

# U.S. Demographic & Business Summary Data

2018

## Release Notes

This document contains information about the 2018 release.

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# Summary

Pitney Bowes 2018 and 2023 demographic estimates and projections data for the United States and Puerto Rico is an accurate, current and comprehensive data product containing more than 8,200 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, statisticians and geographers with extensive industry experience. Estimates and projections have a July 1, 2018 and July 1, 2023 reference date, respectively. 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<sup>®</sup> and Spectrum<sup>®</sup>. 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:

- 2018 Pitney Bowes Estimates (CY) – Current year estimates of population, households and their demographic and economic characteristics. Source: Pitney Bowes, Gadberry (MicroBuild), U.S. Census Bureau.
- 2023 Pitney Bowes Projections (5Y) – Five-year projections of population, households and their demographic and economic characteristics. Source: PitneyBowes.
- 2010 Census (BY) – Census 2010 (BY) base year 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 Estimates (BY) – Selected data from the 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 selected small-area ACS estimates - and distributed to 2010 Census counts. Source: U.S. Census Bureau, Pitney Bowes.
- 2016 American Community Survey Estimates (CY) – Selected data from the latest available 1-year (2016) and 5-year American Community Survey (ACS 2012-2016). The ACS is used to inform the current year estimates of population and household characteristics. Source: U.S. Census Bureau, Pitney Bowes.
- 2000 Census (2K) – Selected Census 2000 data – from both the Summary File 1 (SF1) and Summary File 3 (SF3) – available in current geography. Source: U.S. Census Bureau, Pitney Bowes.
- 2018 Consumer Expenditure Potential (CY) and 2023 Consumer Expenditure Potential (5Y) - provides estimates and projections of aggregate household expenditures for consumer goods including food, automobiles and insurance. Source: U.S. Bureau of Labor Statistics; Pitney Bowes
- 2018 Business Summary Data (CY) – Based on over 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 2018 and 2023 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.
- No variable names or descriptions have been changed in the 2018/2023 US Demographics Update, however, the estimate and projection values have been updated to reflect the latest available data inputs at the time of development.

## 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.

Code	United States Geographic Layer	United States Records	Puerto Rico Geographic Layer	Puerto Rico Records	Total Records	Source/Vintage
<b>BG</b>	Block Group, Census Block Groups	217,739	Census Block Groups	2,594	220,333	TomTom, MultiNet NAM 2018.03
	<i>Shorelined BG</i>	<i>217,460</i>	<i>Shorelined BG</i>	<i>2,557</i>	<i>220,017</i>	
<b>CBSA</b>	Core Based Statistical Area, CB (OMB 2013)	917	Core Based Statistical Area	12	929	TomTom, MultiNet NAM 2018.03
<b>CO</b>	County (or equivalent)	3,142	Municipio, PR county equivalent units	78	3,220	TomTom, MultiNet NAM 2018.03
<b>CT</b>	Census Tract	73,057	Census Tract	945	74,002	TomTom, MultiNet NAM 2018.03
	<i>Shorelined CT</i>	<i>72,862</i>	<i>Shorelined CT</i>	<i>908</i>	<i>73,770</i>	
<b>DMA</b>	Designated Market Area, Nielsen TV Penetration Area	211	Puerto Rico	0	211	Nielsen, 2017-18; PB 2018.03
<b>MCD</b>	Minor Civil Division (or equivalent)	35,703	Barrio, Pueblo PR primary sub- county units	939	36,642	TomTom, MultiNet NAM 2018.03
	<i>Shorelined MCD</i>	<i>35,667</i>	<i>Shorelined units</i>	<i>906</i>	<i>36,573</i>	
<b>PL</b>	Place, Census Place and equivalent	29,258	Zona Urbana or Comunidad	253	29,511	TomTom, MultiNet NAM 2018.03
<b>ST</b>	State (includes Washington, DC)	51	Commonwealth of Puerto Rico	1	52	TomTom, MultiNet NAM 2018.03
<b>USA</b>	National, United States of America	1	Puerto Rico	0	1	TomTom, MultiNet NAM 2018.03
<b>ZIP</b>	ZIP Code, USPS ZIP codes (polygons and rural postal points (RPO))	40,990	USPS ZIP codes (polygons and rural postal points (RPO))	177	41,167	TomTom, MultiNet NAM 2018.03
<b>ZPLY</b>	ZIP Code, USPS ZIP codes (polygons only)	30,817	USPS ZIP codes (polygons only)	119	30,936	TomTom, MultiNet NAM 2018.03

\*\* CBSA boundary reflects the latest OMB definition (February 2013) which is aligned with the 2010 Census. The U.S. Census Bureau's published 2010 Census 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

<b>Data Bundles and Variable Counts</b> (number of variables per bundle by reference year)	<b>2K</b>	<b>BY</b>	<b>CY</b>	<b>5Y</b>
<b>Total Unique (non-duplicated) Census and Census Based Variables</b>	<b>1,632</b>	<b>1,639</b>	<b>1,853</b>	<b>885</b>
GroundView®: Population Bundle	349	350	366	103
GroundView®: Population by Race Bundle	501	501	698	483
GroundView®: Population by Hispanic/Not Hispanic Bundle	166	166	166	138
GroundView®: Family Bundle	56	58	58	
GroundView®: Housing Bundle	278	281	276	
GroundView®: Socio-Economic Bundle	128	128	130	
GroundView®: Household Income Bundle	172	173	173	173
GroundView®: Update Profile Bundle	2	2	183	2
<b>Total Unique (non-duplicated) Non-Census Based Variables</b>			<b>1,481</b>	<b>806</b>
GroundView®: Household Financial Assets and Wealth Bundle			27	27
GroundView®: Consumer Expenditure Potential Bundle			751	751
GroundView®: Retail Sales Potential Bundle			37	37
GroundView®: Business Summary - NAICS Bundle & SIC Bundle			675	

## Conclusion

Additional documentation on this product can be found in the Product Guide -- **US Demographic & Business Summary Data (2018 Update)** and the Variable list -- [USDemographic&BusinessSummaryData2018\\_variables.xls](#).