STREETS & BOUNDARIES 2023 RELEASE NOTES

PRODUCT VINTAGE
2023

DATA FORMAT
Esri File Geodatabase (.gdb)
Alteryx (.yxdb)

WHAT IT IS

Streets & Boundaries lets you create highly accurate, publication-quality maps that display the latest U.S. census geographies, Nielsen Designated Market Areas® (DMA), postal boundaries and metropolitan area boundaries. It consists of digital mapping layers from TomTom® for use in our business intelligence platform, ENVISION, as well as other GIS systems. The data include map enhancement layers, such as streets, roads, highways, railroads, water features and landmarks.

Streets & Boundaries is used for a variety of applications including geocoding, site selection, target marketing, strategic planning and product distribution.

WHAT'S NEW

2023 Streets & Boundaries uses the following inputs:

- Census boundaries from TomTom® using the MultiNet® Administrative 2021.12 product (2020 U.S. Census geographies).
- Postal boundaries from TomTom using MultiNet Post/MultiNet Post Enhancements 2021.12 product.
- Metropolitan area boundaries (CBS and CSA) are matched to the Office of Management and Budget (OMB) Bulletin No. 20-01.
- Nielsen Designated Market Areas (DMA) from Nielsen using the DMA county assignment changes for the 2022 – 2023 television season.
- Streets and other mapping layers are sourced from TomTom MultiNet 2021.12.

The following table shows the geographic levels and the number of geographic boundaries included in this release:

Macro Geographies		Micro Geographies	
Country	1	Place	31,617
State	51	Tract	84,095
County	3,143	Block group	239,185
Nielsen Designated Market Area (DMA)	210	ZIP Code	32,066
Core based statistical area – metropolitan / micropolitan (CBSA)	927	Minor civil division (MCD) and census civil divisions (CCD)	35,537
Combined statistical area (CSA)	172		

In addition to the Streets and Boundaries file, you can purchase the Points of Interest file as an additional layer to Streets and Boundaries. Points of interest includes more than 160 attributes

about land use, building types, names of businesses and more. The layer can be used to enhance your analysis by understanding what is close to your locations and the impact they may have on your business. It can also be used to enhance your final maps with additional data about the surrounding area.

ZIP Code Roster Changes

Unlike U.S. census boundaries, which are created for the purposed of collecting census data and analysis over time, ZIP code boundaries are designed to facilitate mail delivery. ZIP boundaries will change to accommodate housing and business developments, and as the United States Postal Service adjusts its carrier routes. There are 162 new ZIP codes in the 2023 roster.

When working with ZIP code-level data, you should be aware that ZIP code boundaries cross U.S. census boundaries, including block groups, tracts, counties and in a few cases, state lines. There are five ZIP codes in the current year Streets & Boundaries file that cross state lines. If you have a customer file with sales data at the ZIP level, but want to understand which DMA offers the best location for your television ad, then you will need to allocate your sales data from ZIP codes to DMAs. To help you find the best solution for your organization, we offer a variety of cross-reference files from ZIP code to other geographies, including DMAs.

Some ZIP codes are considered point-level data instead of boundary-level data. In other words, some ZIP codes do not represent an area; they represent a specific location, such as a post office or a large business. Your customer file may contain these point-level ZIP codes because some customers may use P.O. Box addresses. When geocoding or performing segmentation analysis, you should replace the point-level ZIP code with the area ZIP code to obtain a segment code assignment.

CROSS-REFERENCE FILES

Cross-reference files allow users to observe relationships between various levels of census, postal and industry geographies. The relationship between boundaries is built-in to ENVISION and lets you run reports, such as Rank Areas – Variable, and map cities by block group or states by ZIP code.

Cross-reference files are available as data delivery files for an additional charge. The files list all block groups or ZIP codes in the U.S. and their relationship to other boundaries. There are three kinds of files:

- Dominant – The dominant file shows which boundaries, such as tract, DMA, CBSA, etc. contain all or most of the block group or ZIP code. Use this file to allocate all data from the block group or ZIP code to another geographic boundary.
- Percent inclusion – The percent inclusion file shows what percentage of the block group or ZIP code is contained in other boundaries, such as tract, DMA, CBSA, etc. Use this file to allocate a percentage of the block group or ZIP code data to another geographic boundary.
- The all ZIP code file shows which ZIP codes have boundaries, as well as which ZIP codes are points. For point level ZIP codes, the parent area ZIP code is listed.

FOR DATA ONLY DELIVERIES

Streets & Boundaries is delivered in the Esri format (.shp) or as a .yxdb file. For a detailed list of geography levels, consult the Standard Geography Codes and Names file included with your data delivery.

Streets and Boundaries with POI is also delivered in the Esri format (.shp) or as a .yxdb.