

Source Comparison Chart

Data Sources			
		Other Vendor	AGS
Demographics	Basic sources like Census and ACS	X	X
	USPS Data (ZIP+4 file)	X	X
	Data from a large, private delivery service at the ZIP+4 level which gives delivery counts that are better than the USPS counts in areas of rapid growth or decline		X
	ACS PUMS		X
	Developed a national parcel database		X
	Tracking parcel level change quarterly		X
	Combining the national parcel file with address information from national consumer files to provide enhanced counts of the number of dwelling units in structures		X
	Using change indicators from parcels, consumer lists, and building industry activity to identify areas where change is likely to occur or is underway, and tracking change using advanced imagery analysis		X
Business Data	County Business Patterns Data	X	X
	Establishment level database (14+ million records) from Devonshire		X
Crime Data	FBI Uniform Crime Reports	X	X
	FBI crime reports, with adjustments for the recent errors, in conjunction with incident level reporting collected from a great number of agencies daily		X
Non Resident Population	Database of over forty attributes which drive overnight transient stays, including leisure, business, and temporary work locations.		X
	Database of hotels, motels, Airbnb, VRBO, seasonally vacant housing, and lodging for migrant workers.		X
	Statistics on overnight travel in conjunction with the demand and supply factors by using a spatial location-allocation model that allocates overnight visitors to supply points.		X
Segmentation	MRI-Simmons Survey, providing behavioral and attitudinal extensions to the demographic model		X
	Four decades of experience building geo-demographic and segmentation models including both Canada and the United States		X