

# INFOGROUP EMPLOYMENT DATA

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# INFOGROUP EMPLOYMENT DATA

## WHAT IS IT?

- ▶ Infogroup is a leading provider of current business data used for reference, research and marketing (similar to workforce development data).
- ▶ Business data is a record with point location information.



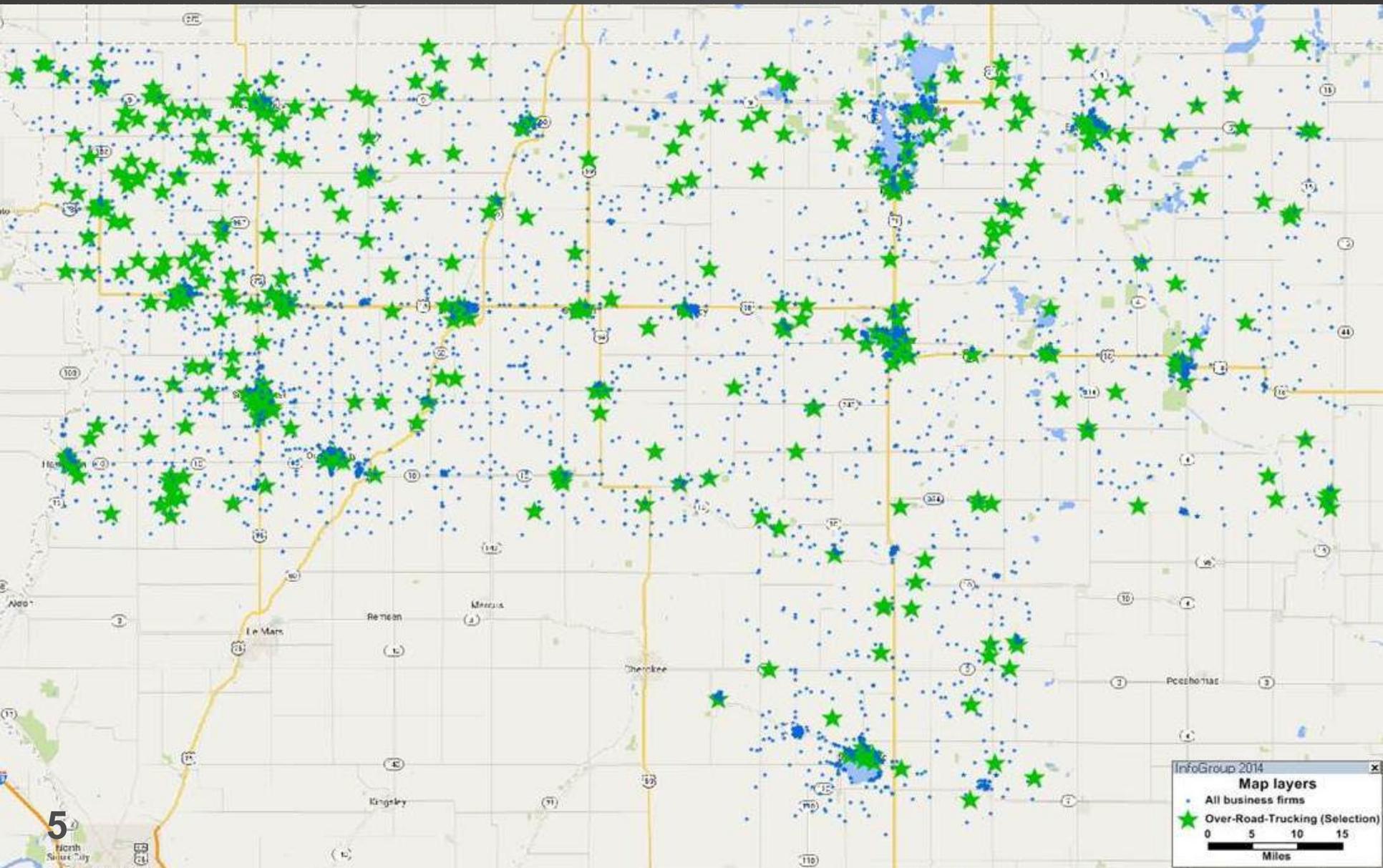
# WHY IS IT IMPORTANT?

Business data improves the quality of our transportation planning activities by providing:

- ▶ Critical inputs into travel demand models.
- ▶ Feeds generation of trips for travel models.
- ▶ Economic Development information.
- ▶ Understand where locations of traffic generation exist.

# EXAMPLE OF HOW TO USE THE DATA

## TRUCKING FIRMS IN RPA 3



# WHO GETS IT?

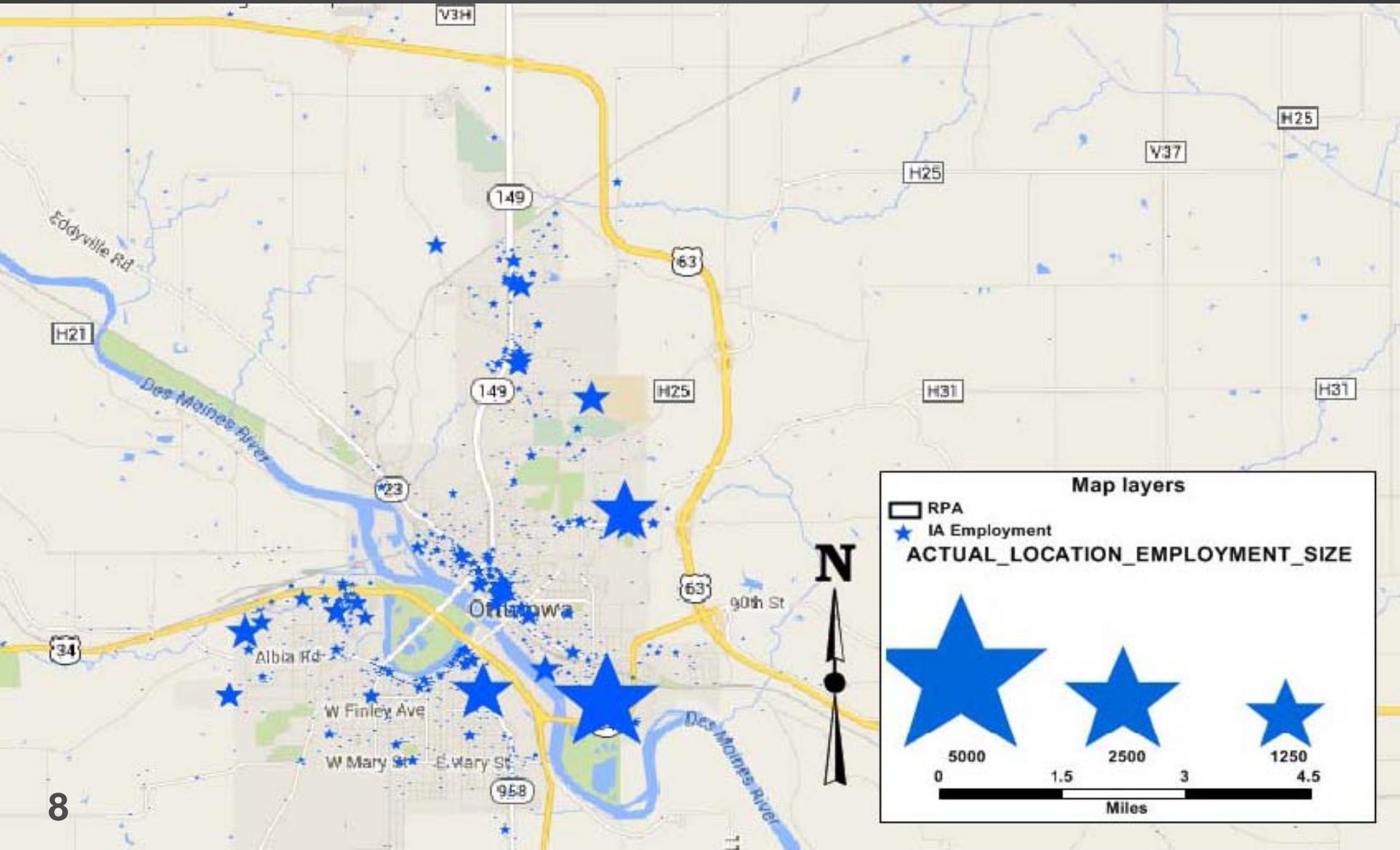
- ▶ The Iowa DOT has received Infogroup employment data on an annual basis since 2011.
- ▶ The Iowa DOT processes the statewide data and parcels it out for each MPO.
- ▶ The RPAs can also receive their region's data upon request.

# WHAT IS COLLECTED?

- ▶ Infogroup provides in-depth data on 14 Million U.S. Businesses.

# EXAMPLE OF HOW TO USE THE DATA

## EMPLOYMENT BY SIZE MAP



# WHAT INDUSTRIES ARE CONTACTED?

- ▶ Agriculture
- ▶ Transportation & Communication
- ▶ Finance, Insurance, Real Estate
- ▶ Construction
- ▶ Wholesale
- ▶ Business & Personal Service
- ▶ Manufacturing
- ▶ Retail
- ▶ Public Administration

# WHAT KIND OF INFORMATION IS PROVIDED?

- ▶ Business Name
- ▶ Full Address
- ▶ Zip Code
- ▶ Telephone Number
- ▶ Website Address

# ADDITIONAL KINDS OF INFORMATION

- ▶ Type of Business – NAICS Description
  - ▶ NAICS - The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.
- ▶ Number of Employees
- ▶ And more...

# EXAMPLE OF INFORMATION

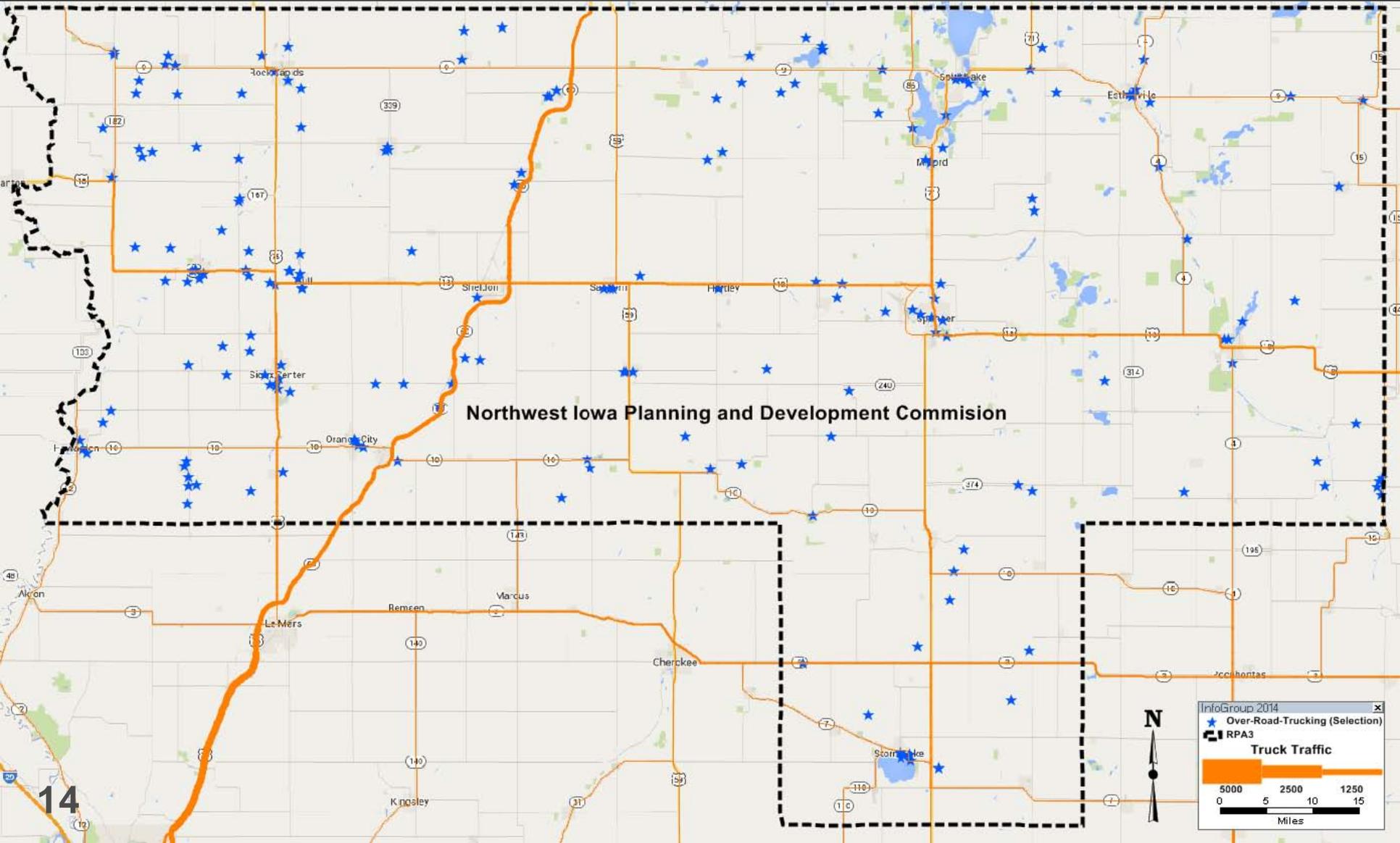
COMPANY_NAME	PRIMARY_ADDRESS	PRIMARY_ZIP_CODE	PHONE	WEB_SITE	NAICS_DESC	ACTUAL_LOCATION_EMPLOYMENT_SIZE
CHUCK'S AUTO REPAIR	114 W 1ST ST	50447	6417623512		AUTOMOTIVE BODY, PAINT & INTERIOR REPAIR/MAINT	6
KANAWHA EQUIPMENT	PO BOX 40	50447	6417628261	KCNIELSEN.COM	FARM & GARDEN MACHINERY & EQUIP MERCHANT WHLSRS	25
SAMPSON CONSTRUCTION & DOOR	213 W 1ST ST	50447	6417623330		GENERAL AUTOMOTIVE REPAIR	1
NORTH CENTRAL CO-OP	PO BOX 220	50447	6417623251	NCCOOP.COM	FARM PRODUCT WAREHOUSING & STORAGE	13
C & M CONSTRUCTION CO	PO BOX 163	50447	6417623317		WATER & SEWER LINE & RELATED STRUCTURES CONSTR	4
LANGS CARPET CARE	208 W 5TH ST	50447	6417623413		CARPET & UPHOLSTERY CLEANING SERVICES	2
DIANE'S COUNTRY CUT HUT	214 W 7TH ST	50447	6417623450		BEAUTY SALONS	1
CARROLL BURRAS INC	707 N ELM ST	50447	6417623515		OFFICES OF REAL ESTATE AGENTS & BROKERS	3
ROBERT KRAFT FARM	720 N ELM ST	50447	6417623565		CORN FARMING	1
ANDERSON RESTORATION LC		50447	6417623527		AUTOMOTIVE BODY, PAINT & INTERIOR REPAIR/MAINT	2
HANCOCK COUNTY SHED	201 W RAILROAD ST	50447	6417623674		LEGISLATIVE BODIES	2
JAMES MALLEN REAL ESTATE	PO BOX 167	50447	6417623254		OFFICES OF REAL ESTATE AGENTS & BROKERS	3
KANAWHA CITY OFFICE	104 S MAIN ST	50447	6417623799		LEGISLATIVE BODIES	5
KANAWHA CITY OFFICE	110 W 2ND ST	50447	6417623508		LEGISLATIVE BODIES	5
KANAWHA FIRE DEPT	104 S MAIN ST	50447	6417623798		FIRE PROTECTION	20
KANAWHA MEDICAL CLINIC	PO BOX 268	50447	6417623696		FREESTANDING AMBULATORY SURGICAL & EMERGENCY CTRS	3
KANAWHA MEDICAL CLINIC	KANAWHA MEDICAL	50447	6417623696		FREESTANDING AMBULATORY SURGICAL & EMERGENCY CTRS	10
KANAWHA SANITATION DEPT	110 W 2ND ST	50447	6417623457		ADMIN-AIR & WATER RESOURCE/SOLID WASTE MGMT PRGRMS	1
KANAWHA STREET DEPT	110 W 2ND ST	50447	6417623511		HIGHWAY STREET & BRIDGE CONSTRUCTION	12
M & M PORK 2	550 110 ST	50447	6417623575		MEAT MARKETS	4
RALPH STEENBLOCK	PO BOX 172	50447	6417623628		UNCLASSIFIED ESTABLISHMENTS	--
BLOEMKE PHARMACY	204 S MAIN ST	50447	6417623352		PHARMACIES & DRUG STORES	5
ELIASON FARMS	PO BOX 225	50447	6417623700		ALL OTHER MISCELLANEOUS CROP FARMING	3
PRONTO MARKET	PO BOX 280	50447	6417623240		CONVENIENCE STORES	9
I WIRELESS	PO BOX 20	50447	6417623772	COMMNET.NET	ALL OTHER TELECOMMUNICATIONS	6
KANAWHA REPORTER	101 N MAIN ST	50447	6417623994		NEWSPAPER PUBLISHERS	2
EARL W HILL	35 MAIN AVE S	50423	6417623938		OFFICES OF LAWYERS	2

# HOW IS IT PROVIDED?

- ▶ Infogroup provides the data in a .txt file.

# EXAMPLE OF THE VERIFIED DATA

## RPA 3 MAP OVERLAID WITH TRUCKING BUSINESSES & TRUCK TRAFFIC



# HOW IS IT COLLECTED?

- ▶ Many, many phone calls.
- ▶ All business records are telephone verified annually.
- ▶ Last year Infogroup made 40 Million calls to ensure the accuracy of their information.

# HOW OFTEN DO WE GET IT?

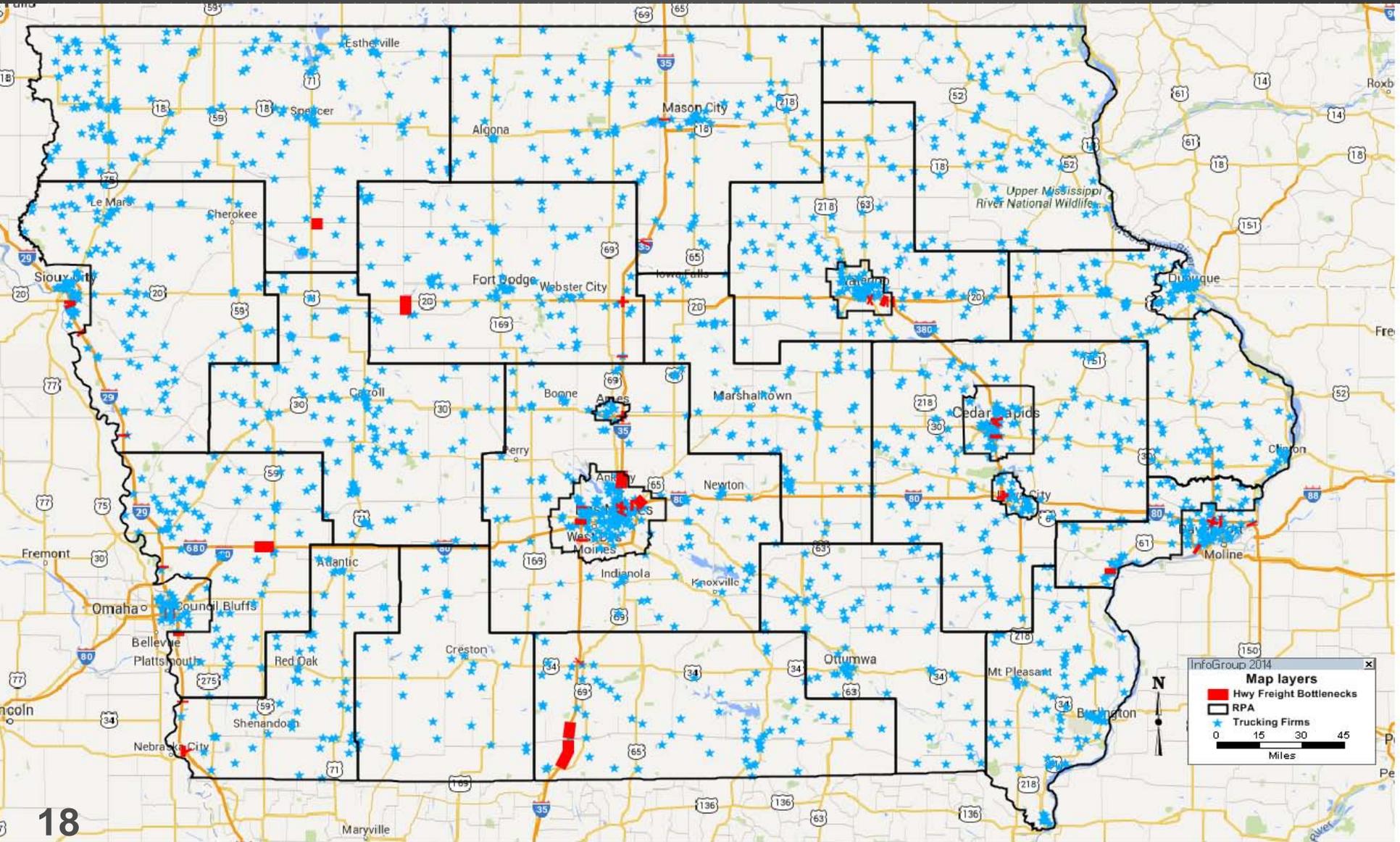
- ▶ While Infogroup continuously updates their database, the Iowa DOT only receives a current cut of data each spring.

# WHAT ARE THE BENEFITS OF GETTING IT ANNUALLY?

- ▶ Improved quality of existing data
- ▶ Timely updates for analyzing business dynamics in the community.

# EXAMPLE OF HOW TO USE THE DATA

## MAP SHOWING FREIGHT BUSINESSES WITH BOTTLENECKS



# IS IT ACCURATE?

- ▶ No dataset is perfect; there are always errors present. In an effort to improve the quality of the data, Infogroup has agreed to accept corrections.
- ▶ The best way to verify the correctness of the data is to have those most familiar review it. For the MPO and RPA regions those most familiar are you.
- ▶ All of your comments will be forwarded to Infogroup each January to be incorporated into that spring's cut of data.

# WHAT IS THE QUALITY?

The information is provided in both:

- ▶ Better quality

- ▶ Verified data – data that has been verified by Infogroup as open and active.

- ▶ Lesser quality

- ▶ Pre-Verified – data that cannot be verified by Infogroup (i.e., a very new business or one that has gone out of business).

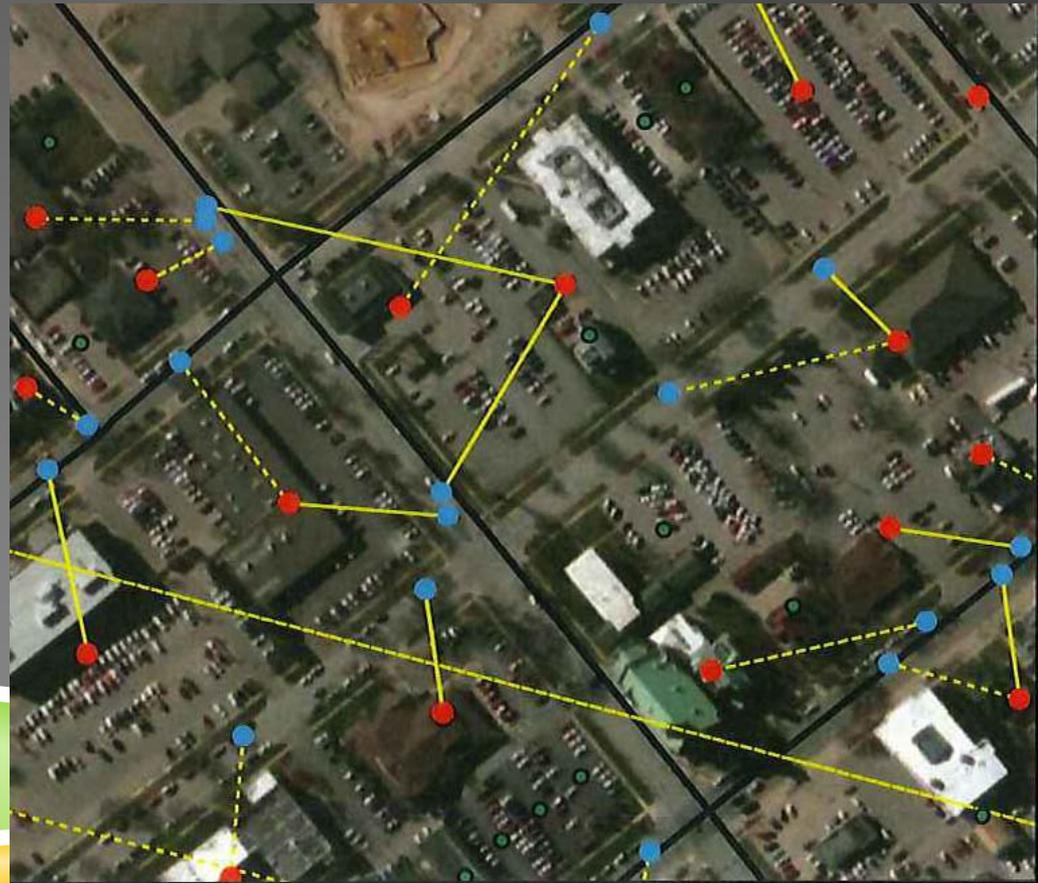
# WHAT CAN'T YOU DO WITH IT?

- ▶ It cannot be distributed or published as is due to the contract.

The Infogroup arrangement allows the State, MPOs and RPAs to use the information to generate informational documents.

# FUTURE IMPROVEMENTS

- ▶ Use parcel data to move the data location.
  - ▶ Relocate the reference point from the street (blue) to a central location within each parcel (red).
  - ▶ This will assist in the accuracy of the data.



# ADDITIONAL INFOGROUP RESOURCES

- ▶ ReferenceUSAGov
  - ▶ Is an easy to use online database that is updated monthly.
  - ▶ The State of Iowa has access through the statewide contract.

## ReferenceUSAGov from Infogroup

*Government agencies, offices and public institutions demand high quality data for strategic planning, critical analysis and city/state/county mapping projects—which is why they trust Infogroup Government Services.*

ReferenceUSAGov is an easy to use online database available to help agencies like:

- Economic Development
- Law Enforcement
- Emergency Management
- Dept. of Transportation
- Homeland Security
- Compliance
- Tax and Revenue

Databases available:

- U.S. Businesses/New Business
- U.S. Healthcare
- Canadian Businesses
- U.S. Residents
- Canadian Residents
- U.S. New Movers/Homeowners

Our databases are updated every month to ensure the highest level of accuracy. We add/delete records, update contact information, refresh business models and more. The entire database is also processed monthly through Address Correction Encoding software and the USPS National Change of Address. This hands-on approach and attention to detail — with more than 2,000 information validation checks — results in less waste and greater cost efficiencies for your agency.

More than 100,000 national organizations and government agencies rely on our data.

### More choices with pinpoint accuracy

Multiple search options provide a fast, easy way to find exactly what you're looking for. We provide much more than just basic names and addresses. You'll discover additional details such as:

### Consumer

- Geography: city, state, MSA, address
- 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

### Business

- Geography: city, state, MSA, address
- Business name
- Telephone number
- Line of business
- Year established
- Number of employees
- Email and website addresses
- Sales volume
- Company financials
- News

In addition, our geocoded household and business data is ready for immediate importing into products using standard latitude-longitude coordinates.

**RefUSAGov**  
from infogroup

# ADDITIONAL INFOGROUP DATA

- ▶ Population/Household data

This data is new and can be used for:

- ▶ Emergency Management planning for evacuations.
- ▶ Complete list and locations of apartment buildings/retirement homes.
- ▶ Residential travel diary.

# SOURCES

- ▶ Infogroup Employment Data

<http://www.infogroup.com>

# QUESTIONS

