

INFOGROUP EMPLOYMENT DATA

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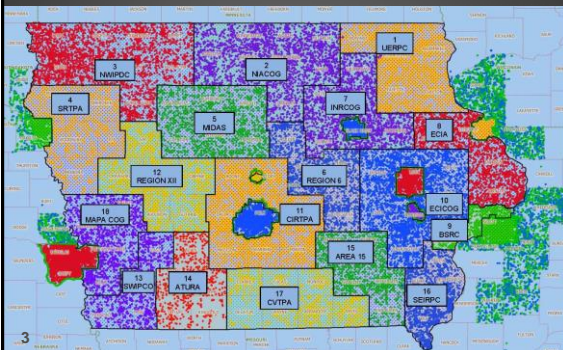
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INFOGROUP EMPLOYMENT DATA WHAT IS IT?

- ▶ 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.

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EXAMPLE OF ALL BUSINESS POINTS FOR IOWA



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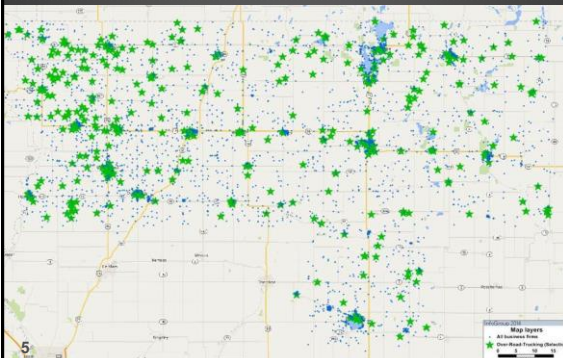
WHY IS IT IMPORTANT?

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.

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EXAMPLE OF HOW TO USE THE DATA TRUCKING FIRMS IN RPA 3



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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.

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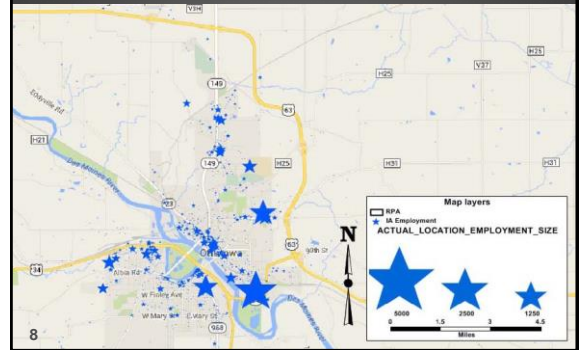
WHAT IS COLLECTED?

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

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EXAMPLE OF HOW TO USE THE DATA

EMPLOYMENT BY SIZE MAP



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WHAT INDUSTRIES ARE CONTACTED?

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

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WHAT KIND OF INFORMATION IS PROVIDED?

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

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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...

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EXAMPLE OF INFORMATION

BUSINESS NAME	PRIMARY ADDRESS/PROPERTY_ZIP_CODE	PHONE_NUMBER	NAICS_DESC	ACTUAL_LOCATION_EMPLOYMENT_SIZE
AMERICA'S AUTO REPAIR	114 W 107 ST	58447 64172352	AUTOMOTIVE BODY, PAINT & INTERIOR REPAIR/MAINT	2
AMERICA'S EQUIPMENT	715 NW 48 ST	58447 64172352	TRUCK & TRAILER RENTALS & EQUIPMENT WAREHOUSE	2
AMPHION CONSTRUCTION & DOOR	213 W 155 ST	58447 64172338	GENERAL AUTOMOTIVE REPAIR	1
AMT & SERVICE SUPPLY	705 NW 208	58447 64172325	TRUCK PRODUCT WHOLESALES & LOGGING	1
A-W CONSTRUCTION CO	705 NW 192	58447 64172337	WATER'S HEAVY LINE & RELATED STRUCTURES CONSTR	1
AMT'S CONCRETE CON'TRIE	200 W 176 ST	58447 64172413	CONCRETE & CONCRETE CLEANING SERVICES	1
AMT'S CONCRETE CON'TRIE	214 W 178 ST	58447 64172460	BEAUTY SALONS & RELATED SALONS ADULTS & CHILDREN	1
AMERICA'S BUSINESS INC	507 E 154 ST	58447 64172355	OFFICE OF REAL ESTATE AGENTS & BROKERS	1
AMT'S KRAFT PAINT	728 W 134 ST	58447 64172365	COAT PAINTING	1
AMERICAN PRO CONTRACTOR LLC		58447 64172377	AUTOMOTIVE BODY, PAINT & INTERIOR REPAIR/MAINT	1
AMERICA COUNTY SHEDS	281 W BAKER RD ST	58447 64172374	LEGISLATIVE BODIES	1
AMERICA'S WALLS & CEILING	705 NW 192	58447 64172338	OFFICES OF REAL ESTATE AGENTS & BROKERS	1
AMERICA CITY OFFICE	134 S MAIN ST	58447 64172339	LEGISLATIVE BODIES	1
AMERICA CITY OFFICE	134 S MAIN ST	58447 64172338	LEGISLATIVE BODIES	1
AMERICA FIRE DEPT	134 S MAIN ST	58447 64172338	FIRE PROTECTION	1
AMERICA MEDICAL CLINIC	110 W 2ND ST	58447 64172347	FREE STANDING AMBULATORY SURGICAL & EMERGENCY CENTR	1
AMERICA MEDICAL CLINIC	110 W 2ND ST	58447 64172338	FREE STANDING AMBULATORY SURGICAL & EMERGENCY CENTR	1
AMERICA MEDICAL CLINIC	110 W 2ND ST	58447 64172347	AMBULANCE WAREHOUSE/REPAIR/MAINT/REPAIR PARTS	1
AMERICA STREET DEPT	110 W 2ND ST	58447 64172331	HOUSING STREET & BRIDGE CONSTRUCTION	1
A-W STORE CO		58447 64172355	MEAT MARKET	1
AMVA STEERHEAD	705 NW 172	58447 64172328	UNCLASSIFIED ESTABLISHMENTS	1
AMVA PHARMACY	284 S MAIN ST	58447 64172352	PHARMACIES & DRUG STORES	1
AMVA FARM	705 NW 205	58447 64172338	ALL OTHER MISCELLANEOUS CROPPING FARMING	1
AMVA MARKET	705 NW 208	58447 64172338	COMMERCE STORES	1
AMVA	705 NW 208	58447 64172337	COMMUNIT MET	1
AMVA	101 S MAIN ST	58447 64172338	NON-POSTAL TELECOMMUNICATIONS	1
AMVA	25 MAIN AVE S	58423 64172338	OFFICES OF LAWYERS	1

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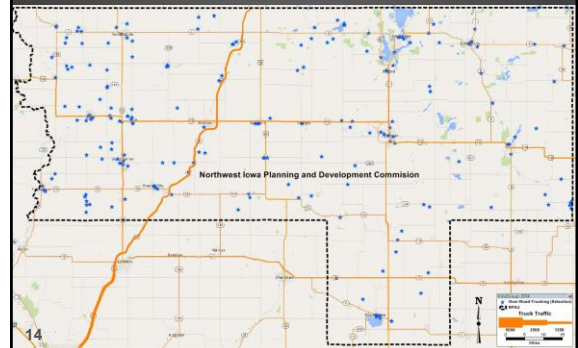
HOW IS IT PROVIDED?

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

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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.

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HOW OFTEN DO WE GET IT?

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

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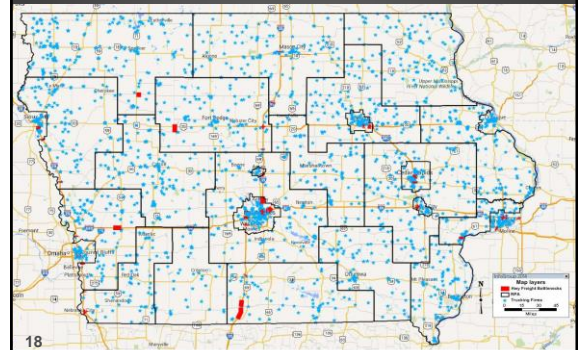
WHAT ARE THE BENEFITS OF GETTING IT ANNUALLY?

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

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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 springs cut of data.

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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).

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WHAT CAN'T YOU DO WITH IT?

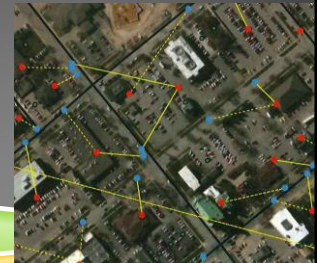
- ▶ It cannot be distributed or published as is due to the contract.

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

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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.



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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 geographically mapping projects—which is why they trust Infogroup Government Services.

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

- County Government
- State Government
- State of Transportation
- Regional Planning
- Insurance
- Universities

Our database will assist every month to update the highest level of accuracy. This information includes address correction, address changes, address changes and more. The system includes an address correction process through Infogroup Government Services. Contact your account manager for more information.

More than 100,000 professional organizations used government agencies for us on our data.

RefUSA Gov

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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.

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SOURCES

- ▶ Infogroup Employment Data

<http://www.infogroup.com>

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QUESTIONS



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