

Pitney Bowes® Context™ Demographics Product Guide

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1 – Overview

In this section

Introduction

Product Availability

Introduction

Pitney Bowes Context is a comprehensive suite of measured and modeled analytics within specific geographic boundaries, offering a unique view of the makeup, quality, and influence of an area.

Context Demographics provides data from the 2010 US Census SF1 and the 2015 American Community Survey (ACS) five-year summary that are aggregated and projected onto Pitney Bowes polygons. This large-volume dataset is divided into the following files:

- Households
- Population
- Property.

Context Demographics Households contains household profiles created from 115 factors including ethnicity, family/non-family, total income, and language spoken.

Context Demographics Population contains population profiles created from 170 factors, including ethnicity, education, employment field, occupation type, and method of travel to work.

Context Demographics Property contains homeowner/renter profiles created from 103 factors about homeowners, renters, housing units, mortgages, rents, expenses, and vehicles.

Product Availability

Context Demographics data is available with the following Pitney Bowes polygon products:

- Carrier Route Boundaries
- Census Places (IPs/CDPs)
- Minor Civil Divisions (MCDs)
- Neighborhood Boundaries
- +Residential Boundaries
- School Attendance Zone Boundaries
- School District Boundaries
- ZIP Code Boundaries

Demographic data and geographies are linked by IDs. A universal Context ID links to a polygon ID. The following table shows how these IDs map to each other:

| Context ID | Polygon ID | Polygon Product File |
|---------------|---------------|----------------------------|
| MID | ZIPCRID | Carrier Route Boundaries |
| MID | PLCIDFP | Census Places |
| MID | COSBIDFP | Minor Civil Divisions |
| MID or OBJ_ID | NID or OBJ_ID | Neighborhood Boundaries |
| MID or OBJ_ID | NID or OBJ_ID | +Residential Boundaries |
| MID | MX_ID | School Attendance Zones |
| MID | MX_ID | School District Boundaries |
| MID | ZIP | ZIP Code Boundaries |

2 – Getting Started

In this section

Creating General Statistics

Categories of Interest

Context Demographic Consolidation Data Mapping

Creating General Statistics

Context Demographics has contains nearly 300 different statistics. Some customers may find that this is more information than they require. We've provided this guide on how to combine, or "roll up" selected individual statistics into 61 more-general statistics. The following statistics are not included because they can't be rolled up without losing most, if not all, of their meaning:

- Commute time
- Employment by industry
- Housing cost
- Occupation
- Transportation.

This section is intended as a general guide for consolidating the data into the core statistics listed in the next section. Please note that this is not a comprehensive list of statistics in Context Demographics.

Categories of Interest

Population

- Population by Race/Ethnicity
- Population by Sex
- Population by Age Group
- Population by Education

Family Characteristics

- Households by Income
- Households by Language Spoken

Homeowners by Age

- Housing Occupancy
- Burdened Renters
- Burdened Owners

Context Demographic Consolidation Data Mapping

| Category | General Census Demographic Statistics | Context Table | How to Derive from Context Fields |
|------------------------------|---|---------------|-----------------------------------|
| Population | pop_total | Population | pp_total |
| Population by Race/Ethnicity | pop_white | Population | pp_wt_n_hs + pp_wt_hs |
| Population by Race/Ethnicity | pop_black | Population | pp_bk_n_hs + pp_bk_hs |
| Population by Race/Ethnicity | pop_am_indian_ak_native | Population | pp_ak_n_hs + pp_ak_hs |
| Population by Race/Ethnicity | pop_asian | Population | pp_as_n_hs + pp_as_hs |
| Population by Race/Ethnicity | pop_native_hi_pac_islander | Population | pp_pi_n_hs + pp_pi_hs |
| Population by Race/Ethnicity | pop_other_race | Population | pp_or_n_hs + pp_or_hs |
| Population by Race/Ethnicity | pop_two_or_more_race | Population | pp_2r_n_hs + pp_2r_hs |
| Population by Sex | pop_male | Population | pp_male |
| Population by Sex | pop_female | Population | pp_female |
| Population by Age Group | pop_14_and_under | Population | pp_under5 + pp_5_9 + pp_10_14 |
| Population by Age Group | pop_15_19 | Population | pp_15_19 |
| Population by Age Group | pop_20_24 | Population | pp_20_24 |
| Population by Age Group | pop_25_44 | Population | pp_25_34 + pp_35_44 |
| Population by Age Group | pop_45_64 | Population | pp_45_54 + pp_55_64 |
| Population by Age Group | pop_65_84 | Population | pp_65_74 + pp_75_84 |
| Population by Age Group | pop_85_over | Population | pp_85_over |
| Population by Education | educ_25_year_over_less_than_hs_diploma_or_ged | Population | ed_25p_nhs + ed_25p_shs |
| Population by Education | educ_25_year_over_graduated_hs_or_ged | Population | ed_25p_hsd |

| Category | General Census Demographic Statistics | Context Table | How to Derive from Context Fields |
|-------------------------|--|---------------|--|
| Population by Education | educ_25_year_over_some_college_no_degree | Population | ed_25p_scl |
| Population by Education | educ_25_year_over_associates | Population | ed_25p_asd |
| Population by Education | educ_25_year_over_bachelors | Population | ed_25p_bcd |
| Population by Education | educ_25_year_over_masters | Population | ed_25p_msd |
| Population by Education | educ_25_year_over_professional | Population | ed_25p_pfd |
| Population by Education | educ_25_year_over_doctorate | Population | ed_25p_drd |
| Family Characteristics | fam_children_under6_only | Households | fmhwc_u6 + fmnwoc_u6 + ffnhoc_u6 |
| Family Characteristics | fam_children_under6_and_6_17 | Households | fmhwc_0_17 + fmnwoc_0_17 + ffnhoc_0_17 |
| Family Characteristics | fam_children_6_17_only | Households | fmhwc_6_17 + fmnwoc_6_17 + ffnhoc_6_17 |
| Households by Income | hh_income_under_14999 | Households | iu25_u10k + iu25_u15k + iu44_u10k + iu44_u15k + iu64_u10k + iu64_u15k + io65_u10k + io65_u15k |
| Households by Income | hh_income_15000_19999 | Households | iu25_u20k + iu44_u20k + iu64_u20k + io65_u20k |
| Households by Income | hh_income_20000_24999 | Households | iu25_u25k + iu44_u25k + iu64_u25k + io65_u25k |
| Households by Income | hh_income_25000_29999 | Households | iu25_u30k + iu44_u30k + iu64_u30k + io65_u30k |
| Households by Income | hh_income_30000_34999 | Households | iu25_u35k + iu44_u35k + iu64_u35k + io65_u35k |
| Households by Income | hh_income_35000_39999 | Households | iu25_u40k + iu44_u40k + iu64_u40k + io65_u40k |
| Households by Income | hh_income_40000_44999 | Households | iu25_u45k + iu44_u45k + iu64_u45k + io65_u45k |
| Households by Income | hh_income_45000_49999 | Households | iu25_u50k + iu44_u50k + iu64_u50k + io65_u50k |
| Households by Income | hh_income_50000_59999 | Households | iu25_u60k + iu44_u60k + iu64_u60k + io65_u60k |
| Households by Income | hh_income_60000_74999 | Households | iu25_u75k + iu44_u75k + iu64_u75k + io65_u75k |

| Category | General Census Demographic Statistics | Context Table | How to Derive from Context Fields |
|---------------------------|---------------------------------------|---------------|---|
| Households by Income | hh_income_75000_99999 | Households | iu25_u100k + iu44_u100k + iu64_u100k + io65_u100k |
| Households by Income | hh_income_100000_124999 | Households | iu25_u125k + iu44_u125k + iu64_u125k + io65_u125k |
| Households by Income | hh_income_125000_149999 | Households | iu25_u150k + iu44_u150k + iu64_u150k + io65_u150k |
| Households by Income | hh_income_150000_199999 | Households | iu25_u200k + iu44_u200k + iu64_u200k + io65_u200k |
| Households by Income | hh_income_200000_over | Households | iu25_p200k + iu44_p200k + iu64_p200k + io65_p200k |
| Household Language Spoken | lang_home_english_only | Households | lng_hme_en |
| Household Language Spoken | lang_home_spanish_total | Households | lng_hme_sp |
| Household Language Spoken | lang_home_other_indo_euro | Households | lng_hme_ie |
| Household Language Spoken | lang_home_asian_pacific | Households | lng_hme_ap |
| Household Language Spoken | lang_home_other | Households | lng_hme_o |
| Homeowners by Age | homeowner_15_24 | Property | ho_15_24 |
| Homeowners by Age | homeowner_25_44 | Property | ho_25_34 + ho_35_44 |
| Homeowners by Age | homeowner_45_64 | Property | ho_45_54 + ho_55_64 |
| Homeowners by Age | homeowner_65_84 | Property | ho_65_74 + ho_75_84 |
| Homeowners by Age | homeowner_85_over | Property | ho_85_over |
| Housing Occupancy | housing_units_occupied | Property | hou_un_occ |
| Housing Occupancy | housing_units_vacant | Property | hou_un_vac |
| Housing Occupancy | housing_units_occupied_owned | Property | hou_un_own |

| Category | General Census Demographic Statistics | Context Table | How to Derive from Context Fields |
|-------------------|---------------------------------------|---------------|-----------------------------------|
| Housing Occupancy | housing_units_occupied_rented | Property | hou_un_ren |
| Housing Occupancy | vehicles_per_occupied_housing_unit | Property | vhc_pohu |
| Burdened Renters | renters_burdened | Property | rt_burd |
| Burdened Renters | renters_extremely_burdened | Property | rt_ex_burd |
| Burdened Owners | owners_burdened | Property | ownr_burd |

3 – Context Demographics Households

In this section

Format

Tile

Record Layout

Format

Context Demographics Households is delivered as a comma-separated values (.csv) file.

Tile

United States

Record Layout

| Seq. | Field | Type | Description |
|------|------------|----------|--|
| 01 | mid | CHAR (x) | Boundary ID - will vary by polygon product |
| 02 | hh_total | INTEGER | Total number of households |
| 03 | hh_wt_n_hs | INTEGER | Total number of Head of Households listed as White not Hispanic |
| 04 | hh_wt_hs | INTEGER | Total number of Head of Households listed as White Hispanic |
| 05 | hh_bk_n_hs | INTEGER | Total number of Head of Households listed as Black not Hispanic |
| 06 | hh_bk_hs | INTEGER | Total number of Head of Households listed as Black Hispanic |
| 07 | hh_ak_n_hs | INTEGER | Total number of Head of Households listed as American Indian/Alaska Native not Hispanic |
| 08 | hh_ak_hs | INTEGER | Total number of Head of Households listed as American Indian/Alaska Native Hispanic |
| 09 | hh_as_n_hs | INTEGER | Total number of Head of Households listed as Asian not Hispanic |
| 10 | hh_as_hs | INTEGER | Total number of Head of Households listed as Asian Hispanic |
| 11 | hh_pi_n_hs | INTEGER | Total number of Head of Households listed as Native Hawaiian/Pacific Islander not Hispanic |
| 12 | hh_pi_hs | INTEGER | Total number of Head of Households listed as Native Hawaiian/Pacific Islander Hispanic |
| 13 | hh_or_n_hs | INTEGER | Total number of Head of Households listed as Other Race not Hispanic |
| 14 | hh_or_hs | INTEGER | Total number of Head of Households listed as Other Race Hispanic |
| 15 | hh_2r_n_hs | INTEGER | Total number of Head of Households listed as two or more races not Hispanic |
| 16 | hh_2r_hs | INTEGER | Total number of Head of Households listed as two or more races Hispanic |
| 17 | hh_fam | INTEGER | Households comprised of a family (related) |
| 18 | hh_fam_2p | INTEGER | Households comprised of a family (related) consisting of 2 people |
| 19 | hh_fam_3p | INTEGER | Households comprised of a family (related) consisting of 3 people |
| 20 | hh_fam_4p | INTEGER | Households comprised of a family (related) consisting of 4 people |
| 21 | hh_fam_5p | INTEGER | Households comprised of a family (related) consisting of 5 people |
| 22 | hh_fam_6p | INTEGER | Households comprised of a family (related) consisting of 6 people |
| 23 | hh_fam_7mp | INTEGER | Households comprised of a family (related) consisting of 7 or more people |

| Seq. | Field | Type | Description |
|------|------------|---------|--|
| 24 | hh_nofam | INTEGER | Households comprised of non-related people |
| 25 | hh_nofam1 | INTEGER | Households comprised of non-related people consisting of 1 person |
| 26 | hh_nofam2 | INTEGER | Households comprised of non-related people consisting of 2 people |
| 27 | hh_nofam3 | INTEGER | Households comprised of non-related people consisting of 3 people |
| 28 | hh_nofam4 | INTEGER | Households comprised of non-related people consisting of 4 people |
| 29 | hh_nofam5 | INTEGER | Households comprised of non-related people consisting of 5 people |
| 30 | hh_nofam6 | INTEGER | Households comprised of non-related people consisting of 6 people |
| 31 | hh_nofam7p | INTEGER | Households comprised of non-related people consisting of 7 or more people |
| 32 | fm_total | INTEGER | Total number of families |
| 33 | fmhwc_u18 | INTEGER | Family consisting of a husband and wife with their own children who are under 18 years of age living at home |
| 34 | fmhwc_u6 | INTEGER | Family consisting of a husband and wife with at least one child of their own under 6 years of age living at home but no other children of their own between 6 and 17 years of age living at home |
| 35 | fmhwc_0_17 | INTEGER | Family consisting of a husband and wife with at least one child of their own under 6 years of age living at home <u>and</u> at least one child of their own between 6 and 17 years of age living at home |
| 36 | fmhwc_6_17 | INTEGER | Family consisting of a husband and wife with at least one child of their own between 6 and 17 years of age living at home but no other children of their own under 6 years of age living at home |
| 37 | fmhwnc_u18 | INTEGER | Family consisting of a husband and wife that have no children of their own under 18 years of age living at home |
| 38 | fmnwoc_u18 | INTEGER | Family consisting of a man with no wife with his own children who are under 18 years of age living at home |
| 39 | fmnwoc_u6 | INTEGER | Family consisting of a man with no wife with at least one child of his own under 6 years of age living at home but no other children of his own between 6 and 17 years of age living at home |
| 40 | fmnwoc0_17 | INTEGER | Family consisting of a man with no wife with at least one child of his own under 6 years of age living at home <u>and</u> at least one child of his own between 6 and 17 years of age living at home |
| 41 | fmnwoc6_17 | INTEGER | Family consisting of a man with no wife with at least one child of his own between 6 and 17 years of age living at home but no other children of his own under 6 years of age living at home |
| 42 | fmnwnocu18 | INTEGER | Family consisting of a man with no wife with no children of his own under 18 years of age living at home |
| 43 | ffnhoc_u18 | INTEGER | Family consisting of a woman with no husband with her own children who are under 18 years of age living at home |
| 44 | ffnhoc_u6 | INTEGER | Family consisting of a woman with no husband with at least one child of her own under 6 years of age living at home but no other children of her own between 6 and 17 years of age living at home |

| Seq. | Field | Type | Description |
|------|------------|---------|---|
| 45 | ffnhoc0_17 | INTEGER | Family consisting of a woman with no husband with at least one child of her own under 6 years of age living at home <u>and</u> at least one child of her own between 6 and 17 years of age living at home |
| 46 | ffnhoc6_17 | INTEGER | Family consisting of a woman with no husband with at least one child of her own between 6 and 17 years of age living at home but no other children of her own under 6 years of age living at home |
| 47 | ffnhnocu18 | INTEGER | Family consisting of a woman with no husband with no children of her own under 18 years of age living at home |
| 48 | iu25_u10k | INTEGER | Head of Household is under 25, income equals less than \$10000 |
| 49 | iu25_u15k | INTEGER | Head of Household is under 25, income equals between \$10000 and \$14999 |
| 50 | iu25_u20k | INTEGER | Head of Household is under 25, income equals between \$15000 and \$19999 |
| 51 | iu25_u25k | INTEGER | Head of Household is under 25, income equals between \$20000 and \$24999 |
| 52 | iu25_u30k | INTEGER | Head of Household is under 25, income equals between \$25000 and \$29999 |
| 53 | iu25_u35k | INTEGER | Head of Household is under 25, income equals between \$30000 and \$34999 |
| 54 | iu25_u40k | INTEGER | Head of Household is under 25, income equals between \$35000 and \$39999 |
| 55 | iu25_u45k | INTEGER | Head of Household is under 25, income equals between \$40000 and \$44999 |
| 56 | iu25_u50k | INTEGER | Head of Household is under 25, income equals between \$45000 and \$49999 |
| 57 | iu25_u60k | INTEGER | Head of Household is under 25, income equals between \$50000 and \$59999 |
| 58 | iu25_u75k | INTEGER | Head of Household is under 25, income equals between \$60000 and \$74999 |
| 59 | iu25_u100k | INTEGER | Head of Household is under 25, income equals between \$75000 and \$99999 |
| 60 | iu25_u125k | INTEGER | Head of Household is under 25, income equals between \$100000 and \$124999 |
| 61 | iu25_u150k | INTEGER | Head of Household is under 25, income equals between \$125000 and \$149999 |
| 62 | iu25_u200k | INTEGER | Head of Household is under 25, income equals between \$150000 and \$199999 |
| 63 | iu25_p200k | INTEGER | Head of Household is under 25, income equals \$200000 or more |

| Seq. | Field | Type | Description |
|------|------------|---------|--|
| 64 | iu44_u10k | INTEGER | Head of Household is 25 to 44 years, income equals less than \$10000 |
| 65 | iu44_u15k | INTEGER | Head of Household is 25 to 44 years, income equals between \$10000 and \$14999 |
| 66 | iu44_u20k | INTEGER | Head of Household is 25 to 44 years, income equals between \$15000 and \$19999 |
| 67 | iu44_u25k | INTEGER | Head of Household is 25 to 44 years, income equals between \$20000 and \$24999 |
| 68 | iu44_u30k | INTEGER | Head of Household is 25 to 44 years, income equals between \$25000 and \$29999 |
| 69 | iu44_u35k | INTEGER | Head of Household is 25 to 44 years, income equals between \$30000 and \$34999 |
| 70 | iu44_u40k | INTEGER | Head of Household is 25 to 44 years, income equals between \$35000 and \$39999 |
| 71 | iu44_u45k | INTEGER | Head of Household is 25 to 44 years, income equals between \$40000 and \$44999 |
| 72 | iu44_u50k | INTEGER | Head of Household is 25 to 44 years, income equals between \$45000 and \$49999 |
| 73 | iu44_u60k | INTEGER | Head of Household is 25 to 44 years, income equals between \$50000 and \$59999 |
| 74 | iu44_u75k | INTEGER | Head of Household is 25 to 44 years, income equals between \$60000 and \$74999 |
| 75 | iu44_u100k | INTEGER | Head of Household is 25 to 44 years, income equals between \$75000 and \$99999 |
| 76 | iu44_u125k | INTEGER | Head of Household is 25 to 44 years, income equals between \$100000 and \$124999 |
| 77 | iu44_u150k | INTEGER | Head of Household is 25 to 44 years, income equals between \$125000 and \$149999 |
| 78 | iu44_u200k | INTEGER | Head of Household is 25 to 44 years, income equals between \$150000 and \$199999 |
| 79 | iu44_p200k | INTEGER | Head of Household is 25 to 44 years, income equals \$200000 or more |
| 80 | iu64_u10k | INTEGER | Head of Household is 45 to 64 years, income equals less than \$10000 |
| 81 | iu64_u15k | INTEGER | Head of Household is 45 to 64 years, income equals between \$10000 and \$14999 |
| 82 | iu64_u20k | INTEGER | Head of Household is 45 to 64 years, income equals between \$15000 and \$19999 |
| 83 | iu64_u25k | INTEGER | Head of Household is 45 to 64 years, income equals between \$20000 and \$24999 |
| 84 | iu64_u30k | INTEGER | Head of Household is 45 to 64 years, income equals between \$25000 and \$29999 |

| Seq. | Field | Type | Description |
|------|------------|---------|--|
| 85 | iu64_u35k | INTEGER | Head of Household is 45 to 64 years, income equals between \$30000 and \$34999 |
| 86 | iu64_u40k | INTEGER | Head of Household is 45 to 64 years, income equals between \$35000 and \$39999 |
| 87 | iu64_u45k | INTEGER | Head of Household is 45 to 64 years, income equals between \$40000 and \$44999 |
| 88 | iu64_u50k | INTEGER | Head of Household is 45 to 64 years, income equals between \$45000 and \$49999 |
| 89 | iu64_u60k | INTEGER | Head of Household is 45 to 64 years, income equals between \$50000 and \$59999 |
| 90 | iu64_u75k | INTEGER | Head of Household is 45 to 64 years, income equals between \$60000 and \$74999 |
| 91 | iu64_u100k | INTEGER | Head of Household is 45 to 64 years, income equals between \$75000 and \$99999 |
| 92 | iu64_u125k | INTEGER | Head of Household is 45 to 64 years, income equals between \$100000 and \$124999 |
| 93 | iu64_u150k | INTEGER | Head of Household is 45 to 64 years, income equals between \$125000 and \$149999 |
| 94 | iu64_u200k | INTEGER | Head of Household is 45 to 64 years, income equals between \$150000 and \$199999 |
| 95 | iu64_p200k | INTEGER | Head of Household is 45 to 64 years, income equals \$200000 or more |
| 96 | io65_u10k | INTEGER | Head of Household is 65 or older, income equals less than \$10000 |
| 97 | io65_u15k | INTEGER | Head of Household is 65 or older, income equals between \$10000 and \$14999 |
| 98 | io65_u20k | INTEGER | Head of Household is 65 or older, income equals between \$15000 and \$19999 |
| 99 | io65_u25k | INTEGER | Head of Household is 65 or older, income equals between \$20000 and \$24999 |
| 100 | io65_u30k | INTEGER | Head of Household is 65 or older, income equals between \$25000 and \$29999 |
| 101 | io65_u35k | INTEGER | Head of Household is 65 or older, income equals between \$30000 and \$34999 |
| 102 | io65_u40k | INTEGER | Head of Household is 65 or older, income equals between \$35000 and \$39999 |
| 103 | io65_u45k | INTEGER | Head of Household is 65 or older, income equals between \$40000 and \$44999 |
| 104 | io65_u50k | INTEGER | Head of Household is 65 or older, income equals between \$45000 and \$49999 |
| 105 | io65_u60k | INTEGER | Head of Household is 65 or older, income equals between \$50000 and \$59999 |

| Seq. | Field | Type | Description |
|------|-----------------------------|----------------------------|---|
| 106 | io65_u75k | INTEGER | Head of Household is 65 or older, income equals between \$60000 and \$74999 |
| 107 | io65_u100k | INTEGER | Head of Household is 65 or older, income equals between \$75000 and \$99999 |
| 108 | io65_u125k | INTEGER | Head of Household is 65 or older, income equals between \$100000 and \$124999 |
| 109 | io65_u150k | INTEGER | Head of Household is 65 or older, income equals between \$125000 and \$149999 |
| 110 | io65_u200k | INTEGER | Head of Household is 65 or older, income equals between \$150000 and \$199999 |
| 111 | io65_p200k | INTEGER | Head of Household is 65 or older, income equals \$200000 or more |
| 112 | lng_hme_en | INTEGER | Homes where English is the only language spoken |
| 113 | lng_hme_sp | INTEGER | Homes where Spanish is spoken |
| 114 | lng_hme_ie | INTEGER | Homes where some other Indo-European language is spoken |
| 115 | lng_hme_ap | INTEGER | Homes where Asian or a Pacific language is spoken |
| 116 | lng_hme_o | INTEGER | Homes where language categorized as Other is spoken |
| 117 | Cxt_relver or cxtreldate | CHAR (7) | Context Demographics Household Version (ex. C1.14.1) |
| 118 | relver or reldate | CHAR (6) or CHAR (8) | Boundaries Product Version |

4 – Context Demographics Population

In this section

- Format
- Tile
- Record Layout

Format

Context Demographics Population is delivered as a comma-separated values (.csv) file.

Tile

United States

Record Layout

| Seq. | Field | Type | Description |
|------|------------|----------|--|
| 01 | mid | CHAR (X) | Boundary ID - will vary by polygon product |
| 02 | pp_total | INTEGER | Total population |
| 03 | pp_densi | FLOAT | Population density by square mile |
| 04 | pp_wt_n_hs | INTEGER | Population listed as White not Hispanic |
| 05 | pp_wt_hs | INTEGER | Population listed as White Hispanic |
| 06 | pp_bk_n_hs | INTEGER | Population listed as Black not Hispanic |
| 07 | pp_bk_hs | INTEGER | Population listed as Black Hispanic |
| 08 | pp_ak_n_hs | INTEGER | Population listed as American Indian/Alaska Native not Hispanic |
| 09 | pp_ak_hs | INTEGER | Population listed as American Indian/Alaska Native Hispanic |
| 10 | pp_as_n_hs | INTEGER | Population listed as Asian not Hispanic |
| 11 | pp_as_hs | INTEGER | Population listed as Asian Hispanic |
| 12 | pp_pi_n_hs | INTEGER | Population listed as Native Hawaiian/Pacific Islander not Hispanic |
| 13 | pp_pi_hs | INTEGER | Population listed as Native Hawaiian/Pacific Islander Hispanic |
| 14 | pp_or_n_hs | INTEGER | Population listed as Other Race not Hispanic |
| 15 | pp_or_hs | INTEGER | Population listed as Other Race Hispanic |
| 16 | pp_2r_n_hs | INTEGER | Population listed as two or more races not Hispanic |
| 17 | pp_2r_hs | INTEGER | Population listed as two or more races Hispanic |
| 18 | pp_male | INTEGER | Population listed as Male |
| 19 | pp_female | INTEGER | Population listed as Female |
| 20 | pp_under5 | INTEGER | Population listed as under the age of 5 years |
| 21 | pp_5_9 | INTEGER | Population between the ages of 5 and 9 years |
| 22 | pp_10_14 | INTEGER | Population between the ages of 10 and 14 years |
| 23 | pp_15_19 | INTEGER | Population between the ages of 15 and 19 years |
| 24 | pp_20_24 | INTEGER | Population between the ages of 20 and 24 years |
| 25 | pp_25_34 | INTEGER | Population between the ages of 25 and 34 years |
| 26 | pp_35_44 | INTEGER | Population between the ages of 35 and 44 years |

| Seq. | Field | Type | Description |
|------|------------|---------|---|
| 27 | pp_45_54 | INTEGER | Population between the ages of 45 and 54 years |
| 28 | pp_55_64 | INTEGER | Population between the ages of 55 and 64 years |
| 29 | pp_65_74 | INTEGER | Population between the ages of 65 and 74 years |
| 30 | pp_75_84 | INTEGER | Population between the ages of 75 and 84 years |
| 31 | pp_85_over | INTEGER | Population 85 years or older |
| 32 | ed_25p_nhs | INTEGER | Number of people over 25 years of age who have less than a high school education |
| 33 | ed_25p_shs | INTEGER | Number of people over 25 years of age who have completed 8th grade but not graduated high school |
| 34 | ed_25p_hsd | INTEGER | Number of people over 25 years of age who have graduated high school or received a GED |
| 35 | ed_25p_scl | INTEGER | Number of people over 25 years of age who have some college but no degree |
| 36 | ed_25p_asd | INTEGER | Number of people over 25 years of age who have earned an associate's degree |
| 37 | ed_25p_bcd | INTEGER | Number of people over 25 years of age who have earned a bachelor's degree |
| 38 | ed_25p_msd | INTEGER | Number of people over 25 years of age who have earned a master's degree |
| 39 | ed_25p_pfd | INTEGER | Number of people over 25 years of age who have earned a professional degree or certification |
| 40 | ed_25p_drd | INTEGER | Number of people over 25 years of age who have earned a doctorate |
| 41 | ei_affhm | INTEGER | Number of people working in the industries of agriculture, forestry, fishing, hunting and mining |
| 42 | ei_cnstruc | INTEGER | Number of people working in the industry of construction |
| 43 | ei_mfgtng | INTEGER | Number of people working in the industry of manufacturing |
| 44 | ei_ret_who | INTEGER | Number of people working in the industries of retail and wholesale trade |
| 45 | ei_t_w_u | INTEGER | Number of people working in the industries of transportation and warehousing, and utilities |
| 46 | ei_info | INTEGER | Number of people working in the industry of information |
| 47 | ei_fin_ins | INTEGER | Number of people working in the industries of finance and insurance |
| 48 | ei_realest | INTEGER | Number of people working in the industries of real estate, rental and leasing |
| 49 | ei_p_s_t | INTEGER | Number of people working in the industries of professional, scientific, and technical services |
| 50 | ei_mngmnt | INTEGER | Number of people working in the industries of management of companies and enterprises |
| 51 | ei_waste | INTEGER | Number of people working in the industries of administrative, support and waste management services |
| 52 | ei_educate | INTEGER | Number of people working in the industry of educational services |

| Seq. | Field | Type | Description |
|------|------------|---------|--|
| 53 | ei_health | INTEGER | Number of people working in the industries of health care and social assistance |
| 54 | ei_aeraf | INTEGER | Number of people working in the industries of arts, entertainment, recreation, and accommodation and food services |
| 55 | ei_other | INTEGER | Number of people working in the industries of other services, except public administration |
| 56 | ei_pubadmn | INTEGER | Number of people working in the industry of public administration |
| 57 | occ_mgmt | INTEGER | Number of people working in management, business, and financial occupations |
| 58 | occ_stem | INTEGER | Number of people working in computer, engineering, and science occupations |
| 59 | occ_social | INTEGER | Number of people working in community and social service occupations |
| 60 | occ_legal | INTEGER | Number of people working in legal occupations |
| 61 | occ_edu | INTEGER | Number of people working in education, training, and library occupations |
| 62 | occ_adesm | INTEGER | Number of people working in arts, design, entertainment, sports, and media occupations |
| 63 | occ_health | INTEGER | Number of people working in healthcare occupations |
| 64 | occ_protct | INTEGER | Number of people working in protective service occupations (fire fighting, law enforcement, etc...) |
| 65 | occ_food | INTEGER | Number of people working in food preparation and serving related occupations |
| 66 | occ_clean | INTEGER | Number of people working in building and grounds cleaning and maintenance occupations |
| 67 | occ_pcare | INTEGER | Number of people working in personal care and service occupations |
| 68 | occ_sales | INTEGER | Number of people working in sales and office occupations |
| 69 | occ_nr_con | INTEGER | Number of people working in natural resources, construction, and maintenance occupations |
| 70 | occ_prtran | INTEGER | Number of people working in production, transportation, and material moving occupations |
| 71 | wht_col_pc | FLOAT | Percentage of population with white collar jobs |
| 72 | blu_col_pc | FLOAT | Percentage of population with blue collar jobs |
| 73 | ttw_car | INTEGER | Number of people who go to work driving a car, truck, or van |
| 74 | ttw_public | INTEGER | Number of people who go to work using public transportation |
| 75 | ttw_taxi | INTEGER | Number of people who go to work using a taxi |
| 76 | ttw_mcycle | INTEGER | Number of people who go to work driving a motorcycle |
| 77 | ttw_bcycle | INTEGER | Number of people who go to work riding a bicycle |
| 78 | ttw_walk | INTEGER | Number of people who walk to work |
| 79 | ttw_other | INTEGER | Number of people who go to work by other means |

| Seq. | Field | Type | Description |
|------|----------------------------|----------------------------|---|
| 80 | ttw_home | INTEGER | Number of people who work from home |
| 81 | cmte_u5 | INTEGER | Number of people who commute for fewer than 5 minutes |
| 82 | cmte_5_9 | INTEGER | Number of people who commute for 5 to 9 minutes |
| 83 | cmte_10_14 | INTEGER | Number of people who commute for 10 to 14 minutes |
| 84 | cmte_15_19 | INTEGER | Number of people who commute for 15 to 19 minutes |
| 85 | cmte_20_24 | INTEGER | Number of people who commute for 20 to 24 minutes |
| 86 | cmte_25_29 | INTEGER | Number of people who commute for 25 to 29 minutes |
| 87 | cmte_30_34 | INTEGER | Number of people who commute for 30 to 34 minutes |
| 88 | cmte_35_39 | INTEGER | Number of people who commute for 35 to 39 minutes |
| 89 | cmte_40_44 | INTEGER | Number of people who commute for 40 to 44 minutes |
| 90 | cmte_45_59 | INTEGER | Number of people who commute for 45 to 59 minutes |
| 91 | cmte_60_89 | INTEGER | Number of people who commute for 60 to 89 minutes |
| 92 | cmte_90o | INTEGER | Number of people who commute for more than 90 minutes |
| 93 | Cxt_relver or xtreldate | CHAR (7) | Context Demographics Population Version |
| 94 | relver or reldate | CHAR (6) or CHAR (8) | Boundaries Product Version |

5 – Context Demographics Property

In this section

Format

Tile

Record Layout

Format

Context Demographics Property is delivered as a comma-separated values (.csv) file.

Tile

United States

Record Layout

| Seq. | Field | Type | Description |
|------|------------|----------|---|
| 1 | mid | CHAR (X) | Boundary ID - will vary by polygon product |
| 2 | ho_total | INTEGER | Total number of homeowners |
| 3 | ho_wt | INTEGER | Number of homeowners who are White |
| 4 | ho_bk | INTEGER | Number of homeowners who are Black |
| 5 | ho_ai_ak | INTEGER | Number of homeowners who are American Indian/Alaska Native |
| 6 | ho_as | INTEGER | Number of homeowners who are Asian |
| 7 | ho_hn_pi | INTEGER | Number of homeowners who are Hawaiian Native/Pacific Islander |
| 8 | ho_or | INTEGER | Number of homeowners who are of a race classified as Other |
| 9 | ho_2r | INTEGER | Number of homeowners who are of two or more races |
| 10 | ho_hs | INTEGER | Number of homeowners who are Hispanic |
| 11 | rt_total | INTEGER | Total number of renters |
| 12 | rt_wt | INTEGER | Number of renters who are White |
| 13 | rt_bk | INTEGER | Number of renters who are Black |
| 14 | rt_ai_ak | INTEGER | Number of renters who are American Indian/Alaska Native |
| 15 | rt_as | INTEGER | Number of renters who are Asian |
| 16 | rt_hn_pi | INTEGER | Number of renters who are Hawaiian Native/Pacific Islander |
| 17 | rt_or | INTEGER | Number of renters who are of a race classified as Other |
| 18 | rt_2r | INTEGER | Number of renters who are of two or more races |
| 19 | rt_hs | INTEGER | Number of renters who are Hispanic |
| 20 | ho_15_24 | INTEGER | Number of homeowners who are 15 to 24 years old |
| 21 | ho_25_34 | INTEGER | Number of homeowners who are 25 to 34 years old |
| 22 | ho_35_44 | INTEGER | Number of homeowners who are 35 to 44 years old |
| 23 | ho_45_54 | INTEGER | Number of homeowners who are 45 to 54 years old |
| 24 | ho_55_59 | INTEGER | Number of homeowners who are 55 to 59 years old |
| 25 | ho_60_64 | INTEGER | Number of homeowners who are 60 to 64 years old |
| 26 | ho_65_74 | INTEGER | Number of homeowners who are 65 to 74 years old |
| 27 | ho_75_84 | INTEGER | Number of homeowners who are 75 to 84 years old |
| 28 | ho_85_over | INTEGER | Number of homeowners who are 85 years or older |
| 29 | hou_un_occ | INTEGER | Total housing units which are occupied |
| 30 | hou_un_vac | INTEGER | Total housing units which are vacant |
| 31 | hou_un_own | INTEGER | Total housing units which are owner occupied |
| 32 | hou_un_ren | INTEGER | Total housing units which are renter occupied |
| 33 | gr_u100 | INTEGER | Number of properties with a monthly rent of less than \$100 |
| 34 | gr_100p | INTEGER | Number of properties with a monthly rent of \$100 to \$149 |
| 35 | gr_150p | INTEGER | Number of properties with a monthly rent of \$150 to \$199 |

| Seq. | Field | Type | Description |
|------|------------|---------|---|
| 36 | gr_200p | INTEGER | Number of properties with a monthly rent of \$200 to \$249 |
| 37 | gr_250p | INTEGER | Number of properties with a monthly rent of \$250 to \$299 |
| 38 | gr_300p | INTEGER | Number of properties with a monthly rent of \$300 to \$349 |
| 39 | gr_350p | INTEGER | Number of properties with a monthly rent of \$350 to \$399 |
| 40 | gr_400p | INTEGER | Number of properties with a monthly rent of \$400 to \$449 |
| 41 | gr_450p | INTEGER | Number of properties with a monthly rent of \$450 to \$499 |
| 42 | gr_500p | INTEGER | Number of properties with a monthly rent of \$500 to \$549 |
| 43 | gr_550p | INTEGER | Number of properties with a monthly rent of \$550 to \$599 |
| 44 | gr_600p | INTEGER | Number of properties with a monthly rent of \$600 to \$649 |
| 45 | gr_650p | INTEGER | Number of properties with a monthly rent of \$650 to \$699 |
| 46 | gr_700p | INTEGER | Number of properties with a monthly rent of \$700 to \$749 |
| 47 | gr_750p | INTEGER | Number of properties with a monthly rent of \$750 to \$799 |
| 48 | gr_800p | INTEGER | Number of properties with a monthly rent of \$800 to \$899 |
| 49 | gr_900p | INTEGER | Number of properties with a monthly rent of \$900 to \$999 |
| 50 | gr_1000p | INTEGER | Number of properties with a monthly rent of \$1000 to \$1249 |
| 51 | gr_1250p | INTEGER | Number of properties with a monthly rent of \$1250 to \$1499 |
| 52 | gr_1500p | INTEGER | Number of properties with a monthly rent of \$1500 to \$1999 |
| 53 | gr_2000p | INTEGER | Number of properties with a monthly rent of \$2000 or more |
| 54 | gr_ncr | INTEGER | Number of properties with no cash rent |
| 55 | mocmu200 | INTEGER | Properties having a mortgage with monthly owner costs of under \$200 |
| 56 | mocm200p | INTEGER | Properties having a mortgage with monthly owner costs between \$200 and \$299 |
| 57 | mocm300p | INTEGER | Properties having a mortgage with monthly owner costs between \$300 and \$399 |
| 58 | mocm400p | INTEGER | Properties having a mortgage with monthly owner costs between \$400 and \$499 |
| 59 | mocm500p | INTEGER | Properties having a mortgage with monthly owner costs between \$500 and \$599 |
| 60 | mocm600p | INTEGER | Properties having a mortgage with monthly owner costs between \$600 and \$699 |
| 61 | mocm700p | INTEGER | Properties having a mortgage with monthly owner costs between \$700 and \$799 |
| 62 | mocm800p | INTEGER | Properties having a mortgage with monthly owner costs between \$800 and \$899 |
| 63 | mocm900p | INTEGER | Properties having a mortgage with monthly owner costs between \$900 and \$999 |
| 64 | mocm1000p | INTEGER | Properties having a mortgage with monthly owner costs between \$1000 and \$1249 |
| 65 | mocm1250p | INTEGER | Properties having a mortgage with monthly owner costs between \$1250 and \$1499 |
| 66 | mocm1500p | INTEGER | Properties having a mortgage with monthly owner costs between \$1500 and \$1999 |
| 67 | mocm2000p | INTEGER | Properties having a mortgage with monthly owner costs between \$2000 and \$2499 |
| 68 | mocm2500p | INTEGER | Properties having a mortgage with monthly owner costs between \$2500 and \$2999 |
| 69 | mocm3000p | INTEGER | Properties having a mortgage with monthly owner costs of \$3000 or more |
| 70 | mocwomu100 | INTEGER | Properties not having a mortgage with monthly owner costs of less than \$100 |
| 71 | mocwom100p | INTEGER | Properties not having a mortgage with monthly owner costs between \$100 and \$149 |
| 72 | mocwom150p | INTEGER | Properties not having a mortgage with monthly owner costs between \$150 and \$199 |

| Seq. | Field | Type | Description |
|------|-----------------------------|----------------------------|---|
| 73 | mocwom200p | INTEGER | Properties not having a mortgage with monthly owner costs between \$200 and \$249 |
| 74 | mocwom250p | INTEGER | Properties not having a mortgage with monthly owner costs between \$250 and \$299 |
| 75 | mocwom300p | INTEGER | Properties not having a mortgage with monthly owner costs between \$300 and \$349 |
| 76 | mocwom350p | INTEGER | Properties not having a mortgage with monthly owner costs between \$350 and \$399 |
| 77 | mocwom400p | INTEGER | Properties not having a mortgage with monthly owner costs between \$400 and \$499 |
| 78 | mocwom500p | INTEGER | Properties not having a mortgage with monthly owner costs between \$500 and \$599 |
| 79 | mocwom600p | INTEGER | Properties not having a mortgage with monthly owner costs between \$600 and \$699 |
| 80 | mocwom700p | INTEGER | Properties not having a mortgage with monthly owner costs of \$700 or more |
| 81 | vhc_pohu | Float | Number of vehicles per occupied housing unit |
| 82 | rt_burd | INTEGER | Number of renters who are burdened |
| 83 | rt_ex_burd | INTEGER | Number of renters who are extremely burdened |
| 84 | ownr_burd | INTEGER | Number of owners burdened |
| 85 | Cxt_relver or cxtreldate | CHAR (7) | Context Demographics Property Version |
| 86 | relver or reldate | CHAR (6) or CHAR (8) | Boundaries Product Version |

Appendix A – Census SPL to Context Join Instructions

To join Context data to Places data you'll need the following files:

- **place_usa_altids_20190429**
- **demogsall_c1192_place_1192**

demogsall_c1192_place_1192 contains the **MID** field; **place_usa_objects_20190429** contains the **OBJ_ID** field.

The **place_usa_altids_20190429** file is the key to this join. It contains both **OBJ_ID** and **MID** (which is named **ALTID** in this file). **ALTID** has the same value as **MID** in **demogsall_c1192_place_1192** and **OBJ_ID** in **place_usa_objects_20190429**.

Use only the **Geoid** items from the **ALTID_TYP** column in **place_usa_altids_20190429**. Remove the **GNIS_ID** entries to prevent problems.

Product Feedback and Support

Have an idea to improve this product? We invite you to submit your innovative ideas at <https://ideas.pitneybowes.com>. You can easily submit new ideas or comment on existing ones in a way that is visible and transparent to all participants. You also have the unique opportunity to contribute to an idea's overall popularity by promoting that idea. The Pitney Bowes Software and Data Product Management team will review popular ideas and evaluate their potential for inclusion in our short- and long-term development plans. Participants who submit or comment on an idea may be contacted by our team. Your contact information will not be used for any other purpose.

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