NYC GISMO 2018
NYC, NY
Business and Residential Data
Get to Know Infogroup
Government Division

Our industry-leading data practices collect, cleanse, verify and analyze information to provide maximum value to your business.
Who Uses Our Data

100k+
National Organization & Government agencies rely on our data

85%
of Fortune 1000 companies

90%
of in vehicle navigation systems

100’s
of COG’s/MPO’s including NW Arkansas RPC MetroPlan

State Agencies

• Vermont
• New York
• Ohio
• Michigan
• Texas
• Iowa
• Florida

• Georgia
• Louisiana
• South Dakota
• Nebraska
• Colorado
• New Mexico
• North Carolina

• Tennessee
• Wisconsin
• Utah
• Mississippi
• Indiana
• California
• Virginia

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What is P.O.I. ??

A POI is a consumer-facing business which is typically valued in mapping, local, and navigational search applications.

Searches typically done via....

- User Generated Content
- New Utility Connections
- 4,400 yellow page directories
- Annual Reports, 10ks, SEC filings
- Internet Research and Web mining
- Federal, State & Municipal Government
- Business Magazines, Newsletters & Top Newspapers

Business Data Compilation
Compilation Dedicated to Quality

Data Sources
- Updated Monthly
- Government sources
- Public company filings
- Utility information
- Web research
- RSS feeds
- Partner feedback
- 2MM merchant submissions
- 4000 yellow pages
- Daily QC checks

Address Hygiene
- NCOA Link™
- DPV
- LACSLink™
- DSF2™
- ACE Software
- 92% receive ZIP+4

Phone Verification
- 24 MM calls per year
- Specialized calling groups
- Custom scripts for key industries
- QC monitors calls daily

Standardize & Enhance
- Standardize Elements:
  - Business name
  - SIC Code / Industry
  - Franchise / Brand
  - Corporate Linkage
- Duplicate Removal:
  - Phones & addresses
  - Prior business names
- Enhanced Content:
  - Contact Email Addresses
  - URLs & Social Links
  - Credit Cards Accepted
  - Hours of Operation

Final Quality Assurance
- Database checked again by QA before release
- Experienced QA & compilation staff drives quality data
- Average QA tenure is 8 years
- Compilation staff bonuses are based on 99%+ accuracy

300 Dedicated Agents
24,000,000 Verification Calls Every Year
Meghan Pridell/Thomas Pridell
- 2 adults/4 children
- Income 180,000
- Lawyer/Sales Rep
- LL.M/BA
- 6 years in home
- Year built 1989
- 2015 Cadillac Escalade
- Central Heating
- Mortgage 2010
- Charitable Donors

ABC Daycare
- 1.3 Million sales Volume
- 10 employees
- Credit rating A-
- 10,000 square feet
- Utility Expense $10,000

Car Charging Station

Multifamily Unit
- 8 units
- Electric Heating
- 1A- Steve Laird
- 2A- Jim Smith
- Sandra Smith
- 1B Scott Lea
- Yu Chin

Convenience Store
- 711
- 6 employees

Redbox

2000 Chevrolet Malibu
- Fred Walsh
- 13045 E 134 St. Chicago IL
- Income 50,000/year

Feeding Healthy Children
- Non-profit
- Less than 500,000
- 5 employees/Credit rating C
- Parent Company- ConAgra

Fred Walsh
13045 E 134 St. Chicago IL
Income 50,000/year

Feeding Healthy Children
Non-profit
Less than 500,000
5 employees/Credit rating C
Parent Company- ConAgra
She wants a business list for a mailing in these 4 counties: Contra Costa, Alameda, San Mateo, and San Francisco.
Local Business Viewer Presentation

- Data gets delivered on quarterly basis
- Number of records - roughly 45k business records are delivered each quarter
- Over 175 data fields (Name, credit score, no. employees etc.)

Statistics:
- Data shows 3,200 new businesses opened in last 6 months; 1,300 new business opened in last 2 months and 601 in the last 30 days
Enhancing Open Source Data

- New Businesses
- New Movers
- Office Buildings
- Automobile Info
- New Homeowners
- Single Family Dwelling
- Multi-Family Homes
Business/Employer Data

NYC Area Counts
- Public and private businesses – 630,070
- Verified – 237,921
- Pre-Verified – 180,098
- New last month – 11,641
- Last 6 months – 15,314

Key Data Elements
- Company Name
- Physical Address
- Geo Lat/Long
- Contact Name
- Industry Classification (SIC/NAICS)
- Employment Size
- Sales Volume
- Square Footage
Business Overview

Business Name
Address
NAICS / SIC codes
Phone number
Square footage
Expenses such as Utility /Rent
Number of Employees
Sales Volume
Contact Names
Latitude / Longitude coordinates
Fleet Size
Population codes
Etc.....
Level of Consumer Information

Census information
- Expanded attributes
- 700+ census statistics
- Means, medians, percentages
- Age
- Household composition
- Education
- Employment
- Income
- Race/ethnicity

Socio-economic status indicator
- Income
- Occupation
- Education
- Ownership

Aggregate list statistics
- % single-family home
- % newcomers
- % median income

Cluster systems
- PRIZM NE

Infogroup unique household ID
- Identifies all household members

Location attributes
- Phone numbers
- Length of residence
- Dwelling unit size
- Location type
- Latitude/longitude

Household data
- Presence of adults
- Age of head of household
- Occupation
- Presence of children
- Children’s ages
- Marketing targets (MTs)

Age data
- Est. age of head of household

Actual + modeled
- 5-year intervals
- Children’s ages (actual)
- Marketing targets......MTs
- 24 popular age groups
- Blend actual and inferred data
- Codes 9–0 ... likelihood

Demographics
- Date of birth
- Head of household indicator
- Marital status
- Spouse indicator
- Ethnicity
- And more!

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Three Levels of Data

**Neighborhood**

- Census information
  - Expanded attributes
  - 700+ census statistics
  - Means, medians, percentages
  - Age
  - Household composition
  - Education
  - Employment
  - Income
  - Race/ethnicity

- Socio-economic status indicator (SESI)
  - Income
  - Occupation
  - Education
  - Ownership
  - Affluence indicators
  - Purchase Power Indicator
  - Potential investors
  - Special interest groups
  - Early technology adaptors
  - Home based businesses

- Aggregate list statistics
  - % single-family home
  - % newcomers
  - % median income

**Household**

- Infogroup unique household ID
  - Identifies all household members

- Location attributes
  - Phone numbers
  - Length of residence
  - Dwelling unit size
  - Location type
  - Latitude/longitude

- Household data
  - Presence of adults
  - Age of head of household
  - Occupation
  - Presence of children
  - Children’s ages
  - Marketing targets (MTs)

- Age data
  - Est. age of head of household
    - Actual + modeled
    - 5-year intervals

- Children’s ages (actual)

- Marketing targets
  - 24 popular age groups
  - Blend actual and inferred data
  - Codes 9–0 ... likelihood

**Individual**

- Details for individual household members
- Infogroup unique individual ID

- Demographics
  - Date of birth
  - Gender
  - Head of household indicator
  - Marital status
  - Spouse indicator
  - Ethnicity
  - Political affiliation
In the event of a disaster hits NYC 10004...

<table>
<thead>
<tr>
<th>Company</th>
<th>NAICS</th>
<th>Sales</th>
<th>Employees</th>
<th>Latitude</th>
<th>Longitude</th>
</tr>
</thead>
<tbody>
<tr>
<td>Absolute Travel</td>
<td>812111</td>
<td>$537,000</td>
<td>13</td>
<td>40.705283</td>
<td>-74.014264</td>
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<tr>
<td>Larry's Builder</td>
<td>236118</td>
<td>$2,046,000</td>
<td>4</td>
<td>40.705795</td>
<td>-74.010776</td>
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<tr>
<td>ABC warehouse</td>
<td>722511</td>
<td>$3,713,000</td>
<td>45</td>
<td>40.705539</td>
<td>-74.017258</td>
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<td>School</td>
<td>931247</td>
<td>N/A</td>
<td>218</td>
<td>40.705538</td>
<td>-74.012575</td>
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<tr>
<td>Soho Grocery</td>
<td>521114</td>
<td>$2,359,156</td>
<td>29</td>
<td>40.705527</td>
<td>-74.012611</td>
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<tr>
<td>Oscars Eats</td>
<td>541930</td>
<td>$876,000</td>
<td>4</td>
<td>40.705702</td>
<td>-74.016036</td>
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<td>Sonata Salon</td>
<td>722511</td>
<td>$496,000</td>
<td>6</td>
<td>40.703544</td>
<td>-74.010894</td>
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<tr>
<td>Zeppu Shoes</td>
<td>541110</td>
<td>$2,670,000</td>
<td>6</td>
<td>40.70596</td>
<td>-74.012595</td>
</tr>
<tr>
<td><strong>Total Sales</strong></td>
<td><strong>$8,580,862,000</strong></td>
<td><strong>Total Employees 54,772</strong></td>
<td><strong>This is how much sales will be lost</strong></td>
<td><strong>This is how many jobs will be lost</strong></td>
<td></td>
</tr>
</tbody>
</table>

This is how much sales will be lost

This is how many jobs will be lost

Total: 1,874 businesses in NY 10004

Your Name: Bill Loges
Organization: DEC Region 6
Description first 140 Characters will be used: Uses a web service of NOAA Nautical Charts in CIRIS to analyze periodic fuel leaks from a shipwreck in the Saint Laurence.
# New York Private Businesses

By employee size and sales volume
Firm records only

<table>
<thead>
<tr>
<th>Area</th>
<th># of Employees</th>
<th># of Businesses</th>
<th>Avg # of Employees</th>
<th>Total # of Employees</th>
<th>Avg Sales Volume ($1,000)</th>
<th>Total Sales Volume ($1,000)</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Outside NYC Metro Area</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>1</td>
<td>33,021</td>
<td>1</td>
<td>1</td>
<td>33,021</td>
<td>$ 288</td>
<td>$ 7,982,433</td>
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<tr>
<td>2-4</td>
<td>97,795</td>
<td>2.8</td>
<td>275,121</td>
<td>$ 945</td>
<td>$ 74,772,530</td>
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<tr>
<td>5-9</td>
<td>52,792</td>
<td>6.3</td>
<td>331,045</td>
<td>$ 2,114</td>
<td>$ 87,381,191</td>
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<tr>
<td>10-99</td>
<td>52,723</td>
<td>24.3</td>
<td>1,280,130</td>
<td>$ 7,566</td>
<td>$ 290,184,497</td>
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<tr>
<td>100+</td>
<td>5,263</td>
<td>293.5</td>
<td>1,544,604</td>
<td>$ 86,872</td>
<td>$ 267,740,014</td>
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<tr>
<td><strong>Unknown</strong></td>
<td>5,460</td>
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<tr>
<td><strong>NYC Metro Area</strong></td>
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<tr>
<td>1</td>
<td>47,437</td>
<td>1</td>
<td>47,437</td>
<td>$ 300</td>
<td>$ 12,923,684</td>
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<tr>
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<td>257,330</td>
<td>2.8</td>
<td>724,031</td>
<td>$ 955</td>
<td>$ 217,644,839</td>
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<tr>
<td>5-9</td>
<td>110,167</td>
<td>6.1</td>
<td>673,161</td>
<td>$ 2,042</td>
<td>$ 199,340,649</td>
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<td>10-99</td>
<td>94,186</td>
<td>22.8</td>
<td>2,147,688</td>
<td>$ 6,934</td>
<td>$ 510,953,772</td>
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<tr>
<td>100+</td>
<td>8,877</td>
<td>306.2</td>
<td>2,718,459</td>
<td>$ 92,900</td>
<td>$ 484,473,988</td>
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<tr>
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<td></td>
<td>$ 1,095</td>
<td>$ 2,190</td>
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<td><strong>Total New York State</strong></td>
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<td></td>
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<tr>
<td>1</td>
<td>80,458</td>
<td>1</td>
<td>80,458</td>
<td>$ 260</td>
<td>$ 20,906,117</td>
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<tr>
<td>2-4</td>
<td>355,125</td>
<td>2.8</td>
<td>999,152</td>
<td>$ 823</td>
<td>$ 292,417,369</td>
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<tr>
<td>5-9</td>
<td>162,959</td>
<td>6.2</td>
<td>1,004,206</td>
<td>$ 1,759</td>
<td>$ 286,721,840</td>
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</tr>
<tr>
<td>10-99</td>
<td>146,909</td>
<td>23.3</td>
<td>3,427,818</td>
<td>$ 5,453</td>
<td>$ 801,138,269</td>
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<tr>
<td>100+</td>
<td>14,140</td>
<td>301.5</td>
<td>4,263,063</td>
<td>$ 53,198</td>
<td>$ 752,214,002</td>
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<tr>
<td><strong>Unknown</strong></td>
<td>27,238</td>
<td></td>
<td></td>
<td>$</td>
<td>$ 2,190</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>786,829</td>
<td>12.4</td>
<td>9,774,697</td>
<td>$ 2,737</td>
<td>$ 2,153,399,787</td>
<td></td>
</tr>
</tbody>
</table>
Thank You
Bill Loges
Bill.loges@infogroup.com
402.250.9823
NY OGS contract#
20020-23044-PC67664