

## Features

- Household Income  
Provides 2000 census and current income distributions for U.S. households as ranges by census geography as well as average, median and per capita income.
- Net Worth  
Provides current net worth distributions for U.S. households as ranges by census geography as well as averages.
- Age, Gender, Presence of Children  
Provides accurate counts for age, gender and presence of children for current U.S. population.
- Length of Residence  
Provided as averages for 16 ranges by census geography.
- Economic Stability Indicator  
Provides a modeled score that identifies U.S. households likely to have the economic stability to become valued customers.



## Contact Us

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# Gadberry Group

The Gadberry Group is the premium provider of U.S. household geo-demographic data products. Gadberry's products are superior to products that rely on summarized data such as 2000 census data or postal data as their primary source. It is also unlike compiled consumer data that is built primarily for direct marketing use, doesn't represent all occupied households, nor is it built to be trended with historic census data. Gadberry's products reveal ground truth about today's population and demographic trends – not an estimate of what may be happening using traditional methods.

Gadberry's flagship product, MicroBuild® uses household level demographic data as its primary source it can be extended with other powerful demographic characteristics. Each of the MicroBuild products delivers on the MicroBuild promise of current, accurate, and precise information. No other product even comes close. MicroBuild demographic products are available for all census and postal geographies.

### MicroBuild<sub>HD</sub> – Household Demographics

MicroBuild<sub>HD</sub> leverages the power of MicroBuild's core households and populations with the accuracy and precision of demographic variables from Acxiom's renowned **InfoBase-X**® household level demographic offerings.

MicroBuild<sub>HD</sub> variables are created to be consistent with equivalent census 2000 variables so that trending, which was virtually impossible with household data before, can now be done quickly and easily.

The power of MicroBuild<sub>HD</sub> lies in its timeliness and breadth of coverage. Using best-of-breed source data from **InfoBase-X** MicroBuild<sub>HD</sub> converts the power of household demographics into a census equivalent form so that trending can now be done quickly and easily. So that you can be assured you are using current and accurate demographics for your location research MicroBuild<sub>HD</sub> is released each quarter.

### Census Demographics Before and After 2010

In 2000 the Census Bureau used the long form portion of the decennial census (the SF3 file), to sample virtually all demographic characteristics. Approximately 15% of the households in 2000 provided information for this long form. This means that demographic characteristics from 1 in every 6 to 7 households were used to reflect the demographics for the entire population.

Contrast this 15% census sampling with an average of 75% sampling for MicroBuild<sub>HD</sub> at the block group level, while this is a national average, many block groups use a sampling rate of 90% to 100%.

Many products on the market rely on the U.S. Census long form data as their primary input and continue to rely on these original samples as a means to depict demographic characteristics. In areas of high change this approach produced inaccurate results shortly after the 2000 Census. Now with 9 years of change behind us, even areas that have seen low to moderate change in the number of households can have significantly different demographic characteristics.

In previous decades we would look ahead to the next decennial census as the solution to the problem, however, the American Community Survey (ACS), which is expected to be the replacement for the SF3 survey, is planned to provide an even smaller sample. The current plan for the ACS is 1 in 40, or 2.5% of U.S. households in any given year and one in eight over a five year period.

## Benefits

- **Current Information**  
Timely quarterly updates ensure you are not basing your decisions on out-of-date information.
- **Better Sampling**  
The ultimate test of any demographic system is its accuracy in producing household and population counts for critical high-growth markets – where our new data excels!



## MicroBuild<sub>HD</sub> Data Packages Include:

- **Household Income** – households counts for 2000 and current year in ranges. Also provided as average and median values for block and block group
- **Net Worth** - households counts for current year in ranges. Also provided as average and median values for block and block group
- **Age** – household counts for adults and children, median and average age for population, and counts by range
- **Gender** – counts by age range, median and average age by gender
- **Presence of Children** – number of children for 2000 and current year by range and gender
- **Length of Residence** – average length of residence in one year increments, transient index
- **Economic Stability Indicator** – financial stability of the household provided as a modeled value from 1-30
- **Best Latitude/Longitude** – when delivered at block level, Gadberry's proprietary address weighted block centroids are provided which identify the average location for households in an area, a powerful aid in determining population centers in larger geographies.
- **Sampling Statistics** – when delivered at block level, sampling statistics are provided to describe the sampling level and percentage of the block group households contained within the block.

## Delivery

- **Distributions**  
Available for all census and postal geographies as a flat file that can be seamlessly integrate the comprehensive and accurate demographics into your existing in-house GIS software and analytical models.
- **Magnify visualization and reporting**  
You can receive the data as an integrated solution via Magnify, Gadberry's data visualization and mapping application. With Magnify, users can assess new and existing locations and create reports using the most current MicroBuild data. Because it is a hosted solution there is no software to buy or maintain and data updates are seamless.
- **Customer database enhancement**  
Values can be appended for each customer or prospect household record through Gadberry's enhancement service. Clients can then use the demographic characteristics to profile their customer and prospect data and identify their best customers and target new customers.
- **List selection**  
MicroBuild<sub>HD</sub> values can be used to create targeted marketing lists from Gadberry's marketing services.

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