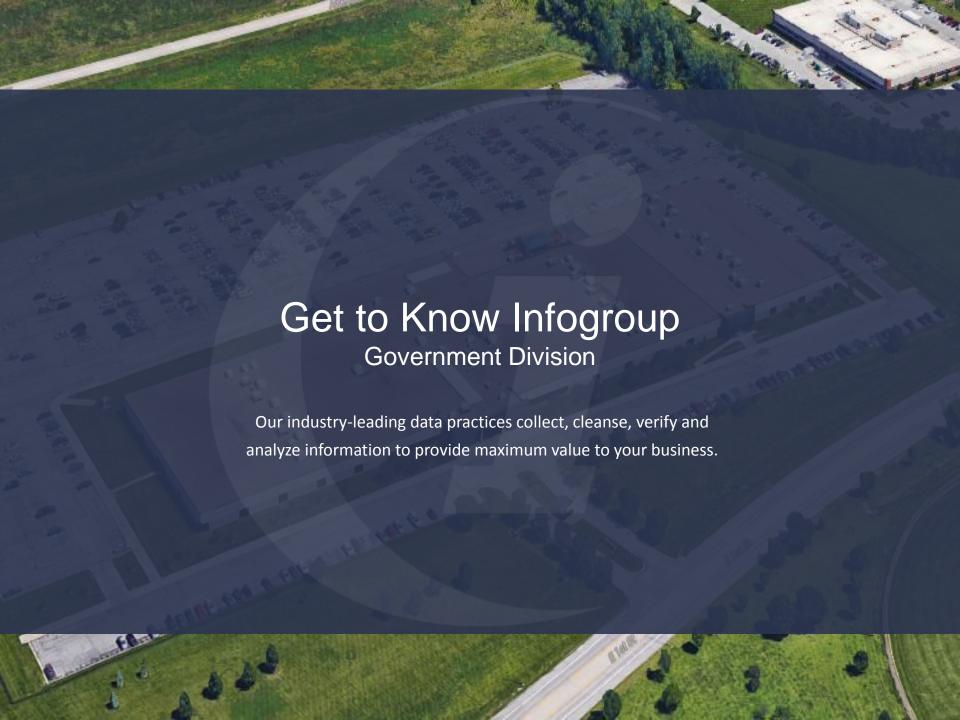
## NYC GISMO 2018 NYC, NY

Business and Residential Data







## 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 TOP
5
SEARCH ENGINES & Q

## **State Agencies**

- Vermont
- New York
- Ohio
- Michigan
- Texas
- lowa
- Florida

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

- Tennessee
- Wisconsin
- Utah
- Mississippi
- Indiana
- California
- Virginia



## 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....













## Accurate. Customized. Connected.





## Compilation Dedicated to Quality









Phone

Verification



Standardize &



**Final Quality** 

Assurance

#### **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
- √ NCOALink™
- ✓ DPV
- ✓ LACSLink™
- ✓ DSF2™
- √ ACE Software
- √ 92% receive ZIP+4
- √ 24 MM calls per year
  - √ Specialized calling groups
  - ✓ Custom scripts for key industries
  - ✓ QC monitors calls daily

### 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

- ✓ 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



#### 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

#### **711**

Convenience Store 6 employees

#### **Redbox**

#### 2000 Chevrolet Malibu

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

#### **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

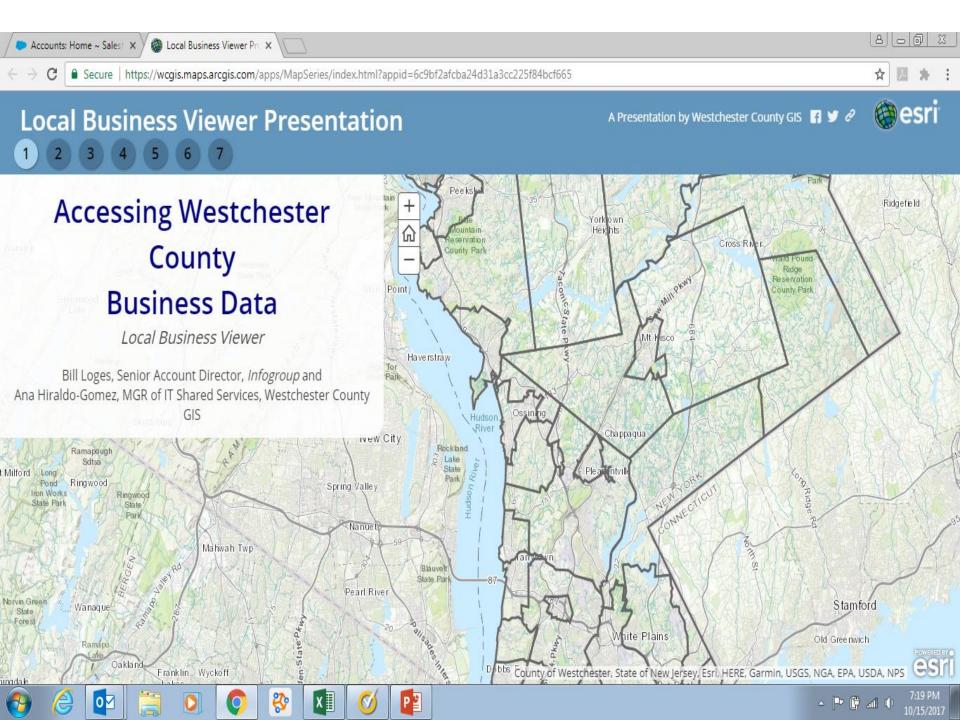
Sandra Smith

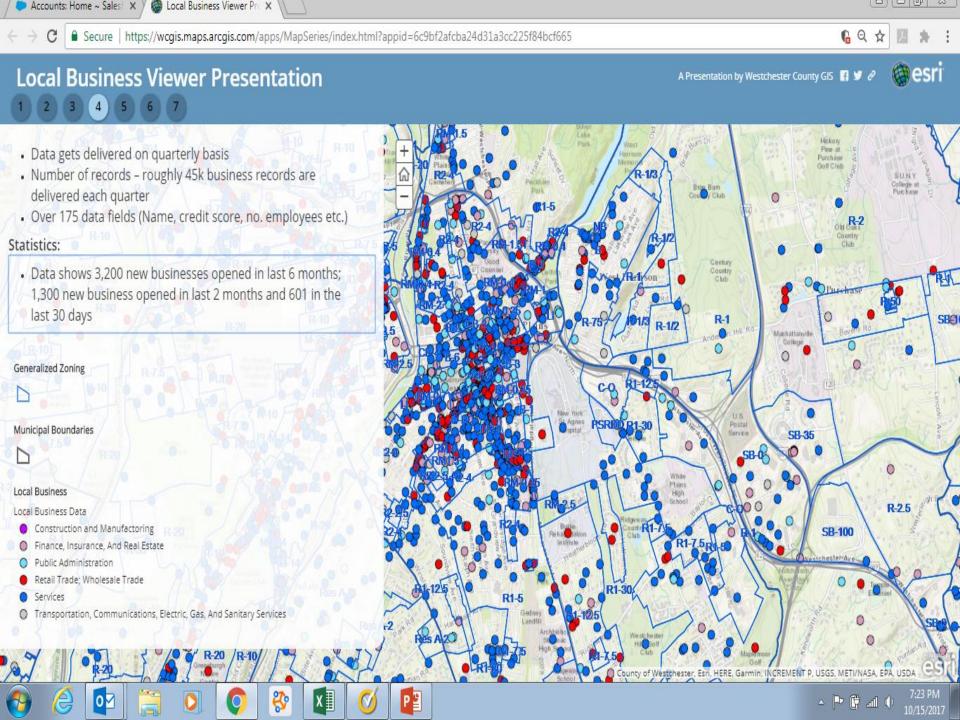
1B Scott Lea Yu Chin

1

#### **Feeding Healthy Children**

Non-profit
Less than 500,000
5 employees / Credit-ratingC
Parent Company- ConAgra



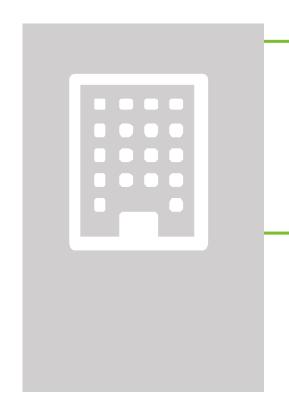


## **Enhancing Open Source Data**





## **Business/Employer Data**





- 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.....





## **Residential Data Sources**









- 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

Household

• 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



# 2.1M Head of households for NYC

- Details for household members
- Infogroup unique individual ID
- Identifies each household member
- Up to 4 individuals

#### **Demographics**

- Date of birth
- Head of household indicator
- Marital status
- Spouse indicator
- Ethnicity

Individual

• And more!



## **Three Levels of Data**



#### 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



#### • 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

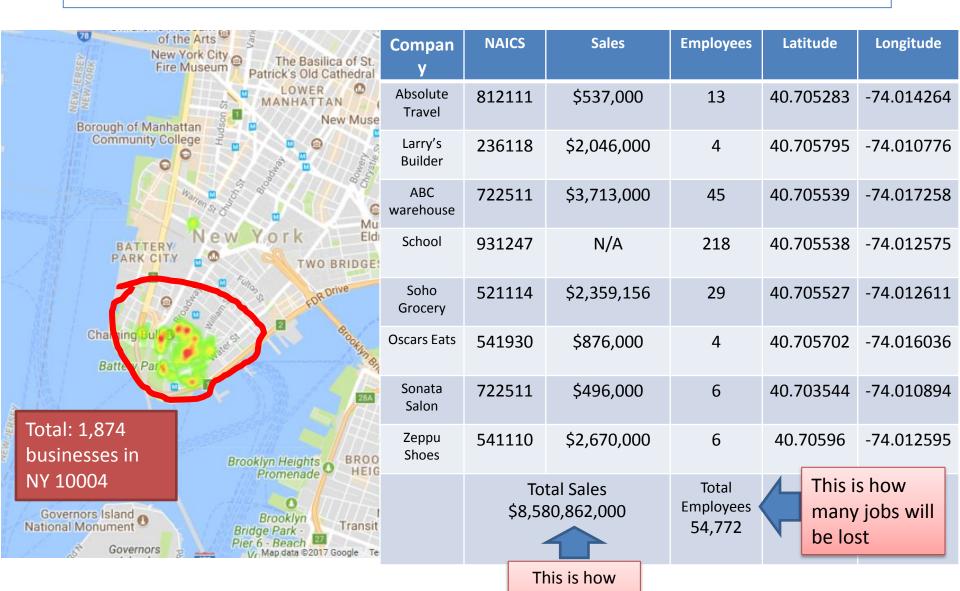
- Est. age of head of household
  - Actual + modeled
  - 5-year intervals
- Children's ages (actual)
- Marketing targets.....MTs
  - 24 popular age groups
  - Blend actual and inferred data
  - Codes 9-0 ... likelihood



- · 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...



Your Name: Bill Loges
Organization: DEC Region 6



much sales will be lost

## **New York Private Businesses**

By employee size and sales volume Firm records only

Area	# of Employees	# of Businesses	Avg # of Employees	Total # of Employees	Avg Sales Volume (\$1,000)	Total Sales Volume (\$1,000)
Outside NYC Metro Area	1	33,021	1	33,021	\$ 288	\$ 7,982,433
	2-4	97,795	2.8	275,121	\$ 945	\$ 74,772,530
	5-9	52,792	6.3	331,045	\$ 2,114	\$ 87,381,191
	10-99	52,723	24.3	1,280,130	\$ 7,566	\$ 290,184,497
	100+	5,263	293.5	1,544,604	\$ 86,872	\$ 267,740,014
	Unknown	5,460				
NYC Metro Area	1	47,437	1	47,437	\$ 300	\$ 12,923,684
	2-4	257,330	2.8	724,031	\$ 955	\$ 217,644,839
	5-9	110,167	6.1	673,161	\$ 2,042	\$ 199,340,649
	10-99	94,186	22.8	2,147,688	\$ 6,934	\$ 510,953,772
	100+	8,877	306.2	2,718,459	\$ 92,900	\$ 484,473,988
	Unknown	21,778			\$ 1,095	\$ 2,190
Total New York State	1	80,458	1	80,458	\$ 260	\$ 20,906,117
	2-4	355,125	2.8	999,152	\$ 823	\$ 292,417,369
	5-9	162,959	6.2	1,004,206	\$ 1,759	\$ 286,721,840
	10-99	146,909	23.3	3,427,818	\$ 5,453	\$ 801,138,2 <mark>69</mark>
	100+	14,140	301.5	4,263,063	\$ 53,198	\$ 752,214,0 <mark>02</mark>
	Unknown	27,238				\$ 2,190
Total		786,829	12.4	9,774,697	\$ 2,737	\$ 2,153,399,787

**Thank You** Bill Loges Bill.loges@infogroup.com 402.250.9823 **NY OGS contract#** 20020-23044-PC67664

