# Database Overview

**AGS**
APPLIED GEOGRAPHIC SOLUTIONS
*Powering Smarter Market Decisions™*

### Census Data

AGS maintains both current and historical census data going back to the 1970 census, adjusted to the latest census boundaries.

### 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 2010 Census, the American Community Survey, extensive delivery count data and over twenty years of experience in demographic forecasting, AGS offers the highest quality demographic estimates in the marketplace today.

We fully incorporate the Census Bureau's American Community Survey (ACS) results.  The ACS is a continuous survey which results in a national rolling estimates database to replace the decennial SF3 sample database. The ACS data from the nationwide level down to block groups are an excellent means of tracking demographic attributes over the course of the decade.  The Census 2010 and ACS data, combined with a multitude of other Census Bureau offerings, are supplemented with the delivery counts in order to provide accurate block group estimates over time.

### 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.

### Consumer Expenditures

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.

# Database Overview



**CrimeRisk**

CrimeRisk is the result of an extensive analysis of a rolling five 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.

**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 Panorama, this database provides a wealth of information on the preferences and activities of the households in every block group in the country.

**Panorama Segmentation System**

A new segmentation system developed by AGS using a wide range of AGS database assets and already linked to MRI.

**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.

**Demographic Dimensions**

This innovative database consists of twenty six core "dimensions" of neighborhoods, such as "Affluence and Education" and "Government Workers" which together account for the primary differences between

**APPLIED GEOGRAPHIC SOLUTIONS**

*Powering Smarter Market Decisions™*

neighborhoods. This database had been completely rebuilt based fully upon 2010 Census and ACS data. Based on an extensive statistical analysis of over seven hundred separate demographic attributes, this database is highly useful and intended for undertaking statistical modeling, as each of the variables is essentially uncorrelated to the others. Each variable has a mean of zero and unit variance and there are no collinearity issues.

## Business Dimensions

This database was built using the BusinessCounts database, with the source data from Infogroup. The entire dataset was utilized by computing employment and establishment density, average size and percent of employment by detailed NAICS codes, and land use classification. There are twenty-eight different groups within this database. Business Dimensions 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.

## 2015A Cartography Changes

There are no major changes in the typical Census hierarchy of States, Counties, Tracts and Block Groups for this release. As a reminder, a change did occur that was integrated into the 2014A release that represents a change relative to Census 2010: On July 1, 2013, Bedford City transitioned from an independent city operating as a county (FIPS 51515) to a town integrated into surrounding Bedford County (FIPS 51019). Due to this, county 51515 was removed from the inventory and its data is now included in county 51019. This caused some changes to the ids of certain tract and block groups:

Tract 51515050100 became 51019050100
BG 515150501001 became 510190501001
BG 515150501002 became 510190501002
BG 515150501003 became 510190501003
BG 515150501004 became 510190501004
BG 515150501005 became 510190501005

# Database Overview

**Standard AGS Geographic Areas**

| | |
|---|---|
| BG | Block Group |
| CO | County |
| CS | County Subdivision (2014 TIGER) |
| SD | School Districts (including elementary, secondary, and unified districts) (2014 TIGER) |
| UA | Census "Urbanized Areas" |
| CB | County Based Metropolitan Areas (includes "Micropolitan" and Metropolitan areas) (2014 TIGER) |
| MA | Metropolitan Statistical Areas (the "metro" not "micro" areas) (2014 TIGER) |
| NC | New England City/Place Areas (2014 TIGER) |
| CA | Consolidated Metropolitan Areas (2014 TIGER) |
| PL | Place / Census Designated Place (2014 TIGER) |
| ST | State |
| TR | Census Tract |
| US | United States |
| ZI | ZIP Codes (Q2/2014 TomTom) |
| ZS | Scan/US ZIP Codes (Q2/2015) |
| DM | Designated Marketing Areas |

**Further Information**

Contact customer service at 877-944-4AGS or email support@appliedgeographic.com.