

The Clario Zone 2010 Census Data Solution helps users leverage proven census data to get a fresh look at their customer base, and more fully penetrate current markets as well as confidently reach new customers.

DEMOGRAPHICS ORGANIZED FOR ACTION

The 2010 Census Data Solution includes data compiled from questions around gender, age and race, plus household type, size and ownership status that is organized in a turnkey .csv format for deployment ease. Data is available by zip code and block group. The Census Tract/Block Group assignments are based on 2010 definitions.

The utilization of the most current census information is critical for marketers as they execute marketing campaigns. With the Clario Zone solution you can dramatically speed up your analytic process because we have already processed the raw data, saving

hundreds of hours of painstaking file manipulation.

Clario Zone allows marketers to add this valuable data to ongoing analysis so they get the most current and relevant view of their customer file.

CLARIO PROFESSIONAL SERVICES

Clario offers professional services, for additional fees, to support your use of census data in marketing analytics that may include predictive modeling, scoring and optimization.

THE CLARIO SOLUTION

Clario is a cloud-powered analytical platform that transforms raw customer data into customer-level intelligence, allowing marketers to create more personalized programs and profitable results.

2010 CENSUS DATA ATTRIBUTES

Attribute Name	Category	Attribute Description
POP100	Key Counts	Population Count
HU100		Housing Unit Count
POPHU		Population Per Housing Unit
P0150001		Total Households
P0160001		Total Population in Households
P0170001		Average Household Size
P0350001		Total Families
P0360001	Geography	Total Population in Families
P0370001		Average Family Size
INTPTLAT		Internal Point (Latitude)
INTPTLON		Internal Point (Longitude)
LAND		Percent Land Area
WATER		Percent Water Area
AREALAND		Land Area (in square meters)
AREAWATR	Water Area (in square meters)	
POPDENS	Age	Population Density (population per square mile)
HUDENS		Housing Density (housing units per square mile)
P0130001		Median Age of Total Pop
P0130002		Median Age of Male Pop
P0130003	Median Age of Female Pop	

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Attribute Name	Category	Attribute Description
P18PLUS	Age	Percent Population 18+
POPU18		Percent Population under 18
PWHITE	Race	Percent Tallied Races: White alone or in combination
PBLACK		Percent Tallied Races: Black alone or in combination
PASIAN		Percent Tallied Races: Asian alone or in combination
PORACE		Percent Tallied Races: Some Other Race alone or in combination
PHWHITE		Percent Tallied Races Hisp: Hisp White alone or in combination
PHBLACK		Percent Tallied Races Hisp: Hisp Black alone or in combination
PHAIND		Percent Tallied Races Hisp: Hisp Amer Indian alone or in combination
PHORACE		Percent Tallied Races Hisp: Hisp Some Other Race alone or in combination
PHISP		Percent Pop: Hispanic
PMALE	Gender by Age	Percent Pop: Male
PMALE5		Percent Pop: Male Age under 5 yrs.
PMALE9		Percent Pop: Male Age 5 to 9 years
PMALE14		Percent Pop: Male Age 10 to 14 years
PMALE19		Percent Pop: Male Age 15 to 19 years
PMALE24		Percent Pop: Male Age 20 to 24 years
PMALE29		Percent Pop: Male Age 25 to 29 years
PMALE34		Percent Pop: Male Age 30 to 34 years
PMALE39		Percent Pop: Male Age 35 to 39 years
PMALE44		Percent Pop: Male Age 40 to 44 years
PMALE49		Percent Pop: Male Age 45 to 49 years
PMALE54		Percent Pop: Male Age 50 to 54 years
PMALE59		Percent Pop: Male Age 55 to 59 years
PMALE64		Percent Pop: Male Age 60 to 64 years
PMALE69		Percent Pop: Male Age 65 to 69 years
PMALE74		Percent Pop: Male Age 70 to 74 years
PMALE79		Percent Pop: Male Age 75 to 79 years
PMALE84		Percent Pop: Male Age 80 to 84 years
PMALE85		Percent Pop: Male Age 85 years and over
PFEMALE		Percent Pop: Female
PFEMALE5		Percent Pop: Female Age under 5 yrs
PFEMALE9		Percent Pop: Female Age 5 to 9 years
PFEMALE14		Percent Pop: Female Age 10 to 14 years
PFEMALE19		Percent Pop: Female Age 15 to 19 years
PFEMALE24		Percent Pop: Female Age 20 to 24 years
PFEMALE29		Percent Pop: Female Age 25 to 29 years
PFEMALE34		Percent Pop: Female Age 30 to 34 years
PFEMALE39		Percent Pop: Female Age 35 to 39 years
PFEMALE44		Percent Pop: Female Age 40 to 44 years
PFEMALE49		Percent Pop: Female Age 45 to 49 years

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Attribute Name	Category	Attribute Description
PFEMALE54	Gender by Age	Percent Pop: Female Age 50 to 54 years
PFEMALE59		Percent Pop: Female Age 55 to 59 years
PFEMALE64		Percent Pop: Female Age 60 to 64 years
PFEMALE69		Percent Pop: Female Age 65 to 69 years
PFEMALE74		Percent Pop: Female Age 70 to 74 years
PFEMALE79		Percent Pop: Female Age 75 to 79 years
PFEMALE84		Percent Pop: Female Age 80 to 84 years
PFEMALE85		Percent Pop: Female Age 85 years and over
PK2	Children's Ages	Percent Pop: Age 0 to 2 years
PK5		Percent Pop: Age 3 to 5 years
PK11		Percent Pop: Age 6 to 11 years
PK15		Percent Pop: Age 12 to 15 years
PK19		Percent Pop: Age 16 to 19 years
H1MALE	Household Composition	Percent Hhlds: 1 Person, Male
H1FEM		Percent Hhlds: 1 Person, Female
HMAROK		Percent Hhlds: 2+ Persons, Married Couple, Own Kids
HMARNOK		Percent Hhlds: 2+ Persons, Married Couple, No Own Kids
HMALEOK		Percent Hhlds: 2+ Persons, Male, No Wife Present, Own Kids
HMALENOK		Percent Hhlds: 2+ Persons, Male, No Wife Present, No Own Kids
HFEMOK		Percent Hhlds: 2+ Persons, Female, No Husband Present, Own Kids
HFEMNOK		Percent Hhlds: 2+ Persons, Female, No Husband Present, No Own Kids
HNFMALE		Percent Hhlds: 2+ Persons, Nonfamily, Male Hhlder
HNFEM		Percent Hhlds: 2+ Persons, Nonfamily, Female Hhlder
HFMAROK		Percent Hhlds: Hhlders Age 15-64, Family, Married Couple, Own Kids
HFMARNOK		Percent Hhlds: Hhlders Age 15-64, Family, Married Couple, No Own Kids
HOFMOK		Percent Hhlds: Hhlders Age 15-64, Family w/o Married Couple, Male, No Wife Present, Own Kids
HOFMNOK		Percent Hhlds: Hhlders Age 15-64, Family w/o Married Couple, Male, No Wife Present, No Own Kids
HOFFOK		Percent Hhlds: Hhlders Age 15-64, Family w/o Married Couple, Female, No Husband Present, Own Kids
HOFFNOK		Percent Hhlds: Hhlders Age 15-64, Family w/o Married Couple, Female, No Husband Present, No Own Kids
HNFALONE		Percent Hhlds: Hhlders Age 15-64, Nonfamily, Hhlder living alone
HNFWITH		Percent Hhlds: Hhlders Age 15-64, Nonfamily, Hhlder not living alone
H65FM		Percent Hhlds: Hhlders Age 65+, Family, Married Couple
H65OFM		Percent Hhlds: Hhlders Age 65+, Family w/o Married Couple, Male, No Wife Present
H65OFF	Percent Hhlds: Hhlders Age 65+, Family w/o Married Couple, Female, No Husband Present	

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Attribute Name	Category	Attribute Description
H65NFAL	Household Composition	Percent Hhlds: Hhlders Age 65+, Nonfamily, Hhlder living alone
H65NFWI		Percent Hhlds: Hhlders Age 65+, Nonfamily, Hhlder not living alone
HHF24		Percent Hhlds: Family, Hhlder Age 15 to 24 years
HHF34		Percent Hhlds: Family, Hhlder Age 25 to 34 years
HHF44		Percent Hhlds: Family, Hhlder Age 35 to 44 years
HHF54		Percent Hhlds: Family, Hhlder Age 45 to 54 years
HHF64		Percent Hhlds: Family, Hhlder Age 55 to 64 years
HHF74		Percent Hhlds: Family, Hhlder Age 65 to 74 years
HHF84		Percent Hhlds: Family, Hhlder Age 75 to 84 years
HHF85		Percent Hhlds: Family, Hhlder Age 85 years and over
HHNF24		Percent Hhlds: Nonfamily, Hhlder Age 15 to 24 years
HHNF34		Percent Hhlds: Nonfamily, Hhlder Age 25 to 34 years
HHNF44		Percent Hhlds: Nonfamily, Hhlder Age 35 to 44 years
HHNF54		Percent Hhlds: Nonfamily, Hhlder Age 45 to 54 years
HHNF64		Percent Hhlds: Nonfamily, Hhlder Age 55 to 64 years
HHNF74		Percent Hhlds: Nonfamily, Hhlder Age 65 to 74 years
HHNF84		Percent Hhlds: Nonfamily, Hhlder Age 75 to 84 years
HHNF85		Percent Hhlds: Nonfamily, Hhlder Age 85 years and over
H651		Percent Hhlds: Age 65+ Present, 1 Person
H652F		Percent Hhlds: Age 65+ Present, 2+ People, Family
H652NF		Percent Hhlds: Age 65+ Present, 2+ People, Nonfamily
H1NON		Percent Hhlds: 1+ Nonrelatives
HF2		Percent Hhlds: Family, 2 in hhld
HF3		Percent Hhlds: Family, 3 in hhld
HF4		Percent Hhlds: Family, 4 in hhld
HF5		Percent Hhlds: Family, 5 in hhld
HF6		Percent Hhlds: Family, 6 in hhld
HF7		Percent Hhlds: Family, 7+ in hhld
HNF1		Percent Hhlds: Nonfamily, 1 in hhld
HNF2		Percent Hhlds: Nonfamily, 2 in hhld
HNF3		Percent Hhlds: Nonfamily, 3 in hhld
HNF4		Percent Hhlds: Nonfamily, 4 in hhld
HNF5		Percent Hhlds: Nonfamily, 5 in hhld
HNF6P		Percent Hhlds: Nonfamily, 6+ in hhld
PFHHM		Percent Pop: Family Hhld, Male Hhlders
PFHHF		Percent Pop: Family Hhld, Female Hhlders
PFHHS		Percent Pop: Family Hhld, Spouse
PFHHC		Percent Pop: Family Hhld, Children
PFHHG		Percent Pop: Family Hhld, Grandchildren

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Attribute Name	Category	Attribute Description
PFHHBS	Household Composition	Percent Pop: Family Hhld, Brothers or Sisters
PFHHP		Percent Pop: Family Hhld, Parents
PFHHOR		Percent Pop: Family Hhld, Other Relatives
PFHHNON		Percent Pop: Family Hhld, Nonrelatives
PNFMA		Percent Pop: Nonfamily Hhld, Male Hhlder living alone
PNFMNA		Percent Pop: Nonfamily Hhld, Male Hhlder not living alone
PNFFA		Percent Pop: Nonfamily Hhld, Female Hhlder living alone
PNFFNA		Percent Pop: Nonfamily Hhld, Female Hhlder not living alone
PNFNON		Percent Pop: Nonfamily Hhld, Nonrelatives
PGROUPI		Percent Pop: Group Quarters, Institutions
PGROUPNI		Percent Pop: Group Quarters, Non-Institutions
FMARK6		Percent Families: Married Couple, Kids Age < 6 only
FMARK617		Percent Families: Married Couple, Kids Age < 6 and 6-17
FMARK17		Percent Families: Married Couple, Kids Age 6-17 only
FMARNOK		Percent Families: Married Couple, No Kids
OFMK6		Percent Families: Family w/o Married Couple, Male, No Wife Present, Kids Age < 6 only
OFMK617		Percent Families: Family w/o Married Couple, Male, No Wife Present, Kids Age < 6 and 6-17
OFMK17		Percent Families: Family w/o Married Couple, Male, No Wife Present, Kids Age 6-17 only
OFMNOK		Percent Families: Family w/o Married Couple, Male, No Wife Present, No Kids
OFFK6		Percent Families: Family w/o Married Couple, Female, No Husband Present, Kids Age < 6 only
OFFK617		Percent Families: Family w/o Married Couple, Female, No Husband Present, Kids Age < 6 and 6-17
OFFK17		Percent Families: Family w/o Married Couple, Female, No Husband Present, Kids Age 6-17 only
OFFNOK		Percent Families: Family w/o Married Couple, Female, No Husband Present, No Kids
PCORR	Group Housing	Percent Pop: in Corrections Institutions
PNURS		Percent Pop: in Nursing Homes
POINST		Percent Pop: in Other Institutions
PDORM		Percent Pop: College Dorm and Off Campus Quarters
PMILITARY		Percent Pop: in Military Quarters
PNIGROUP		Percent Pop: in Other Noninstitutional Group Quarters
PWM	Race by Gender by Age	Percent Pop: White, Male
PWM9		Percent Pop: White, Male, Age 0-9
PWM19		Percent Pop: White, Male, Age 10-19

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Attribute Name	Category	Attribute Description
PWM29	Race by Gender by Age	Percent Pop: White, Male, Age 20-29
PWM39		Percent Pop: White, Male, Age 30-39
PWM49		Percent Pop: White, Male, Age 40-49
PWM59		Percent Pop: White, Male, Age 50-59
PWM69		Percent Pop: White, Male, Age 60-69
PWM79		Percent Pop: White, Male, Age 70-79
PWM80		Percent Pop: White, Male, Age 80+
PWF		Percent Pop: White, Female
PWF9		Percent Pop: White, Female, Age 0-9
PWF19		Percent Pop: White, Female, Age 10-19
PWF29		Percent Pop: White, Female, Age 20-29
PWF39		Percent Pop: White, Female, Age 30-39
PWF49		Percent Pop: White, Female, Age 40-49
PWF59		Percent Pop: White, Female, Age 50-59
PWF69		Percent Pop: White, Female, Age 60-69
PWF79		Percent Pop: White, Female, Age 70-79
PWF80		Percent Pop: White, Female, Age 80+
PBM		Percent Pop: Black, Male
PBM9		Percent Pop: Black, Male, Age 0-9
PBM19		Percent Pop: Black, Male, Age 10-19
PBM29		Percent Pop: Black, Male, Age 20-29
PBM39		Percent Pop: Black, Male, Age 30-39
PBM49		Percent Pop: Black, Male, Age 40-49
PBM59		Percent Pop: Black, Male, Age 50-59
PBM69		Percent Pop: Black, Male, Age 60-69
PBM79		Percent Pop: Black, Male, Age 70-79
PBM80		Percent Pop: Black, Male, Age 80+
PBF		Percent Pop: Black, Female
PBF9		Percent Pop: Black, Female, Age 0-9
PBF19		Percent Pop: Black, Female, Age 10-19
PBF29		Percent Pop: Black, Female, Age 20-29
PBF39		Percent Pop: Black, Female, Age 30-39
PBF49		Percent Pop: Black, Female, Age 40-49
PBF59		Percent Pop: Black, Female, Age 50-59
PBF69		Percent Pop: Black, Female, Age 60-69
PBF79		Percent Pop: Black, Female, Age 70-79
PBF80		Percent Pop: Black, Female, Age 80+
PHM		Percent Pop: Hispanic, Male
PHM9		Percent Pop: Hispanic, Male, Age 0-9
PHM19		Percent Pop: Hispanic, Male, Age 10-19

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Attribute Name	Category	Attribute Description
PHM29	Race by Gender by Age	Percent Pop: Hispanic, Male, Age 20-29
PHM39		Percent Pop: Hispanic, Male, Age 30-39
PHM49		Percent Pop: Hispanic, Male, Age 40-49
PHM59		Percent Pop: Hispanic, Male, Age 50-59
PHM69		Percent Pop: Hispanic, Male, Age 60-69
PHM79		Percent Pop: Hispanic, Male, Age 70-79
PHM80		Percent Pop: Hispanic, Male, Age 80+
PHF		Percent Pop: Hispanic, Female
PHF9	Housing Occupancy	Percent Pop: Hispanic, Female, Age 0-9
PHF19		Percent Pop: Hispanic, Female, Age 10-19
PHF29		Percent Pop: Hispanic, Female, Age 20-29
PHF39		Percent Pop: Hispanic, Female, Age 30-39
PHF49		Percent Pop: Hispanic, Female, Age 40-49
PHF59		Percent Pop: Hispanic, Female, Age 50-59
PHF69		Percent Pop: Hispanic, Female, Age 60-69
PHF79		Percent Pop: Hispanic, Female, Age 70-79
PHF80		Percent Pop: Hispanic, Female, Age 80+
PHOCC		Percent Housing Units: Occupied
PHVACANT	Percent Housing Units: Vacant	
PHOWN	Percent Housing Units: Occupied by Owner	
PHRENT	Percent Housing Units: Occupied by Renter	
HO120001	Average Hhld Size of Occupied Housing Units	
HO120002	Average Hhld Size of Occupied Housing Units, Owner Occupied	
HO120003	Average Hhld Size of Occupied Housing Units, Renter Occupied	
HU1P	Percent Housing Units: 1-Person Hhld	
HU2P	Percent Housing Units: 2-Person Hhld	
HU3P	Percent Housing Units: 3-Person Hhld	
HU4P	Percent Housing Units: 4-Person Hhld	
HU5P	Percent Housing Units: 5-Person Hhld	
HU6P	Percent Housing Units: 6-Person Hhld	
HU7P	Percent Housing Units: 7+-Person Hhld	

For more information on additional attributes available in the 2010 Census that you can use in your marketing analytics, contact us.