TECHNICAL OVERVIEW

Data Axle Reference Solutions - U.S. New Mover/New Homeowner

Data Axle Reference Solutions
Technical Proposal

Data Axle's proprietary compilation and verification processes provide unparalleled data accuracy. Millions of businesses and consumers use Data Axle data every day; in fact Info group services 90% of the Fortune 100 companies. Our data powers the top 5 Internet search engines and our point of interest information is used in 90% of North American inN car navigation systems.

Our most common applications:

• Search Engines/ Local Search
• Job Searches
• GIS, Mapping, & Navigation
• Government & Security Analysis
• Research & Analytics
• Direct Marketing & Sales Lead Generation
• Directory Assistance (411)
• Real-Estate & Site Selection
• Background Checks & Credit Agencies
• Fraud Prevention

Customers, like Google and the United States Secret Service, use our data a number of different ways and we make all of this powerful information available to the general public with Data Axle Reference Solutions.

Data Axle Reference Solutions contains 10 unique searchable databases - 7 business databases and 4 consumer databases shown below:
Consumer/Individuals Databases
Every month, we rebuild our consumer databases using more than 100 sources. Data is gathered from voter registration files, utility connects, real estate and tax assessments, behavioral data, bill processors, and more. The U.S. Consumer Database sets the standard for unparalleled quality, while its comprehensive demographic and lifestyle attributes allows for creative solution building for any marketing or research campaign.

Quick Facts
- 245 million consumers
- 100s of sources, from more than 4,300 phone directories, voter registration data, tax assessments, real estate deed information, utility connects and so on.
- Over 100 lifestyle selections
- Individual-level transactional data
- Proprietary enrichment sources with U.S. Consumer, aggregating over 3 billion records annually
- Market experience since 1917 in data analysis and modeling

Benefits
As an original compiler, Data Axle has several advantages in developing a superior consumer marketing database: specific knowledge of raw data sources; control over all aspects of the compilation process; a clear understanding of the optimal approach to integrating various sources of data; consistency in the development of modeled attributes; and flexibility in refining and enhancing compilation procedures.

Whether trying to identify target markets, study the demographics of a community, research consumer demand or study potential customers based on hobbies and interests; our database has it all. Compiled from literally hundreds of sources, and updated every month to ensure accuracy. Customers are able to be more profitable by targeting an audience and not blanketing. Clients may customize their marketing efforts; a researcher may find the relative or friend of a family member.

Breadth of Information
More than 200 demographic selects allow for target marketing and research.

Multiple Uses
- Sales leads
- Direct mail
- Customer profiling
- Market profiling
- Academic research
- Economic research
- Historical research
- Neighborhood demographics
Community profiles

Highest Quality
The consumer databases are largely recognized as the best quality, most comprehensive and most accurate data solution for business applications. With consumer data having so many variables, literally billions of records, a competitive audit conducted by an independent auditor, can be found at the end of this proposal.

Update Frequency
Over 20% of Americans move each year therefore keeping our information up to date is critical. We are constantly updating our consumer records – rebuilding the database monthly—to guarantee that you get the most current and accurate information possible. We included our most recent consumer update file transfer.
U.S. New Mover/Homeowners
Every year, nearly 20% of the nation’s population moves to a new residence. Enjoy access to information on approximately 8 million new movers and homeowners. Whether you’re looking for recent re-locators or simply people who currently own a home, we’ve got the information. This file offers a wide variety of selections- and virtually unlimited data combinations. The file is compiled from marketing sources and Deeds of Warranty and Trust filed with county recorder offices. You can select new movers in conjunction with age, income marital status, mail orders buyers, mail responsive or any other available demographics. Take a look at the many variables you may choose from:

Sale price
Sale date
Estimated home value
Interest type
Loan type and amount
Rate type
Lender type
Move distance

With our new consumer data, you can:
• Reach people who need to buy goods or services. This group is interested and motivated to make spending decisions- and their needs are always growing and changing. New homeowners need to know the products and services in their neighborhood—a great opportunity for home improvement, security, financial and medical service providers.
• The freshest data possible – access our hotline file for weekly updates of new homeowners.
• Contact homeowners that have just purchased a home and need help in their new area.
• Select homeowners in conjunction with other demographics for a refined, targeted marketing campaign.
Searching the database
You can search for individuals

Or you can search for groups of individuals choosing from hundreds of different criteria broken into several main characteristics:
Results
Once you have finished choosing your criteria you can review your data several different ways:

Results Table

Heat map
You can view a macro density map of the information or a micro view at the household level.
Charts

Summary Report for Your Search
Your Search: Relocation Time Frame Start: 8/23/2015; Relocation Time Frame End: 2/23/2016; show more

Home Value | Income | City | ZIP Code

Filter by: $1-$24K | $25K-$100K | Last 6 Months

157,850 U.S. New movers

- $250,000 - $299,999: 25,465 (16.13%)
- $300,000 - $349,999: 23,933 (15.16%)
- $200,000 - $249,999: 22,628 (14.54%)
- $350,000 - $399,999: 12,621 (8.00%)
- $400,000 - $449,999: 10,316 (6.54%)
- $500,000 - $599,999: 10,071 (6.38%)
- $175,000 - $199,999: 9,805 (6.21%)
- Other: 43,011 (27.25%)

Summary Report for Your Search
Your Search: Relocation Time Frame Start: 8/23/2015; Relocation Time Frame End: 2/23/2016; show more

Home Value | Income | City | ZIP Code

28,009 U.S. New movers in Top 7 Cities

Jersey City, NJ: 2,785
Newark, NJ: 4,978
Trenton, NJ: 4,188
Toms River, NJ: 3,524
Hoboken, NJ: 2,882
Elizabeth, NJ: 2,601
Paterson, NJ: 2,571
### Address Information

<table>
<thead>
<tr>
<th>Name</th>
<th>Christopher Abrams</th>
<th>Address</th>
<th>100 Christopher Columbus Dr</th>
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<tbody>
<tr>
<td>City</td>
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<td>State</td>
<td>NJ</td>
</tr>
<tr>
<td>ZIP Code</td>
<td>07302-5546</td>
<td>Carrier Route</td>
<td>C060</td>
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<td>Metro Area</td>
<td>Nw Yrk, NY-NJ-PA</td>
<td>County</td>
<td>Hudson</td>
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<td>Phone</td>
<td>(201) 369-8075</td>
</tr>
<tr>
<td>Move Distance</td>
<td>Not Available</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

*show movers* within miles. Range of .1 to 150 miles allowed.

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### Location Map

[Map of the area with marked address and surrounding areas.]

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### Neighborhood Information

- Estimated Income: $80,000 - $89,999
- Estimated Home Value: Not Available
- Estimated Age: 30-34
- Census Block Group: 3
- Census Tract: 007000