



U.S. Demographic & Business Summary Data 2014 Update

Release Notes

Summary

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August 2014

Pitney Bowes 2014 and 2019 demographic estimates and projections data for the United States and Puerto Rico is an accurate, current and comprehensive data product containing more than 7,000 variables across multiple layers of geography including United States Postal Service (USPS) ZIP codes and census block groups. Current year estimates and five-year projections were produced using data-driven, innovative and reliable methodologies by a team of demographers, economists, statisticians and geographers with extensive industry experience spanning nearly a century. Estimates and projections have a July 1, 2014 and July 1, 2019 reference date, respectively. Estimates and projections are based on current geographies. To facilitate ease-of-use, the data are available in multiple, stand-alone file formats that are compatible with Pitney Bowes software including MapInfo Professional® and AnySite®. Pitney Bowes data are used to understand, estimate, project, compare and differentiate the demographic, economic, geographic and business characteristics of markets – including customized trade areas.

Benefits

Pitney Bowes data allow businesses and governments to effectively:

- Understand the size and composition of markets – across time and space
- Identify and understand trade areas as part of strategic planning
- Determine where and when to target expansion or divestment
- Create customized marketing initiatives based on demographic characteristics
- Combine data to improve decision making capacity using geographically-driven, data-linkage techniques
- Leverage Pitney Bowes data and software to enhance, analyze and visualize data

Features

The data include:

- 2014 Pitney Bowes Estimates (CY) – Current estimates of population, households and their demographic and economic characteristics. Source: Pitney Bowes.
- 2019 Pitney Bowes Projections (5Y) – Five-year projections of population, households and their demographic and economic characteristics. Source: Pitney Bowes.
- 2010 Census (BY) – Census 2010 (BY) data from Summary File 1 (SF1) provide the most detailed information from the census questionnaire that was distributed to all housing units. Source: U.S. Census Bureau.
- 2010 American Community Survey Enhanced (BY) – Selected data from the most current 5-year American Community Survey (ACS; 2008-2012). The ACS is the largest household survey in the federal statistical system. Geo-statistical algorithms were applied to small-area, public-use ACS estimates - and distributed to 2010 Census counts - to enhance survey accuracy. Source: U.S. Census Bureau; Pitney Bowes.
- 2000 Census (2K) – Selected Census 2000 data – from both the short- and long-form – available in current geography. Source: U.S. Census Bureau; Pitney Bowes.
- 2014 Business Summary Data (CY) – Based on about fourteen million businesses whose addresses were geocoded to the roof-top and street-address, business summary data provides – by NAICS and SIC industrial classifications - counts of business establishments, employment, occupation, payroll, and retail sales for USPS ZIP codes, Designated Market Areas (DMAs) and standard census geographies. Source: Pitney Bowes; GeoResults.

What's New

- Accurate data is critical for effective planning and strategic decision making. Pitney Bowes demographic estimates and projections for 2014 and 2019 are based on the most current and accurate input data using reliable and proprietary methodologies.
- Current geography is essential for timely, relevant analysis. Pitney Bowes data are based on the most up-to-date roster of geographical boundaries and definitions.
- Understanding change over time is essential. Pitney Bowes enhanced the most recent ACS 5-Year data to provide users with an accurate 2010 baseline based on Census 2010.

Vintage Information

Number of Records by Geographic Layers

The following tables describes the number of records for the United States, Puerto Rico and by total within each geographic layer for which the variables are provided.

GroundView® Demographic Data

Code	United States Geographic Layer	United States Records	Puerto Rico Geographic Layer	Puerto Rico Records	Total Records	Source/Vintage
BG	Block Group, Census Block Groups	217,740	Census Block Groups	2,594	220,334	TomTom, MultiNet NAM 2014.03
CBSA	Core Based Statistical Area, CB (OMB 2013)	917	Core Based Statistical Area	12	929	TomTom, MultiNet NAM 2014.03
CO	County (or equivalent)	3,142	Municipio, PR county equivalent units	78	3,220	TomTom, MultiNet NAM 2014.03

Code	United States Geographic Layer	United States Records	Puerto Rico Geographic Layer	Puerto Rico Records	Total Records	Source/Vintage
CT	Census Tract	73,057	Census Tract	908	73,965	TomTom, MultiNet NAM 2014.03
DMA	Designated Market Area, Nielsen TV Penetration Area	211	Puerto Rico	0	211	Nielsen, 2013-14; PBS 2014.03
MCD	Minor Civil Division (or equivalent)	35,703	Barrio, Pueblo PR primary sub-county units	939	36,642	TomTom, MultiNet NAM 2014.03
PL	Place, Census Place and equivalents	29,259	Zona Urbana or Comunidad	253	29,512	TomTom, MultiNet NAM 2014.03
ST	State (includes Washington, DC)	51	Commonwealth of Puerto Rico	1	52	TomTom, MultiNet NAM 2014.03
USA	National, United States of America	1	Puerto Rico	0	1	TomTom, MultiNet NAM 2014.03
ZIP	ZIP Code, USPS ZIP codes (polygons and rural postal points (RPO))	41,156	USPS ZIP codes (polygons and rural postal points (RPO))	176	41,332	TomTom, MultiNet NAM 2014.03
ZPLY	ZIP Code, USPS ZIP codes (polygons only)	30,398	USPS ZIP codes (polygons only)	119	30,517	TomTom, MultiNet NAM 2014.03

GroundView® Business Summary Data

Code	United States Geographic Layer	United States Records	Source/Vintage
BG	Block Group, Census Block Groups	217,740	TomTom, MultiNet NAM 2014.03
CBSA	Core Based Statistical Area, CB (OMB 2013)	917	TomTom, MultiNet NAM 2014.03
CO	County (or equivalent)	3,142	TomTom, MultiNet NAM 2014.03
CT	Census Tract	73,057	TomTom, MultiNet NAM 2014.03
DMA	Designated Market Area, Nielsen TV Penetration Area	211	Nielsen, 2013-14; PBS 2014.03
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* County boundary change with Bedford County, Virginia (51019) adding the former independent city of Bedford (51515). The first five digits of the FIPS codes for Minor Civil Division, Census Tracts, and Block Groups were reassigned from 51515 to 51019.

** CBSA boundary reflects the latest OMB definition (February 2013) which is aligned with the 2010 Census. The U.S. Census Bureau's published data for CBSA is on an older Census 2000 based definition for which caution is advised when comparing Pitney Bowes' Base Year (BY) data to the U.S. Census Bureau's data.

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	1,482	1,489	2,747	1,553

Conclusion

Additional documentation on this product can be found in the User Guide -- US Demographic & Business Summary Data (2014 Update) and the Variable list -- USDemographic&BusinessSummaryData2014_variables in MS Excel format.