

HERE Census ID and Boundaries

Enabling census data to support geo-intelligence and geocoding functions

HERE Census ID and Boundaries fully align with HERE Map to provide addressing functions for customers. The basic data and correspondence files coincide with selected geographic areas within a country, defined by its official census.

The HERE Census ID and Boundaries Suite is designed to support geocoding and geomarketing use cases. It's built on top of high-quality HERE content, using the geographic boundaries information for site selection applications.

HERE Census Boundaries allows codes to be used with demographic data from secondary providers. HERE Census ID enables additional geocoding as a reference file between HERE Census Boundaries and HERE Maps. In the geographic business intelligence world, the boundary datasets will enable more socio-demographic characteristics, such as age, gender and employment.

This suite simplifies the set of addressing solutions for basic needs from search, rendering and predictive/infrastructure to analysis of an area.

Automotive use cases

- **Public Sector use case:**
Combining demographic data from secondary providers, Census Boundaries is an important component for business intelligence. For example, selecting the best location for a new branch or service, allocating franchise and sales territories, and creating maps based on geographical/demographic parameters
- **All other industries:**
It can be applied to destination selections, when combined with HERE Maps addressing specific geographical areas



High quality data

- Built on the high-quality HERE core map and content data
- Provides widespread reality coverage around the globe



High-fidelity data

- Has the on-the-ground reality data context from reliable sources, such as government/census authorities
- Partners with providers with localized geographic structures in each country/region



Technology leadership

- Enables a wide range of geo-marketing and geo-intelligence applications
- Supports business needs with the flexibility to select functionalities

Product features

HERE Census Boundaries

- Geographies (vary by country) are linked to street centerlines in the HERE Map: state boundaries, county boundaries, census division, states and federal districts, municipality census areas – and more
- Demographic information: a LAT table detailing population, housing and other census information by geographies
- Contains polygons and attributes with specific information and uses three Census Bureau geographies in conjunction with demographic data. Ascending size: Census Blocks, Census Block Groups and Census Tracts
- Census Boundaries with demographics available for United States and Mexico

HERE Census ID

- A correspondence file between Census Boundaries and the Map layers
- Enables additional detail in geocoding that can be used for geo-marketing and site selection applications
- Contains five geographic IDs and the corresponding link PVID - a unique identifying number for each street segment
- Five ID sectors are core-based statistical areas (CBSA), minor civil division (MCD), census tracts, census block groups and census blocks



Data format

HERE Census Boundaries is updated quarterly and is available in extract files in MapInfo TAB file, ESRI Shapefile and GDB

HERE Census ID is updated quarterly and is available in Pipe delimited text file



Coverage

HERE Census Boundaries

are available in selected 12 countries:

APAC: Australia

AMER: Mexico, American Samoa, Canada, Guam, North Mariana Islands, Puerto Rico, USA, Virgin Islands (U.S.), Brazil, Chile

EMEA: Russia

HERE Census ID is available only in Canada and the United States

About HERE

HERE, a location data and technology platform, moves people, businesses and cities forward by harnessing the power of location. By leveraging our open platform, we empower our customers to achieve better outcomes – from helping a city manage its infrastructure or a business optimize its assets to guiding drivers to their destination safely. To learn more about HERE, including our new generation of cloud-based location platform services, visit <http://360.here.com> and www.here.com.