2000 HOUSEHOLD DATABASE COMPETITIVE AUDIT
SUMMARY OF THE RESULTS
October 10, 2000

***info*USA · R. L. Polk · Experian · Acxiom**

In June, 2000, *info*USA undertook a competitive study of the four pre-eminent household databases in the United States. The four competitors were *info*USA, R. L. Polk, Experian, and Acxiom. The study included both a qualitative (accuracy) and quantitative (coverage) aspect. A total of 21 random zip codes were pulled from each database. The qualitative results were generated by phone verifying a random selection of records from each file.

The data elements analyzed were:

Telephone Number	Address	Type of Residence	Length of Residence
Homeowner/Renter Indicator	Home Value	Household Marital Status	Age of Head of Household
Gender of Head of Household	Presence of Children	Household Income	Age of Family Members
Gender of Family Members	Age/Gender Combinations	Apartment Numbers*	Presence of Zip+4*
Dwelling Unit Size*	Home Equity Estimate*	Presence of Mortgage*	Ethnic Heritage*
Presence of Credit Cards*	Family Member Names*	Month/Year of Birth*	

*Analyzed Only for the Quantitative Aspect.

The study, conducted by Arthur Andersen, was blind in that the study team did not know the origin of the files being analyzed. Based on sampling criteria obtained from Arthur Andersen, the counts of each database sample were as follows:

*info*USA*	60,638
R. L. Polk	43,433
Experian	42,644
Acxiom	41,716

*The criterion to pull each database sample was "all available households" in the selected geographic areas. For *info*USA, the sample included "sub-families" which are defined as multiple families residing at the same address. Examples of sub-families are roommates and adult parent/adult child residing at the same location.

The 2000 Household Database Competitive Audit can be summarized in a few points:

1. *info*USA has the highest coverage for 11 of the 22 household data elements measured which is the most of all the providers.
2. Although all databases provided complete coverage for household income, the accuracy of the data provided by *info*USA sets it apart from the others.
3. *info*USA appears to be the strongest competitor based on the high volume of information it contains and the sufficiently high accuracy of its data.
4. The *info*USA and Experian databases are similar in terms of coverage and accuracy and are superior to the databases of R. L. Polk and Acxiom (which are also similar in terms of coverage and accuracy).
5. *info*USA provided the largest universe of households and household members for the selected geographic areas. In addition, *info*USA provided the largest number of unique records.
6. Overall, the accuracy of the data provided is similar across the four competitor databases. However, the large number of records provided by *info*USA enables it to deliver more "usable" records—defined as records that are present and accurate.
7. *info*USA may present a better option for achieving sales objectives because of the higher overall amount of usable information it contains.

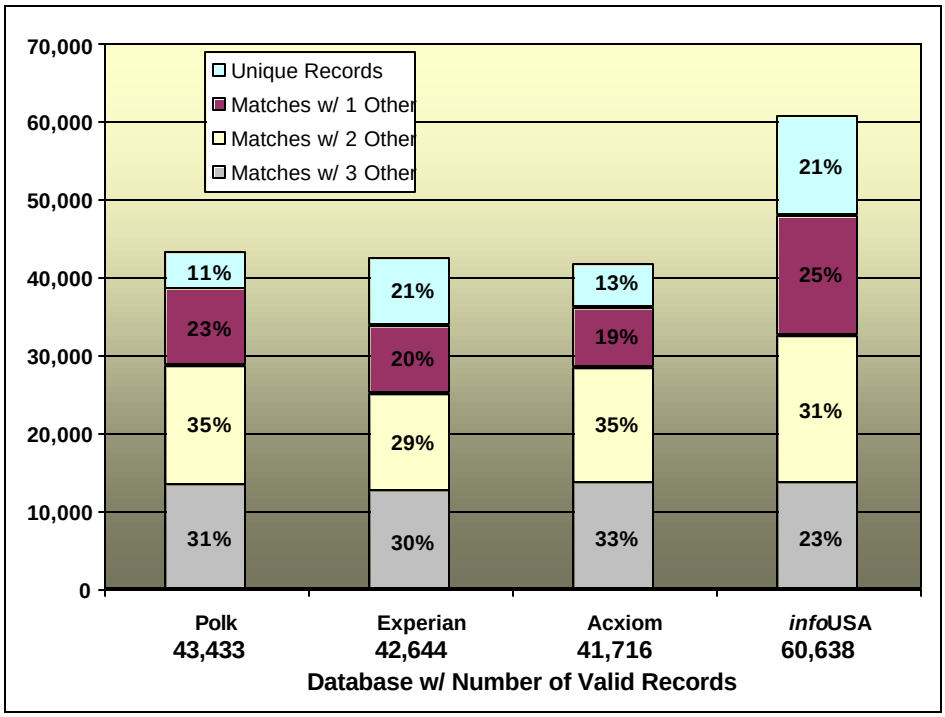
A significant challenge throughout this study was to develop a method for determining "which database was best". One way to answer this question is to evaluate the absolute number of records that are "usable" based on a combination of coverage and quality. For the purposes of this discussion, "usable" records are those that contain the information needed and where the information is assumed to be accurate. The basis for calculating the total number of "usable" records for each data element is the total number of household (or household member) records multiplied by the product of the coverage rate and the accuracy rate. For example, if a database has 100,000 households and home value has a 50% coverage rate with a 90% accuracy rate, then the number of "usable" records is 45,000 [100,000 x .5 x .9]. The tables below show the "usable" record rankings for each competitor.

Household Data Elements	R. L. Polk Ranking	Experian Ranking	Acxiom Ranking	*info*USA Ranking
Telephone Number	3	2	4	**1**
Address	2	4	3	**1**
Type of Residence	3	2	4	**1**
Length of Residence	3	2	4	**1**
Homeowner/Renter Indicator	4	2	3	**1**
Own Residence	3	4	2	**1**
Rent Residence	3	2	4	**1**
Home Value	3	***	2	**1**
Household Marital Status	3	4	2	**1**
Married	2	4	3	**1**
Single	3	***	2	**1**
Age of Head of Household	2	4	3	**1**
Gender of Head of Household	3	2	4	**1**
Presence of Children	4	2	3	**1**
Yes Children Present	4	2	**1**	3
No Children Present	***	2	3	**1**
Household Income	2	3	4	**1**
Household Member Data Elements				
Age of Family Members	2	4	**1**	3
Gender of Family Members	2	3	4	**1**
Age and Gender Combos	**1**	3	4	2
Male	3	2	4	**1**
Male w/ age	**1**	3	4	2
Female	2	4	3	**1**
Female w/ age	**1**	4	3	2

***This data element not provided by the competitor.

Since the time the data for the competitive study was pulled, *info*USA has increased the age counts on DQI[3] by over 50%.

All four files were matched to each other to determine the number of unique records provided by each company. The results of the matching are shown in the following graph. Of the 60,639 records provided by *info*USA, 79% were matched to at least one other database provider. This means that *info*USA was able to provide 48,001 double verified records—which is more than any other competitor's entire data set for the audit.


70,000
60,000
50,000
40,000
30,000
20,000
10,000
0
Unique Records
Matches w/ 1 Other
Matches w/ 2 Other
Matches w/ 3 Other
11%
23%
35%
31%
21%
20%
29%
30%
13%
19%
35%
33%
21%
25%
31%
23%
Polk
43,433
Experian
42,644
Acxiom
41,716
infoUSA
60,638
Database w/ Number of Valid Records