

DOTS Demographics Plus

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Introduction

DOTS Demographics Plus (referred to as "Demographics Plus" or "DGP") is a publicly available XML web service that provides Census Bureau information about US street addresses. The available information includes age, income, race, and ethnic distributions as well as urban classification, gender distribution, and population density. This information is usually accurate to the block or neighborhood level, with population groups as small as 50 people.

Extra information available at the ZIP code level includes:

- population change rates
- average SAT scores
- bachelor, masters, and graduate degree rates
- crime rates
- unemployment rates
- average household size
- average temperature in January, July
- average rainfall and snowfall

[GET YOUR FREE API TRIAL KEY](#)

Developer Guide Map

Operations

This section lists the DOTS Demographics Plus operations and goes into the details behind the inputs and outputs.

Operations:

[GetDemographicsByAddress](#) (**Recommend Operation**)

[GetDemographicsByZIP](#)

Errors

Similar to the Codes, Notes, and Corrections section, this section reflects details on the error outputs that can happen with the service.

Code Snippets and Sample Code

Here you'll find code snippets for various programming languages and frameworks along with links to our sample code page on the web site.

Try The API

This is where you'll go to take the API for a spin. There you can test our recommended operation [GetDemographicsByAddress](#).

Service Reference

In this section you'll find all the different endpoints supported by this service, input and output schema information as well as an opportunity to try the other endpoints as well.

Frequently Asked Questions

This is a list of some of the questions we hear more often that you can reference and get answers on right away.

Integration Basics

Integrating Demographics Plus into your application should be easy and straightforward. If you are using a common platform, Service Objects may already have sample code built that you can use:

<https://www.serviceobjects.com/developers/sample-code/demographics-plus>

However, if you are using a common platform that does not already have sample code, you can ask Service Objects to build you an example. Email support@serviceobjects.com for more details.

Web Service Structure

Web services are methods that integrate with other applications via the web, and encapsulate complex logic. Web services are too large of a topic to cover in this document, but Service Objects has developed its web services to be as easy to integrate and as accessible as possible.

The Demographics Plus web service that supports SOAP, POST and GET. Note that SOAP is done via POST, only with special XML markup in the post-body.

The host path, or physical location of the web service is here:

<https://trial.serviceobjects.com/dgp/DemographicsPlus.asmx>

The location of the WSDL, or Web Service Definition Language document, is here(This is also accessible via the "Service Definition" link.):

<https://trial.serviceobjects.com/dgp/DemographicsPlus.asmx?WSDL>

This WSDL is the definition of the web service, meaning its inputs, outputs, operations, and the like. Most likely, you will have another tool read this WSDL and make the operations available to you in your application. Whenever your utilities or IDE asks for a WSDL path to Demographics Plus, you can provide this URL. Every web service has *operations* that it offers to subscribers – methods that do different work and return different output. Examining the link above, you will notice there is one available operation---it is described in detail below.