equivalent)	TomTom, Multinet NAM 2013.03	35,656
Census Tract	TomTom, Multinet NAM 2013.03	72,852
Block Groups	TomTom, Multinet NAM 2013.03	217,430

Data Bundles

Data Bundles and Variable Counts (number of variables per bundle by ref. year)	2K	BY	CY	5Y
Populations Bundle	243	244	178	103
Populations by Race Bundle, Set#1	207	207	207	207
Populations by Race Bundle, Set#2	156	156	156	138
Populations by Race Bundle, Set#3	138	138	138	138
Populations by Hispanic/Not Hispanic Bundle	166	166	166	138
Family Bundle	56	58	58	
Housing Bundle	239	242	233	
Socio-Economic Bundle	105	105	107	
Household Income Bundle	172	173	173	173
Household Financial Asset & Wealth Bundle			27	27
Customer Expenditure Potential Bundle, Set#1			192	192
Customer Expenditure Potential Bundle, Set#2			210	210
Customer Expenditure Potential Bundle, Set#3			190	190
Retail Sales Potential			37	37
Business Summary - NAICS Bundle			216	
Business Summary - SIC Bundle, Set#1			235	
Business Summary - SIC Bundle, Set#2			224	
TOTAL VARIABLES	1482	1489	2747	1553

Conclusion

Additional documentation on this product can be found in the User Guide -- US Demographic & Business Summary Data (2013 Update) and the Variable list -- USDemographic&BusinessSummaryData2013_variables in two MS Excel formats.