



*Make Smarter Market Decisions*  
*Choose the Leader in*  
*Data Quality,*  
*Service and Value*

*The Smarter Choice.*

- Superior Quality Demographic Data
- An Unbeatable Fair-Market Value
- Exceptional Service and Support
- Industry Leading Resellers



# AGS – Delivering Smarter Market Data Powering Intelligent Business Decisions

*“Given the immense importance of making market decisions correctly, and the high cost of making them incorrectly, companies must be given every market data advantage. This includes superior data quality created with proven methodologies, and access to responsive, knowledgeable professionals. That’s exactly what AGS guarantees.”*

— Gary Menger, President, Applied Geographic Solutions

The central component in reliable market research is the quality of your demographic data. If you choose the wrong data provider, you risk making inaccurate market decisions. But if you choose the right data provider, you’ll quickly make the most intelligent business decisions in your target markets.

That’s why a growing number of companies are relying on AGS’ demographic data for a wide range of market applications — including conducting site selection evaluations, identifying new business opportunities, and targeting consumers for advertising and direct marketing campaigns.

AGS has a unique business philosophy. It is grounded in the belief that to achieve the most intelligent market decisions, business leaders must have the opportunity to

gain several important data advantages including:

- Market data created with superior data sources and proven methodologies.
- Direct access to data experts who can answer your critical questions.
- The highest level of fair-market data value.

AGS’ innovative approach was conceived by a true industry pioneer. AGS’ president Gary Menger was among the first in a handful of researchers in North America to apply scientific methodologies to market data. Today he is providing the industry’s highest quality, most reliable, and most cost-effective data to the marketplace through a nationwide network of application and consulting Partners.

## What People Are Saying About AGS

Many of today’s largest corporations are making smarter market decisions thanks to AGS data. AGS supplies a wide variety of data to companies in every major industry, including retail, finance, real estate, insurance, entertainment, telecommunications, and more. Here is what a few of our customers are saying about AGS.

### Powering Business Growth Initiatives

“I’ve relied on AGS’ demographic data for several very successful business growth programs at two large real estate corporations. No other data provider can touch AGS’ service level. In fact, on many occasions, AGS proactively created specialized databases in anticipation of our market research needs. Plus, it’s been incredible to have direct interaction with AGS’ principal demographer. Other demographic houses either won’t share their methodologies or they are so diluted that it’s not really an answer.”

— Jim Brand, Vice President, Real Estate Research and Planning, The Limited, Inc.

(formerly General Growth Properties and Homart Development Co.)

### Delivering Service That is “A Cut Above”

“Accuracy, price, and customer service are our primary reasons for using AGS. The company provides us with concise and accurate data for our sales collateral and market planning needs at an affordable price. Plus, the word outstanding really doesn’t do justice to its customer service — which is a cut above everything else out there.”

— Dale Vogt, Manager Market Intelligence, 9-X-8

### Capitalizing on New Business Opportunities

“The majority of companies using Tactician products license AGS data. Not only does AGS deliver excellent data, but the company also delivers a flexible and creative approach that allows us to capitalize on new business opportunities — like the Internet. AGS worked closely with us to test the development of online data products. Thanks to AGS, we rapidly created a range of online market reports that have given us a strategic advantage in the marketplace.”

— R. Robert Reading, Executive Vice President, Tactician



# 5 Reasons AGS is Today's Smarter Market Data Choice

**Superior Quality Data and Proven Methodologies.** AGS' premium data quality is based on two primary factors: Our accurate and complete source data and our proven methodologies, which have been developed and refined since 1985. This wealth of data ensures the most accurate AGS estimates and projections databases. Experian's INSOURCE™ database forms the foundation of many of our products.

**Market Data at a Fair Market Value.** Thanks to AGS' value-driven pricing, you get the superior market answers you need at a fair market value.

**AGS and Experian.** Experian chose AGS as its exclusive supplier of the demographic data for the MOSAIC U.S. segmentation system. Today AGS manages the development of the entire U.S. MOSAIC product, including its related database and software applications. Through this powerful relationship, AGS can offer a level of data product integration and support unprecedented in the industry.

**Exceptional Service and Support.** AGS has been called "a superior customer support provider in an industry not known for its customer support." AGS is carefully expanding its staff with industry veterans who share a commitment to delivering the highest level of customer support and business ethics.

**AGS Partner Advantage Program.** Since its founding, AGS has rapidly expanded its delivery processes through its unique, strategic nationwide Partner Advantage Program. Our unique reseller philosophy is based on one central principle: Giving our Partners every business advantage, so they can help their customers make smarter and more accurate market decisions — faster.



## AGS Databases and Products

AGS delivers an extensive range of the highest quality demographic data products, lifestyle segmentation system, and drive time software — all from one source. All databases are derived from superior source data and the most sophisticated, refined, and proven methodologies. AGS data is available down to block group level.

- **Census Demographics** Covering 1970, 1980, 1990 and 2000 Census.
- **Estimates and Projections** Hundreds of variables for current year estimates and 5-year projections, covering population, households, income, labor force, and dwellings. 10-year projections of total population and households.
- **BusinessCounts** Daytime Population Vital daytime information including detailed employment and establishment information and daytime occupations.
- **Consumer Expenditures (CEX)** Current and projected expenditure estimates of market demand for over 400 categories
- **Retail Potential** Tabulated utilizing the most current Census of Retail Trade tables which cross-tabulate store type by merchandise line. The CEX data was aggregated to the merchandise line classification and then distributed to each of the major store types.
- **Assets and Debts** Estimates of disposable income, asset ownership and value, debt by type, and net worth.
- **CrimeRisk** Relative risk of specific crime types based on extensive analysis of crime statistics.
- **WeatherRisk** and **QuakeRisk** Neighborhood level hazard indexes for earthquake and severe weather hazards.
- **Climate** Temperature, precipitation, degree-days, and air quality measures
- **Consumer Behavior** Preferences and activities of households in every US block group, with nearly 1000 variables.
- **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.

### AGS Software Product

- **Freeway Drive Time System** The industry's premiere drive time system for the United States, Canada, and Puerto Rico

### Lifestyle Segmentation System

**MOSAIC™** Is a multi-national geodemographic segmentation system from Experian, available in over 20 countries worldwide. The US MOSAIC product is built and distributed by AGS on behalf of Experian using a combination of Experian and AGS data.





*Applied Geographic Solutions' goal is  
to give companies the power to make  
smarter market decisions with the use of  
AGS' superior quality demographic data.*

For a list of AGS Resellers, contact us today by e-mail or at our toll-free phone number.

[www.appliedgeographic.com](http://www.appliedgeographic.com)  
[sales@appliedgeographic.com](mailto:sales@appliedgeographic.com)

**1-877-944-4AGS**

Simi Valley, CA