



Infogroup Methodology Change - 2018 Births and Deaths

In the third quarter of 2018, Infogroup (YTS data provider) added a new verification source which effectively upgraded a larger proportion of pre-verified and suspect records to the verified file. The result was a significant increase in both births and deaths for 2018.

Every year Infogroup releases 3 databases used to assemble YTS, verified, pre-verified, and suspect. The verified data (around 16 million establishments in 2018) must meet strict verification rules, primarily obtaining over a 93% accuracy rate of an establishment being alive, intent on conducting commercial activities, and at the location specified. The suspect and pre-verified files combined hold over 35 million establishments that did not meet verified file standards.

After a peer review of all years of YTS data was completed in 2018, BDRC focused on using the entire verified data file with only about 3% of the suspect and pre-verified data to build YTS.

When Infogroup applied the methodology change in 2018, they added a new data source that allowed more establishments to meet the strict criteria of the verified data. While total establishments in 2018 trend with growth patterns and previous year totals, the increase in small establishments in the verified data which, due to the volatile nature of smaller establishments, nearly doubled (on average) the births and deaths in 2018 compared to 2017. We expect this methodology to continue in the 2019 data and beyond.