

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

This section provides the current version of the Risk and Demographics datasets released and version of the Address Fabric data they are compatible with.

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 others	2018.07.0 for Crime Index 2019.04.0 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 2019.06.0 for others	2018.07.0 for Business Summary and Consumer Vitality 2019.04.0 for others
GeoEnrichment: Demographics - Cameo	2018.09.0	2018.07.0
GeoEnrichment: Boundaries Lookup	2019.06.0	2019.04.0

Records Count

This section provides the counts of the datasets that has been updated in the previous and current release.

Table 2: GeoEnrichment: Risk Data (Others)

Product	Total Counts (2019.03.0)	Total Counts (2019.06.0)
Distance to Coast	154,545,955	150,684,800
Earthquake	188,278,256	183,350,251
Flood	189,029,681	184,067,053
Historical Weather	186,933,305	182,049,093
Property Fire Protection	188,008,907	183,114,083
Wildfire	188,290,292	183,361,939

Table 3: GeoEnrichment: Risk Data (Premium Tax)

Product	Total Counts (2019.05.0)	Total Counts (2019.06.0)
Premium Tax	47,389,819	47,610,040
Premium Tax multiple districts output	7,045,110	7,076,505

Table 4: GeoEnrichment: Demographics Data

Product	Total Counts (2019.03.0)	Total Counts (2019.06.0)
<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	184,045,168

*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 5: US GeoDemographics

Country	Country Code	Total Counts (2019.03.0)	Total Counts (2019.06.0)
United States of America	USA	187,406,051	183,114,083

Table 6: GeoEnrichment Boundaries Lookup Individual Boundary Counts

LI Boundary	Total Counts (2019.03.0)	Total Counts (2019.06.0)
Carrier Routes	188,962,452	184,026,609
Colleges	573,700	548,947
Congressional Districts	187,864,574	178,889,454

LI Boundary	Total Counts (2019.03.0)	Total Counts (2019.06.0)
DMA's	188,270,611	183,342,224
Metros	128,613,770	126,859,754
NBRs	100,278,534	99,666,150
Residential NBRs	72,624,186	72,099,895
Schools	639,146,492	625,477,538
Census	189,027,939	184,065,313
Time Zones	189,029,679	184,067,053
US-5 Digit Zips	189,022,664	184,060,001

Table 7: GeoEnrichment Boundaries Lookup Total Counts

GeoEnrichment Boundaries Lookup	Total Counts (2019.03.0)	Total Counts (2019.06.0)
GeoEnrichment_Boundaries_Lookup.txt	639,913,872	626,208,746

Change Log

This section provides an overview of the major changes included in the GeoEnrichment data version 2019.06.0:

Risk Data

Flood

- Below are the two new fields that have been added to the Flood schema with Date/Time characteristic:

- INIT_FHMB (date/time): Initial date of Flood Hazard Boundary Map
- INIT_FIRM (date/time): Initial date of Flood Insurance Rate Map

Known Issues

This section provides a summary of the issues identified at the release of GeoEnrichment 2019.06.0:

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

- There are very few exponential values in the **DistWUI** and **DistHigh** fields of Wildfire product. This will be resolved to represent a decimal values in the next release.
- 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

- There are very few exponential values in the **nearest_water_body** field of Property Fire Protection product. This will be resolved to represent a decimal values in the next release.
- 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 the Demographics - Cameo in this release.

GeoEnrichment Boundaries Lookup

There are no known issues for the 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

Call: 1.800.367.6950

Email - software.support@pb.com

Email - pbs_fulfillment@pb.com for issues related to order fulfillment

Technical Support

- Visit: <https://www.pitneybowes.com/us/support.html>

Global Contact

For global contacts information on different software solution products kindly visit the link shared below:

<https://www.pitneybowes.com/us/contact-dcs.html>



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