Infogroup

Business and Residential Data

The Importance of Coverage, Accuracy and Recency for Geocoded Data Sets

infogroup

Contact Us

1020 East 1st Street
Papillion, NE 68046
Phone: 800-555-5211
E-Mail: allan.benek@infogroup.com

GSA & FEDLINK

GSA Schedule: GS-23F-0096P
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About Us

Infogroup is the leading provider of business and residential data. Founded in 1972, we have over 40 years of experience in data compilation. Not only do we compile our data from the ground up, our dedicated verification team makes over 90,000 calls a day to verify our data is the most accurate data available. Unlike other providers, we have the ability to update our database on a daily basis, ensuring all of our information is the most accurate.

Infogroup Government Services specializes in providing custom solutions to State and Local government offices across the nation. We work directly with Departments of Transportation, COGs, Economic Development and Emergency Management Planning, just to name a few.

We provide a variety of services specifically for government agencies including:

- Access to our all inclusive database
- Customizable raw data files
- Historically data
- Data processing
- Telephone/Email surveys
- Geocoded and mapping data

Our data powers the top five search engines and 90% of the in car navigation systems in the U.S. If you are in need of quality data to enhance your current and future projects; you can trust Infogroup.

Importance of Data

Using business and residential data sets that provide the best coverage, accuracy and recency is the key to any successful project.

Coverage provides a broad set of attributes to pull from, accuracy provides quality data to make proper decisions and recency includes the most up to date data available. When reviewing data, GIS analysts rely on the completeness, accuracy and timeliness of attributes. Without it, inaccurate or outdated data can result in unreliable models and maps.

COVERAGE

ACCURACY

RECENCY

The simple fact remains—no degree of analytical sophistication can overcome bad data.

Data Example

A large city is looking at implementing a number of “Road Diet” projects across the metropolitan area. These “Road projects will reduce certain four lane roads to two lanes as well as transform one-way streets into two-way streets.

Historical business data will be used to compare a section of road before and after a Road Diet project. Those findings will allow the city to determine whether other similar roads would benefit from a road-diet project.

Geocoded business and consumer data sets will provide officials the insight into the types and number of businesses that have increased or decreased as a result of the project. This data will also contain other factors such as changes in employment numbers, household profiles, gross revenue etc.

Retail merchants are some of the biggest fans of these projects since reduced travel speeds allow for easier and safer parking, improve store access and boost overall walking and livability conditions in neighborhoods—all of which lead to improved commerce.

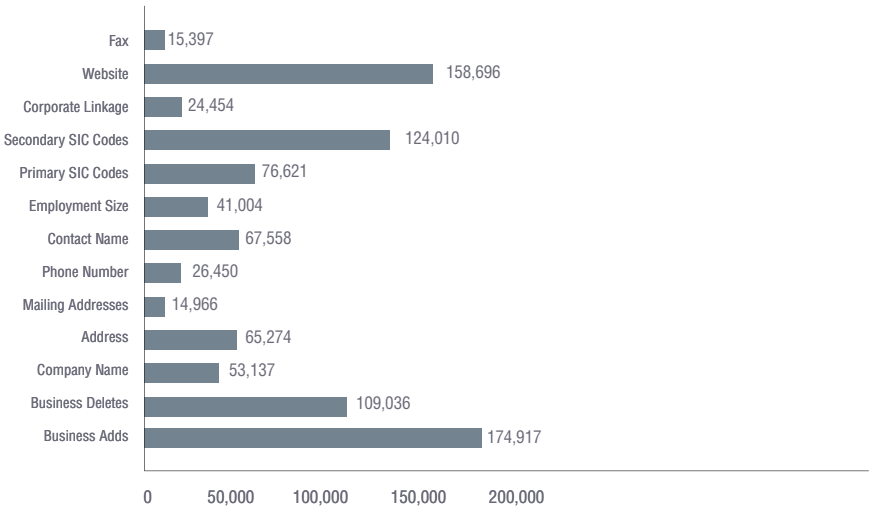
Business and residential/household data is in a constant state of change.

(Infogroup has found that the data in its business database changes approximately 80% annually.) For example:

- Every hour 260 new business will open — and 151 will close their doors
- Every hour 125 business telephone numbers will change or disconnect
- On average, there are over 2.1 million at tribute changes a month
- Each year, our “New Homeowners” file contains approximately 3-4 million new records

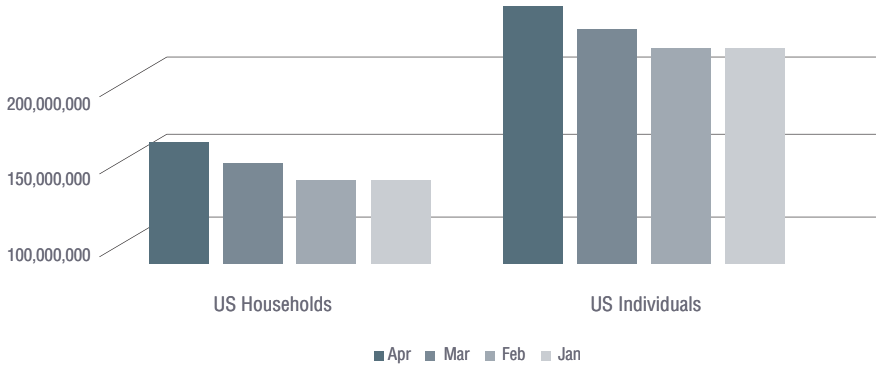
U.S Business Database

Average 113,000 Changes a Day



U.S. Residential Database

How the Data Changes Every Month



Trusted Partner

Government agencies trust Infogroup because of our proven track record of providing accurate and in-depth information. Our databases contain:

- 24 million U.S. businesses (15 million verified & 9 million pre-verified)
- 235 million U.S. consumers
- 140 million U.S. households
- 1.4 million Canadian businesses
- 12.6 million Canadian consumers

Numerous national organizations and government agencies, including the FBI, Homeland Security and Department of Transportation, use our consumer and business information to make critical decisions every day. Federal contract mechanisms include GSA and FEDLINK.

GSA Advantage!®

FEDLINK
The Federal Library & Information Network
Library of Congress

Our Data

To gauge the coverage, accuracy and recency of a data set, certain questions must first be answered:

- Does the company have a data compilation process that supports these requirements?
- Where is the information sourced from? How many different sources are used?
- How often is the data updated?
- What processes are in place to ensure changes are updated correctly and accurately?

More than 400 researchers at Infogroup are dedicated to building, verifying and updating our databases. In fact, we are the only company that compiles the business and consumer data all under one roof. We scrutinize and catalog information from hundreds of public sources; examining each record by hand for quality and completeness in order to provide the broadest coverage of attributes to select from.

As an original compiler, Infogroup has several advantages in developing a superior database including
:

- Specific knowledge of raw data sources
- Control over all aspects of the compilation process
- A clear understanding of the optimal approach to integrating various sources of data
- Consistency in the development of modeled attributes
- Flexibility in refining and enhancing compilation procedures.

Business Database

By mining multiple data sources, Infogroup delivers a database that is that is the most robust and comprehensive available. We compile our databases from a number of sources including:

- Hundreds of county-level public sources, publications of record and Secretaries of State for new business registrations
- Utility connects and disconnects nationwide
- Annual reports / 10-Ks
- Real estate data – deeds/assessments
- Press releases
- News feeds
- Web research
- Industry & tourism directories
- User generated feedback
- Postal processing (NCOALink®, DPV®, LACSLink®, DSF®)
- 4,000+ U.S. Yellow and White Page directories

GIS projects require the use of comprehensive data sets in order to perform a detailed analysis. Infogroup is widely recognized as providing the most comprehensive solution in the market – with more than 160+ business data elements to select from. A sample listing of the type of attributes collected are listed below.

- Business name
- Full address (Location, mailing, and landmark)
- Type of business (Yellow Page heading, SIC and NAICS codes)
- ZIP Code™ (including ZIP + 4®)
- Telephone number
- Fax number (where available)
- Website addresses
- Email addresses
- Number of employees
- Sales volume
- Name, title, and gender of key executives
- Franchise and brand information
- Year the business was established
- Headquarters, branch, and subsidiary information
- Stock exchange and ticker symbol
- Latitude, longitude and parcel-level geocodes
- News headlines
- UCC filings and bankruptcy notices (where available)
- Square footage of business campus

Residential Database

Infogroup's U.S. Residential Database is the industry's premier consumer database. With 75 contributing sources and a full rebuild every month, the U.S. Residential Database sets the standard for unparalleled quality, while its comprehensive demographic and lifestyle attributes allows for creative solution building for any marketing or research campaign.

We compile our residential database from:

- Utility connects and disconnects
- Voter Registration data from 17 states
- Tax assessment and real estate deed information
- Individual-level transactional data
- Lifestyle Data derived from purchase behavior
- Market experience since 1917 in data analysis and modeling
- Telephone directories

Selection possibilities are virtually endless when choosing from the U.S. Residential Database. There are hundreds of elements to choose from. Here's just a sample:

- Geography: city, state, CBSA, address or total U.S.
- Phone number
- Head of household age
- Presence of children
- Length of residence
- Own/rent status
- Home value
- Estimated household income
- Mortgage amount/date
- Latitude/longitude

A detailed listing of our business and residential / household data elements can be found at the end of this document.

Verification and Updates

Within the Infogroup data center is a call center that makes more than 25 million phone calls each year to verify our business database and collect any additional information. All verification and update work is performed in-house on a DAILY basis. No other company does that.

We verify business information and add details such as: primary line of business, website addresses, franchise and brand information, key decision makers and titles, email addresses and number of employees.

Compiling a business database from multiple sources and continuously verifying the information produces a database that is second to none in its overall accuracy. It also provides data this is current – a benefit for GIS projects where outdated information can cause poor analysis and decision making.

Life Cycle of a Business Listing

- Utility connects are typically identified 2 days from the discovery date
- Within 7-11 weeks records are called for verification and added to the business database

- 100% telephone verified
- Quality is assured throughout compilation, verification & update process

- Identified as soon as 2 weeks after the business has closed

Spectrum of Business Data

240 Million Records in Infogroup's Business Files
Business files are stored in silos in order to maximize the data. Other data providers lump businesses that are in various stages of activity (new, established, out-of-business, work-at-home), which does not allow research to be as precise and effective.

15 million U.S. Business Records
These businesses are updated every month—call verified, populated with address, phone, executive, SIC/NAICS, employee size, sales volume, geo-coded and much more.

9 million Pre-Verified Business Records
The Pre-Verified Business Database contains businesses that we have been unable to contact, validate or improve sufficiently for traditional marketing use. Due to the nature of the file, counts may vary from month to month due to incoming sourcing and the validation of previously unverified records.

3 million New Business Records
The New Business database includes new businesses that have formed within the last two years. The database is compiled from over 250 sources including: Secretaries of State, county courthouses, utility providers, Departments of Revenue, Departments of Taxation, local business/legal journals and various other sources.

7.5 million International Business Records, One-Source
This database contains corporate linkage, businesses/industries by region, employee size, sales volume and extensive industry SWOT reporting. OneSource offers various ways to perform in-depth research with data and reports from 20+ information providers.

5 million Nixie (Out-of-Business) Records
This database contains any out of business record, as soon as 2 weeks after the business has closed. This file contains 36 months worth of record removals from the U.S. Business Database.

200 million Historical Business and Residential Records
Annual records for any business or residential record—dating back to 1997 for Business, and 2006 for Residential.

Business Database Audits

Independent Competitive Audit

The following table shows the result of an independent business database audit conducted in 2009 by the Peter Kiewit Institute's College of Information Science at the University of Nebraska at Omaha. The goal was to create a competitive analysis that would evaluate the quality of specific data elements.

A statistically representative sample of each database was created by dividing the databases into nine geographic regions and randomly selecting ZIP Codes from each of these regions to produce the required sample size for each vendor (altogether, 84 ZIP Codes were selected). Each dataset was evaluated in a blind study to assess quality, using telephone verification in conjunction with a survey of a representative of each company, under the supervision of the auditing organization.

The following table shows the accuracy of elements within each database, using records common to both vendors' databases:

DESCRIPTION	INFOGROUP	COMPETITOR
Company Name Accuracy	96.8%	90.3%
Address Accuracy	95.3%	89.8%
Phone Number Accuracy	90.1%	74.6%
Fax Number Accuracy	92.5%	85.5%
Line of Business Accuracy	85.9%	67.6%
Employment Size Accuracy	86.3%	83.1%
Executive Name Accuracy	79.3%	74.8%
Executive Title Accuracy	87.9%	76.5%
Deliverability	93.9%	89.1%
Out of Business Rate	4.4%	11.6%

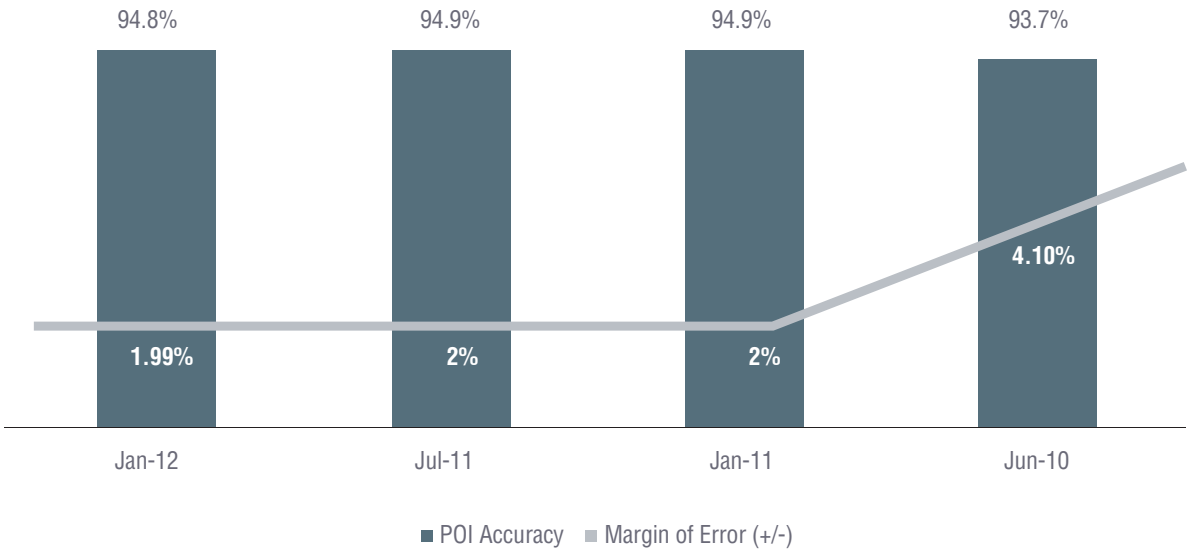
Based on the external auditor's analysis of the data, it is possible to summarize the results of the audit in the following points:

- Infogroup is clearly the leader in identifying the most current Company Name and Phone information, improving the efficiency of any project
- Infogroup's Line of Business and Employment Size accuracy allows more accurate profiling of target groups
- Infogroup's Address accuracy increases the ability to locate a business
- Infogroup purges records faster and more accurately than our Competitors resulting in a lower "out-of-business" rate

As can be seen, the company that verified its records by telephone, along with other means, outperformed the competition in all categories.

Internal Data Quality Audit

Every 6 months Infogroup runs their own internal audit in nine random geographic areas and nine critical categories in order to adhere to the quality standards that the top search engines require. The graph below shows how our data accuracy checks over the last 4 years.



Infogroup's Quality Assurance Group verifies that our records and data entry are at least 99% accurate from the original source of the information.