WITH INFOGROUP, YOU HAVE THE DATA TO RESEARCH AND ANALYZE COMMUNITY GROWTH AND MARKET TRENDS

WHARTON
RESEARCH
DATA
SERVICES

wrds

The Global Standard for Business Research

WHY INFOGROUP HISTORICAL DATA?

Residential Historical Data

- Analyze community growth and general population differences
- Access household income, home value, years in residence and location
- Expose shifts in overall household economic levels

▲ **Coverage from 2006**

Historic Business Data

- Analyze market trends, economic growth, or specific industries
- Access categories including Company Name, Geocodes, SIC/NAICS codes, Census TRACT and more

▲ **Coverage from 1997**

USERS OF THIS DATASET

Academic Researchers
Hedge Funds
Private Equity
Research Analysts
Government Agencies
Investment Managers
Investment Bankers
Consultants and Advisors

USE CASE SCENARIOS CAN INCLUDE

1. Traffic demand modeling using number of employees at businesses in a certain geographic area to determine the effects of road design and other construction projects that may negatively affect business operations and resident satisfaction.

2. Analyze the presence of fast food chains in certain lower income areas within a town/city. Compare and contrast the presence of health food stores, city parks and fitness clubs in higher income areas within the same city.

3. Understand business growth around rail lines and train stations. Does the presence of these rail lines/stations negatively or positively affect business growth, are more businesses closing due to the proximity of lines/stations or are they unaffected?

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ABOUT INFOGROUP

Infogroup is a big data, analytics and marketing services provider that delivers best in class data-driven, customer-centric technology solutions. Our data and software-as-a-service (DaaS & SaaS) offerings help clients of all sizes, from small companies to FORTUNE 100TM enterprises, increase their sales and customer loyalty. Infogroup provides both digital and traditional marketing channel expertise that is enhanced by access to our proprietary data on 245MM individuals and 25MM businesses, which is distributed real-time to our clients. For more information, visit: www.infogroup.com.

ABOUT WRDS

Wharton Research Data Services (WRDS) is the award-winning research platform and business intelligence tool for 40,000+ corporate, academic, government and nonprofit users at 400+ institutions in 30+ countries. WRDS provides the user with one location to access 250+ terabytes of data across multiple disciplines including Accounting, Banking, Economics, ESG, Finance, Healthcare, Insurance, Marketing, and Statistics. Flexible data delivery options include a powerful web query method that reduces research time, the WRDS Cloud for executing research and strategy development, and the WRDS client server using PCSAS, Matlab, Python and R. Our Analytics team, doctoral-level support and rigorous data review and validation give clients the confidence to tailor research within complex databases and create a wide range of reliable data models.

From partnerships with data vendors to our own tools, including the WRDS SEC Analytics Suite and Event Study by WRDS, Wharton Research Data Services is the global gold standard in data management and research, all backed by the credibility and leadership of the Wharton School.

ABOUT THE WHARTON SCHOOL

Founded in 1881 as the first collegiate business school, the Wharton School of the University of Pennsylvania is recognized globally for intellectual leadership and ongoing innovation across every major discipline of business education. With a broad global community and one of the most published business school faculties, Wharton creates economic and social value around the world. The Wharton School has 5,000 undergraduate, MBA, executive MBA, and doctoral students; more than 9,000 participants in executive education programs annually and a powerful alumni network of 95,000 graduates.

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