



**Census Data**

AGS maintains both current and historical census data going back to the 1970 census, adjusted to the latest census boundaries. As of this release, the Census 2010 PL94 and group quarters releases have been included.

**Estimates and Projections**

The estimates and projections database includes a wide range of core demographic variables for the current year and 5- year projections, covering five broad topic areas: population, households, income, labor force, and dwellings. With a foundation of the Experian household-level databases and over fifteen years of experience in demographic forecasting, AGS offers the highest quality demographic estimates in the marketplace today.

Since the 2005 update, we have been steadily refining our base population and household models which more accurately incorporate changes to the postal delivery counts, which will be most noticeable in new growth areas.

We fully incorporate the Census Bureau's American Community Survey (ACS) results. The ACS is an annual survey which over the course of the next few years will result in a national rolling estimates database which will be the replacement for the decennial SF3 sample database. The ACS results at the county scale are an excellent means of tracking demographic attributes over the course of the decade. These, however, will need to be fully supplemented over time with the detail available from the Experian household level files in order to provide block group estimates over the coming decade.

**Foreclosure Data**

The source for the foreclosure database is HUD (Housing and Urban Development) tabulation at the Census Tract level. The data is current as of June 2008 and reflects foreclosure data over the 18 month period January 2007 - June 2008. These are estimates based on the use of a number of sources: the June 08 Mortgage Bankers Association National Delinquency Survey (state level), Federal Reserve board data, and Equifax data used for validation of the model. Also included is an interesting comparison between HUD based HMDA mortgages in total and those which they believe to be at high risk.

This data will be useful for comparative analyses between areas. Absolute levels of foreclosures are much higher than these at present.

**Housing Sales and Property Tax**

This database, constructed from property tax and housing sales records, contains current information on property taxes, property type and size, and property sale amount. The database covers most of the country, although coverage in some counties is limited. The database was derived from statistics provided by Onboard Informatics, a leading provider of data to the real estate industry.

**BusinessCounts**

BusinessCounts is a geographic summary database of business establishments, employment, occupation and retail sales. The core BusinessCounts data, which now utilizes the industry standard InfoGroup

(formerly known as InfoUSA) database as its primary source data, includes data to the major SIC group with detailed establishment types as well as NAICS data. The release each year includes both the current year and historical data (5 years previous).

### **Consumer Expenditures (CEX)**

AGS provides current year and 5- year projected expenditures for over 390 individual categories that collectively cover almost 95% of household spending. Based on extensive modeling of the BLS Consumer Expenditure Survey, CEX provides reliable estimates of market demand and average household expenditures.

### **Retail Potential**

This tabulation utilizes the 2007 Census of Retail Trade tables which cross-tabulate store type by merchandise line. The Consumer Expenditure data was aggregated to the merchandise line classification and then distributed to each of the major store types.

### **CrimeRisk**

CrimeRisk is the result of an extensive analysis of a rolling seven years of FBI crime statistics. Based on detailed modeling of the relationships between crime and demographics, CrimeRisk provides an accurate view of the relative risk of specific crime types at the block group level. A number of updates were made to this database to include the latest national and metropolitan trends from the UCR (Uniform Crime Reports) publications.

### **WeatherRisk and QuakeRisk**

Many businesses are subject to severe loss because of natural hazards. Using historical records of various weather and earthquake phenomena, these databases provide risk assessment staff with accurate and detailed indexes of relative risk for each hazard type.

### **Climate**

The AGS climate database includes temperature, precipitation, degree-days, and air quality measures. Unlike other databases that are to a county level only, the AGS Climate database provides details to the block group level. Derived from an extensive analysis of historical climatology data, this database provides a detailed view of local climate, which is vital in merchandising analysis.

### **Mosaic™ Segmentation**

Mosaic is Experian's multi-national geodemographic segmentation system, available in over twenty countries worldwide. AGS demographics are an integral part of the Mosaic system within the United States. Mosaic licenses include a profiling tool authored by AGS and now available in several countries.

### **MRI Consumer Profiles**

The consumer behavior database consists of over eighteen hundred individual variables from the latest Mediamark (MRI) double-base survey. Linked to block groups using Mosaic, this database provides a wealth of information on the preferences and activities of the households in every block group in the country. A number of new variables have been added for the 2010A release, many of which relate to

specific retail chain patronage.

#### **Simmons Consumer Profiles**

Based on Simmons Market Research Bureau (SMRB) surveys, this consumer behavior database offers insight into the consumption patterns and preferences of consumers. A total of 2679 variables have been loaded from the Simmons survey. Additional variables may be obtained from AGS, as Simmons has provided to us the Choices software which enables extraction of additional variables.

#### **Assets & Debts and Net Worth**

This database provides an important look at the financial health of households – including information on the nature and value of both the assets and debts of households, and of the net worth of households. This database is based upon recent surveys of consumer finances undertaken by the Census Bureau, supplemented by statistical modeling in order to provide geographic estimates.

This database was completely remodeled in 2010, which resulted in some changes to the variable list – especially the net worth by value which was eliminated as a result. The database no longer uses a median value as a result of difficulties in working with medians within geographic aggregations.

#### **Demographic Dimensions**

This innovative database consists of sixteen core “dimensions” of neighborhoods, such as “Affluence” and “Growth and Stability” which together account for the primary differences between neighborhoods. Based on an extensive statistical analysis of over seven hundred separate demographic attributes, this database is highly useful for undertaking statistical modeling, as each of the variables is essentially uncorrelated to the others.

#### **Quality of Life Indexes**

The Quality of Life Index (QoLI) database is a block group and higher level database that combines many different sources to show where the best places are to live and do business. The database consists of a main index derived from five sub-indexes: economic, health, community, leisure and physical environment. These sub-indexes are based upon specific variables within each category.

**Standard AGS Geographic Areas**

BG	Block Group (2010 Census)
BX	Block Group (2002 based on 2000 Census)
CO	County
CS	County Subdivision
SD	School Districts (including elementary, secondary, and unified districts) (2009 TIGER)
UA	Census "Urbanized Areas" (2009 TIGER)
CB	County Based Metropolitan Areas (includes "Micropolitan" and Metropolitan Areas) (2009, December)
MA	Metropolitan Statistical Areas (the "metro" not "micro" areas, formerly MS) (2009, December)
NC	New England City/Place Areas (formerly NE) (2009, December)
CA	Consolidated Metropolitan Areas (formerly CM) (2009, December)
PL	Place / Census Designated Place (2010 TIGER)
ST	State
TR	Census Tract (2010 Census)
TX	Census Tract (2002 based on 2000 Census)
US	United States
ZI	ZIP Codes (Q1/2011 TeleAtlas)
ZS	Scan/US ZIP Codes (Q2/2011)
DM	Designated Marketing Areas

**GEOGRAPHY CHANGES**

AGS now offers 2010 Census geography as the default. The BG and TR levels are based on the new geography, while the BX and TX levels can be used in order to maintain compatibility with previous versions. As with the 2010 release, there are two different ZIP code systems in use (ZI from Tele Atlas which is Q1/2011 and ZS from Scan/US which is Q2/2011). Please note that the Scan/US ZIP code cartography is available via AGS to resellers.

The number of block groups in the new environment is 217,182. The tract count has increased substantially to 72,739.

Finally, the county count has increased to 3143 with the addition of two additional boroughs in Alaska.