Memorandum

TO: Terrence J. Corkery, AICP

FROM: Krishnan Viswanathan

DATE: May 1, 2007

RE: InfoUSA Data Summary - **DRAFT**

Data Description

Cambridge Systematics procured January 2007 InfoUSA data for the entire state of Florida on behalf of the Florida Department of Transportation (FDOT) Systems Planning Office. The data were received by Cambridge Systematics on March 26, 2007 and includes 847,108 records. The variables available to FDOT from InfoUSA are shown in Appendix A.

The Primary SIC Code (Field # 54) is given in 6 digits. InfoUSA refines the standard 4 digit SIC code into 6 digits for finer grained classification. The NAICS Code (Field # 64) is given in 8 digits. Once again InfoUSA refines the standard 6 digit NAICS code into 8 digits for finer grained classification. The NAICS has no sector for Nonclassifiable Establishments (SIC Code 999) and hence these are left blank in the database. Each SIC and NAICS code has the description in the next column. Instances where more than one SIC code is present indicates that the establishment has multiple lines of business. For example, a gas station will only have one SIC code it that is the only business of the gas station. If it is also a convenience store then it will have two SIC codes, gas station, and convenience store. If a car wash is also present then it will have three SIC codes, gas, convenience, and car wash. A code book from InfoUSA for various fields is given in Appendix B.

The InfoUSA database is geocoded with **TeleAtlas** as the basedata. The variables **lat** and **long** are the variables to use for Latitude and Longitude respectively. InfoUSA provided Latitude and Longitude information as a string variable and these two variables were converted into the proper format using these formulae:

lat = LATITUDE/1000000

long = LONGITUDE/-1000000

InfoUSA also provided the primary and secondary addresses for each establishment. The primary address is the mailing address and the secondary address is the actual location address. The location information is geocoded based on the **secondary address** field.

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For each address, InfoUSA provided the match level of latitude/longitude to the address. The following 4 match levels were provided by InfoUSA :

- 0 – Site or location level
- 2 – Zip + 4 centroid level
- 4 – Zip + 2 centroid level
- X – Zip centroid level

Table 1 shows the distribution of match level for establishment addresses in each district (number and percent). Overall, it has been able to geocode 89% of the addresses at the location level. Appendix C shows the distribution of match level for establishment addresses in each county (number and percent).

Table 1. Address Geocode Match Level Distribution (District Level)

District	0	2	4	X	Total
1	106,587	2,700	308	13,180	122,775
2	66,583	2,367	214	10,235	79,399
3	55,816	1,453	118	6,937	64,324
4	166,784	1,155	747	17,288	185,974
5	145,868	1,931	759	17,126	165,684
6	111,411	491	261	4,857	117,020
7	100,911	714	651	9,656	111,932
Total	753,960	10,811	3,058	79,279	847,108

District	0	2	4	X	Total
1	86.8%	2.2%	0.3%	10.7%	100.0%
2	83.9%	3.0%	0.3%	12.9%	100.0%
3	86.8%	2.3%	0.2%	10.8%	100.0%
4	89.7%	0.6%	0.4%	9.3%	100.0%
5	88.0%	1.2%	0.5%	10.3%	100.0%
6	95.2%	0.4%	0.2%	4.2%	100.0%
7	90.2%	0.6%	0.6%	8.6%	100.0%
Total	89.0%	1.3%	0.4%	9.4%	100.0%

For developing ZDATA2 files the following variables will be useful :

- The secondary address (fields 25 to 29)
- Lat and long (fields 166 and 167) – developed by CS for FDOT
- Act_loc_emp (field 168) – developed by CS for FDOT – This field is basically field 68 'ACTUAL_EMPLOYMENT_LOCATION_SIZE' converted to a number
- Primary SIC_Code (field 54)
- NAICS_Code (field 64)

In addition to **lat, long, act_loc_emp**, the final InfoUSA dataset that is being distributed by DOT has the following additional variables :

- County_Cod : County_Code converted to numeric
- District : FDOT districts
- Sic2 : Two digit Primary_SIC_Code
- Naics3 : Three digit NAICS_Code
- Ind_emp : Industrial Employment (SIC Code 1 to 39)
- Comm_emp : Commercial Employment (SIC Code 50 to 59)
- Serv_emp : Service Employment (SIC Code 40 to 49, 60 to 99)
- Total_emp : Total Employment (SIC Code 1 to 99)

Batch Address Geocoder (Beta)

A new tool based on Google Maps Application Programming Interface (API) was created to geocode addresses in a batch process. This tool is available for use from here : http://camims01.camsys.com/SVG/gbag/view.html. However, it is recommended that anyone wanting to use this tool get their individual API key from Google. The API key is available for free and the only change that needs to be made is to use individual API key in the file *view.html* under the GBAG folder. In case the desktop version is desired then please click on view.html under the GBAG folder. As before a valid Google Maps API is needed to run the tool.

This tool will allow users to obtain latitude and longitude information for addresses that were geocoded at the Match_level_levels higher than site or location level. Google Maps API also uses **TeleAtlas** as basedata so valid comparisons can be made between lat/longs from Google with lat/longs from InfoUSA. Checking the InfoUSA lat/longs with the Google API lat/longs for random data points indicated no issues with the InfoUSA geocoding.

In order to use the Batch Address geocoder the dataset must have the following variables in order :

- INFOUSA_ID

- MATCH_LEVEL_CODE
  - 0 recoded to 1
  - 2 recoded to 2
  - 4 recoded to 3
  - X recoded to 4
- Address (street, city, st, [zip – optional])

The variables must be separated by commas and each record is separated by a semi-colon. Figure 1 shows a screen shot of the Batch Address Geocoder.

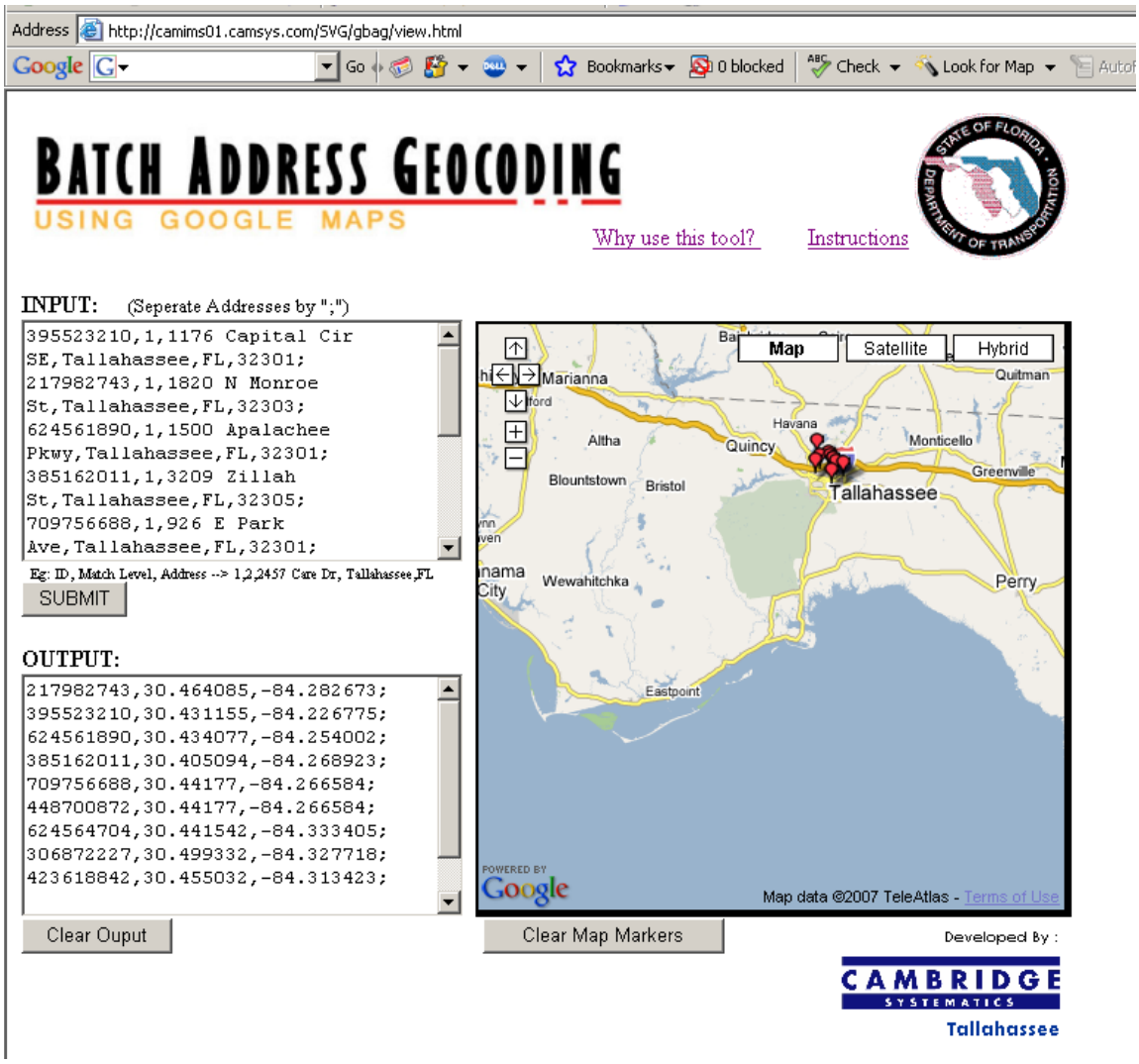

Figure 1. Batch Address Geocoder

The output is given in the following format : InfoUSA_ID, Lat, Long

In order to determine the differences between InfoUSA and Google lat/long the following scale might be useful to determine the differences in their distances:

- Latitude
  - 1 degree of latitude is around 69.27 miles;
  - one tenth of a degree (first decimal) is around 7 miles;
  - One hundredth of a degree (second decimal) is 0.7 miles ~ 3700ft;
  - One thousandth of a degree (third decimal) is 0.07 miles ~ 370ft; and
  - For fourth decimal ~ 37ft
- Longitude
  - 1 degree of longitude is around 60 miles;
  - One tenth of a degree (first decimal) is around 6 miles;
  - One hundredth of a degree (second decimal) is 0.6 miles ~ 3200ft;
  - One thousandth of a degree (third decimal) is 0.07 miles ~ 320ft; and
  - For fourth decimal ~ 32ft

Control Totals

As part of the data check, the 2 digit SIC and 3 digit NAICS codes were extracted from the data to review the distribution of employment by District and County. The following three employment categories were used to obtain the distribution of employment by place of work:

- Industrial Employment (SIC Code 1 to 39)
- Commercial Employment (SIC Code 50 to 59)
- Service Employment (SIC Code 40 to 49, 60 to 99)

Table 2 shows the actual distribution of employment by industry and FDOT District.

Table 2. Employment by Industry and FDOT District

District	INDUSTRIAL	COMMERCIAL	SERVICE	TOTAL
1	202,792	325,044	640,335	1,178,971
2	125,501	242,854	520,229	897,966
3	86,000	172,732	446,277	710,539
4	233,794	505,023	1,041,866	1,807,526
5	251,390	489,897	1,057,142	1,821,395
6	123,800	334,937	734,430	1,201,703
7	179,111	365,540	727,196	1,279,945

Based on table 2, District 5 has the highest industrial and service employment, whereas district 4 has the highest commercial employment. Table 3 shows the distribution of each employment category in the districts.

Table 3. Employment Distribution in each FDOT District

District	INDUSTRIAL	COMMERCIAL	SERVICE	TOTAL
1	17.2%	27.6%	54.3%	100%
2	14.0%	27.0%	57.9%	100%
3	12.1%	24.3%	62.8%	100%
4	12.9%	27.9%	57.6%	100%
5	13.8%	26.9%	58.0%	100%
6	10.3%	27.9%	61.1%	100%
7	14.0%	28.6%	56.8%	100%

Appendix D shows employment by Industry and County obtained from the January 2007 InfoUSA data.

Table 4 shows the top and bottom 10 counties in FL in terms of InfoUSA employment.

Table 4. Top and Bottom 10 Counties in FL

Top 10 Counties			Bottom 10 Counties	
County	Total Employment		County	Total Employment
MIAMI DADE	1,145,412		GLADES	1,900
BROWARD	896,880		LAFAYETTE	2,186
ORANGE	772,900		DIXIE	3,315
PALM BEACH	668,877		GILCHRIST	3,409
HILLSBOROUGH	587,506		LIBERTY	4,069
DUVAL	486,604		HAMILTON	4,517
PINELLAS	473,847		JEFFERSON	4,581
LEE	282,071		HOLMES	4,709
BREVARD	236,956		CALHOUN	4,826
SARASOTA	230,430		FRANKLIN	5,684

APPENDIX A.

VARIABLE LIST

FIELD #	VARIABLE	NAME
1	CONTACT_NA	CONTACT_NAME
2	COMPANY_NA	COMPANY_NAME
3	PRIMARY_AD	PRIMARY_ADDRESS
4	PRIMARY_CI	PRIMARY_CITY
5	PRIMARY_ST	PRIMARY_STATE
6	PRIMARY_ZI	PRIMARY_ZIP_CODE
7	PRIMARY_Z1	PRIMARY_ZIP4
8	PRIMARY_Z2	PRIMARY_ZIP10
9	PRIMARY_CA	PRIMARY_CARRIER_ROUTE_CODE
10	PRIMARY_S0	PRIMARY_STATE_CODE
11	COUNTY_COD	COUNTY_CODE
12	COUNTY_NAM	COUNTY_NAME
13	MSA_CODE	MSA_CODE
14	MSA_DESC	MSA_DESC
15	CBSA_CODE	CBSA_CODE
16	CBSA_DESCR	CBSA_DESCR
17	METRO_MICR	METRO_MICRO_INDICATOR
18	CSA_CODE	CSA_CODE
19	CSA_DESCR	CSA_DESCR
20	CENSUS_TRA	CENSUS_TRACT
21	CENSUS_BLO	CENSUS_BLOCK_GROUP
22	LATITUDE	LATITUDE
23	LONGITUDE	LONGITUDE
24	MATCH_LEVE	MATCH_LEVEL_CODE
25	SECONDARY_	**SECONDARY_ADDRESS**
26	SECONDARY3	**SECONDARY_CITY**
27	SECONDARY4	**SECONDARY_STATE**
28	SECONDARY5	**SECONDARY_STATE_CODE**
29	SECONDARY6	**SECONDARY_ZIP_CODE**
30	SECONDARY7	**SECONDARY_ZIP4**
31	SECONDARY8	**SECONDARY_ZIP10**
32	SECONDARY9	SECONDARY_CARRIER_ROUTE_CODE
33	PHONE	PHONE
34	FAX_NUMBER	FAX_NUMBER
35	TOLL_FREE_	TOLL_FREE_NUMBER
36	WEB_SITE	WEB_SITE
37	SELECTED_S	SELECTED_SIC_CODE
38	SELECTED18	SELECTED_SIC_DESC
39	FRANCHISE_	FRANCHISE_SPECIALTY_CODE_1
40	FRANCHIS19	FRANCHISE_SPECIALTY_DESC_1
41	FRANCHIS20	FRANCHISE_SPECIALTY_CODE_2
42	FRANCHIS21	FRANCHISE_SPECIALTY_DESC_2
43	FRANCHIS22	FRANCHISE_SPECIALTY_CODE_3
44	FRANCHIS23	FRANCHISE_SPECIALTY_DESC_3
45	FRANCHIS24	FRANCHISE_SPECIALTY_CODE_4
46	FRANCHIS25	FRANCHISE_SPECIALTY_DESC_4

47	FRANCHIS26	FRANCHISE_SPECIALTY_CODE_5
48	FRANCHIS27	FRANCHISE_SPECIALTY_DESC_5
49	FRANCHIS28	FRANCHISE_SPECIALTY_CODE_6
50	FRANCHIS29	FRANCHISE_SPECIALTY_DESC_6
51	TRUE_FRANC	TRUE_FRANCHISE
52	INDUSTRY_S	INDUSTRY_SPECIFIC_CODE
53	INDUSTRY30	INDUSTRY_SPECIFIC_DESCRIPTION
54	PRIMARY_SI	**PRIMARY_SIC_CODE**
55	PRIMARY_31	PRIMARY_SIC_DESC
56	SECONDAR10	SECONDARY_SIC_CODE_1
57	SECONDAR11	SECONDARY_SIC_DESC_1
58	SECONDAR12	SECONDARY_SIC_CODE_2
59	SECONDAR13	SECONDARY_SIC_DESC_2
60	SECONDAR14	SECONDARY_SIC_CODE_3
61	SECONDAR15	SECONDARY_SIC_DESC_3
62	SECONDAR16	SECONDARY_SIC_CODE_4
63	SECONDAR17	SECONDARY_SIC_DESCRIPTION_4
64	NAICS_CODE	**NAICS_CODE**
65	NAICS_DESC	NAICS_DESC
66	LOCATION_E	LOCATION_EMPLOYMENT_SIZE_CODE
67	LOCATION32	LOCATION_EMPLOYMENT_SIZE_DESC
68	ACTUAL_LOC	ACTUAL_LOCATION_EMPLOYMENT_SIZE
69	CORPORATE_	CORPORATE_EMPLOYMENT_SIZE_CODE
70	CORPORAT34	CORPORATE_EMPLOYMENT_SIZE_DESC
71	ACTUAL_COR	ACTUAL_CORPORATE_EMPLOYMENT_SIZ
72	MODELED_EM	MODELED_EMPLOYMENT_SIZE
73	LOCATION_S	LOCATION_SALES_VOLUME_CODE
74	LOCATION38	LOCATION_SALES_VOLUME_DESC
75	ACTUAL_L33	ACTUAL_LOCATION_SALES_VOLUME
76	CORPORAT35	CORPORATE_SALES_VOLUME_CODE
77	CORPORAT36	CORPORATE_SALES_VOLUME_DESC
78	ACTUAL_C37	ACTUAL_CORPORATE_SALES_VOLUME
79	ASSET_SIZE	ASSET_SIZE
80	LAST_NAME	LAST_NAME
81	FIRST_NAME	FIRST_NAME
82	SALUTATION	SALUTATION
83	GENDER	GENDER
84	PROFESSION	PROFESSIONAL_TITLE
85	TITLE_CODE	TITLE_CODE
86	TITLE_DESC	TITLE_DESC
87	ETHNICITY_	ETHNICITY_CODE
88	ETHNICIT39	ETHNICITY_DESC
89	KEY_CODE	KEY_CODE
90	TITLE_ADDR	TITLE_ADDRESS
91	INFOUSA_ID	INFOUSA_ID
92	INFOUSA_SU	INFOUSA_SUBSIDIARY_ID
93	INFOUSA_PA	INFOUSA_PARENT_ID

94	SITE_NUMBE	SITE_NUMBER
95	HQ_BRANCH_	HQ_BRANCH_CODE
96	HQ_BRANC40	HQ_BRANCH_DESC
97	PUBLIC_COM	PUBLIC_COMPANY_INDICATOR_CODE
98	STOCK_EXCH	STOCK_EXCHANGE_CODE
99	STOCK_EX41	STOCK_EXCHANGE_DESC
100	STOCK_TICK	STOCK_TICKER_SYMBOL
101	PUBLIC_FIL	PUBLIC_FILING_INDICATOR
102	FORTUNE_RA	FORTUNE_RANKING
103	INDIVIDUAL	INDIVIDUAL_FIRM_CODE
104	INDIVIDU42	INDIVIDUAL_FIRM_DESC
105	YEAR_SIC_A	YEAR_SIC_ADDED
106	YEAR_FIRST	YEAR_FIRST_APPEARED_IN_YELLOW_P
107	YEAR_ESTAB	YEAR_ESTABLISHED
108	YELLOW_PAG	YELLOW_PAGE_CODE
109	TRANSACTIO	TRANSACTION_DATE
110	TRANSACT43	TRANSACTION_TYPE
111	FILLER	FILLER
112	CALL_STATU	CALL_STATUS_CODE
113	CALL_STA44	CALL_STATUS_DESC
114	CREDIT_SCO	CREDIT_SCORE_CODE
115	CREDIT_S45	CREDIT_SCORE_DESC
116	ACTUAL_CRE	ACTUAL_CREDIT_SCORE
117	AD_SIZE_CO	AD_SIZE_CODE
118	AD_SIZE_DE	AD_SIZE_DESC
119	OFFICE_SIZ	OFFICE_SIZE_CODE
120	OFFICE_S46	OFFICE_SIZE_DESC
121	POPULATION	POPULATION_CODE
122	POPULATI47	POPULATION_DESC
123	WORK_AT_HO	WORK_AT_HOME_BUSINESS
124	OWN_LEASE_	OWN_LEASE_CODE
125	SQUARE_FOO	SQUARE_FOOTAGE_CODE
126	SQUARE_F48	SQUARE_FOOTAGE_DESC
127	RADIAL_DIS	RADIAL_DISTANCE_FROM_TARGET_ELE
128	ACTNUMBUS_	ACTNUMBUS_MULTITENANT_LOCATION
129	MULTITENAN	MULTITENANT_CODE
130	MULTITEN49	MULTITENANT_DESC
131	BUILDING_N	BUILDING_NUM_MULTI_TENANT
132	NUMBER_OF_	NUMBER_OF_PCS_CODE
133	NUMBER_O50	NUMBER_OF_PCS_DESC
134	AFFLUENT_N	AFFLUENT_NEIGHBORHOOD_LOCATION
135	BIG_BUSINE	BIG_BUSINESS
136	FEMALE_OWN	FEMALE_OWNER_EXEC
137	BUSINESS_S	BUSINESS_SIZE_CHANGE
138	HIGHINCOME	HIGHINCOMEEXEC
139	HIGHTECHBU	HIGHTECHBUSINESS
140	MEDIUM_SIZ	MEDIUM_SIZE_BUSINESS_ENTREPRENE

141	SMALL_BUSI	SMALL_BUSINESS_ENTREPRENEUR
142	DELIVERY_P	DELIVERY_POINT_BAR_CODE
143	PRESORT_EN	PRESORT_ENDORSEMENT_LINE
144	PRESORT_BA	PRESORT_BAG_NUMBER
145	PRESORT_BU	PRESORT_BUNDLE_NUMBER
146	PRESORT_LI	PRESORT_LINE_OF_TRAVEL
147	TERTIARY_A	TERTIARY_ADDRESS
148	TERTIARY_C	TERTIARY_CITY
149	TERTIARY_S	TERTIARY_STATE
150	TERTIARY_Z	TERTIARY_ZIP_CODE
151	TERTIARY52	TERTIARY_ZIP4
152	TERTIARY53	TERTIARY_ZIP10
153	TERTIARY51	TERTIARY_CARRIER_ROUTE_CODE
154	WHITE_COLL	WHITE_COLLAR_PERCENTAGE
155	WHITE_CO54	WHITE_COLLAR_INDICATOR
156	PRODUCTION	PRODUCTION_DATE
157	SEQUENCE_N	SEQUENCE_NUMBER
158	OBSOLESCEN	OBSOLESCENCE_DATE
159	PRODUCTI55	PRODUCTION_DATE1
160	SOURCE	SOURCE
161	BOOKNO	BOOKNO
162	GOVSEGCD	GOVSEGCD
163	FORGNPAR	FORGNPAR
164	IMPEXPCD	IMPEXPCD
165	END_OF_REC	END_OF_RECORD_MARKER
166	lat	**LATITUDE**
167	long	**LONGITUDE**
168	act_loc_em	**Actual Location Employment**
169	County_Cod	**County Code**
170	district	**FDOT District**
171	naics3	**3 Digit NAICS Code**
172	sic2	**2 Digit Primary SIC Code**
173	ind_emp	**Industrial Employment**
174	comm_emp	**Commercial Employment**
175	serv_emp	**Service Employment**
176	total_emp	**Total Employment**

Developed by Cambridge Systematics

APPENDIX B

CODE BOOK

U.S. BUSINESS FIELD DECODE SHEET

TITLE CODE

1	Owner
2	President
3	Manager
4	Executive Director
5	Principal
6	Publisher
7	Administrator
8	Religious Leader
9	Partner
A	Chairman
B	Vice Chairman
C	Chief Executive Officer (CEO)
D	Director
E	Chief Operating Officer (COO)
F	Chief Financial Officer (CFO)
G	Treasurer
H	Controller
I	Executive Vice President
J	Senior Vice President
K	Vice President
L	Administration Executive
M	Corporate Communications Executive
N	Data Processing Executive
O	Finance Executive
P	Human Resources Executive
Q	Telecommunications Executive
R	Marketing Executive
S	Operations Executive
T	Sales Executive
U	Corporate Secretary
V	General Counsel
W	Executive Officer
X	Plant Manager
Y	Purchasing Agent
Z	Auditor

GENDER CODE

M	Male
F	Female

INDIVIDUAL/FIRM

1	Individual
2	Firm

BUSINESS STATUS

1	Headquarters
2	Branch
3	Subsidiary Headquarters

POPULATION CODE

1	1	- 24,999
5	25,000	- 49,999
6	50,000	- 99,999
7	100,000	- 249,999
8	250,000	- 499,999
9	500,000 +	

METRO/MICRO INDICATOR

1	Micro
2	Metro

EMPLOYEE SIZE

A	1	- 4
B	5	- 9
C	10	- 19
D	20	- 49
E	50	- 99
F	100	- 249
G	250	- 499
H	500	- 999
I	1,000	- 4,999
J	5,000	- 9,999
K	10,000 +	

SALES VOLUME/ASSET SIZE

A	Less than $500,000		
B	$500,000	-	$ 1 Million
C	$ 1 Million	-	$ 2.5 Milion
D	$ 2.5 Milion	-	$ 5 Milion
E	$ 5 Milion	-	$ 10 Milion
F	$ 10 Milion	-	$ 20 Milion
G	$ 20 Milion	-	$ 50 Milion
H	$ 50 Milion	-	$ 100 Milion
I	$ 100 Milion	-	$ 500 Milion
J	$ 500 Milion	-	$ 1 Billion
K	Over $ 1 Billion		

AD SIZE

A	Regular Listing
B	Bold Listing
C	In-Column Listing
D	Display Ad

BUSINESS CREDIT SCORE**

A+	95 to 100
A	90 to 94
B+	85 to 89
B	80 to 84
C+	75 to 79
C	70 to 74
U	Less than 70
I	Institution (Not Scored)

PUBLIC CODE

0	Private Company
1	Public Company
2	Branch of a Public Company

STOCK EXCHANGE CODE & SYMBOL

1	New York	NYSE
2	American	AMEX
3	NASDAQ	NASDAQ
9	Other	Other

MATCH LEVEL

0	Site-Level
4	ZIP+4 Centroid
2	ZIP+2 Centroid
X	ZIP Centroid

FRANCHISE/SPECIALTY CODES

Please refer to the infoUSA catalog for Franchise/Specialty code descriptions.

INDUSTRY SPECIFIC CODES

For the following industries, size/classification codes appear in the Industry-Specific Code field:

Hospitals (# of Beds)

A	1	- 24
B	25	- 49
C	50	- 99
D	100	- 199
E	200	- 299
F	300	- 399
G	400	- 499
H	500 +	

Nursing Homes (# of Beds)

A	1	- 19
B	20	- 99
C	100	- 249
D	250	- 499
E	500 +	

Hotels/Motels (# of Rooms)

A	1	- 24
B	25	- 49
C	50	- 99
D	100	- 299
E	300	- 499
F	500	- 999
G	1000 +	

Schools/Colleges (Enrollment)

A	1	- 299
B	300	- 499
C	500	- 999
D	1,000	- 9,999
E	10,000 +	

Restaurants (Cuisine Codes)

A	Bistro	P	Pizza
B	Brew Pub	Q	Swiss
C	Chinese	R	Middle Eastern
D	Deli	S	Spanish
E	Barbecue	T	Thai
F	Indian	U	Continental
G	Cajun	V	Mexican
H	Soul Food	W	Vietnamese
I	Italian	Y	Oriental
J	Japanese	Z	Seafood
K	Korean	0	Steak House
L	Caribbean	1	French
M	Irish	9	Greek
N	Kosher		

OFFICE SIZE (# of Professionals)

A	1 professional
B	2 professionals
C	3 professionals
D	4 professionals
E	5 - 9 professionals
F	10 or more professionals

ETHNICITY

1	Hebrew
2	Hindu
3	Hungarian
4	Irish
5	Italian
6	Jewish
7	Pakistani

U.S. BUSINESS FIELD DECODE SHEET

8 Portuguese
9 Filipino
0 Greek
B British
C Chinese
D Danish
E Scottish
F French
G German
H Hispanic/Spanish
I Indian
J Japanese
K Korean
L Lithuanian
M Armenian/Middle Eastern
N Swiss
O Cambodian
P Polish
Q Czech
R Russian
S Scandinavian
T Turkish
U Ukranian
V Vietnamese
W Welsh
Y Yugoslavian
Z Dutch

FOREIGN PARENT INDICATOR

Y Indicates Parent Company is located outside of the United States.
Field blank, if Parent Company is located within the United States.

PROFESSIONAL TITLE

CPA Certified Public Accountant
DC Doctor of Chiropractic Medicine
DDS Doctor of Dental Surgery
DO Doctor of Osteopathic Medicine
DPM Doctor of Podiatry
DVM Doctor of Veterinary Medicine
MD Doctor of Medicine
OD Doctor of Optometry
PE Doctor of Engineering
PHD Doctor of Philosophy

NUMBER OF PCS

A 0 to 1
B 2 to 9
C 10 to 29
D 30+

SQUARE FOOTAGE

A 1 - 2,499
B 2,500 - 9,999
C 10,000 - 39,999
D 40,000 +

ADDRESS TYPE

("nixie" records only)
S Location Address
M Mailing Address
L Landmark Address

MULTI-TENANT CODE

A 2 to 4
B 5 to 9
C 10 +

CALL STATUS

A No Answer
B Busy Signal
C Complete
E Electronic Equipment
F Foreign Language
M Answering Machine
N Refusal
P Contact Name Only
R Referral
S Answering Service
W Employee Size Only
X Call Could Not Be Completed

TRANSACTION TYPE

D Change in Address
N Change in Company Name
P Change in Phone Number
W New to the Database (> 1 Year Old)
Y True New Record (< 1 Year Old)

CHANGE IN BUSINESS SIZE

+ Growing business
- Shrinking business

WHITE COLLAR INDICATOR

1 50% or More Employees are White Collar
0 Less than 50% of Employees are White Collar

WORK AT HOME INDICATOR

C Indicates Work at Home Business
Field blank, if not a Work at Home Business

** **CREDIT DISCLAIMER**

Our Business Credit Score Codes are indicators of probable ability to pay. They are based on business demographic factors such as number of employees, years in business, industry stability, barriers to entry, and government data. We recommend that these ratings be used primarily as a starting point and should not be the sole factor used in making a credit decision. You must obtain more information from bank and trade references, local credit bureaus, or other sources before extending credit. We are not a financial advisor and make no representations or warranties as to the accuracy, timeliness or completeness of the rating codes, and as such will not be responsible for any losses resulting from the use of this information. Furthermore, our liability, if any, will be limited to the initial cost of the credit rating fee paid by the purchaser.

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It is a violation of both federal and state law to transmit an unsolicited advertisement to a facsimile machine. Any person violating such laws may be subject to civil and criminal penalties which may exceed $500 for each transmission of any unsolicited facsimile. We provide our business information for lawful purposes only and expressly forbid the use of our business information in any unlawful manner.

WARNING!! DO NOT USE THIS INFORMATION AFTER 6 MONTHS FROM PRODUCTION DATE

Our Business Database changes by over 70% in just one year. New companies start up, others go out of business, and many move or change their phone number. And key executive names can change even faster. Using this product after the Expiration Date may result in wasted time and effort, since much of the information will be out of date. Please call us for an updated product.

APPENDIX C

COUNTY GEOCODE MATCH LEVEL DISTRIBUTION

County FIPS Code	County Name	0	2	4	X	Total
1	ALACHUA	9,087	300	14	1,160	10,561
3	BAKER	591	81	1	95	768
5	BAY	7,729	102	19	698	8,548
7	BRADFORD	712	76		254	1,042
9	BREVARD	20,881	357	44	2,119	23,401
11	BROWARD	80,369	143	119	6,506	87,137
13	CALHOUN	277	160		140	577
15	CHARLOTTE	5,793	51	10	1,009	6,863
17	CITRUS	5,271	68	6	510	5,855
19	CLAY	4,894	128	9	621	5,652
21	COLLIER	17,786	204	16	2,294	20,300
23	COLUMBIA	1,346	324	41	830	2,541
27	DESOTO	993	76		124	1,193
29	DIXIE	68	43	1	295	407
31	DUVAL	35,469	323	86	3,771	39,649
33	ESCAMBIA	12,615	82	12	1,653	14,362
35	FLAGLER	2,448	99	4	363	2,914
37	FRANKLIN	832	27	7	102	968
39	GADSDEN	1,290	25	1	181	1,497
41	GILCHRIST	346	34	5	64	449
43	GLADES	166	12	3	60	241
45	GULF	836	62	5	58	961
47	HAMILTON	268	45	1	103	417
49	HARDEE	872	14	6	105	997
51	HENDRY	1,078	135	5	248	1,466
53	HERNANDO	5,318	77	1	549	5,945
55	HIGHLANDS	3,934	167	59	369	4,529
57	HILLSBOROUGH	42,769	270	273	3,662	46,974
59	HOLMES	499	57	1	81	638
61	INDIAN RIVER	7,010	209	105	1,108	8,432
63	JACKSON	1,769	46	2	174	1,991
65	JEFFERSON	397	94	3	187	681
67	LAFAYETTE	69	22		108	199
69	LAKE	11,720	423	180	2,036	14,359
71	LEE	25,731	916	68	2,493	29,208
73	LEON	12,006	138	9	1,561	13,714

75	LEVY	1,360	81		198	1,639
77	LIBERTY	103	26		175	304
79	MADISON	339	132	1	320	792
81	MANATEE	10,232	49	24	1,539	11,844
83	MARION	12,249	312	86	1,259	13,906
85	MARTIN	7,957	118	115	1,078	9,268
86	MIAMI DADE	105,680	426	136	4,128	110,370
87	MONROE	5,731	65	125	729	6,650
89	NASSAU	1,693	456	2	845	2,996
91	OKALOOSA	8,344	194	11	837	9,386
93	OKEECHOBEE	1,625	41	22	154	1,842
95	ORANGE	49,575	243	134	6,228	56,180
97	OSCEOLA	9,291	208	32	839	10,370
99	PALM BEACH	62,454	522	363	7,188	70,527
101	PASCO	12,039	166	46	1,525	13,776
103	PINELLAS	35,514	133	325	3,410	39,382
105	POLK	16,531	696	63	1,676	18,966
107	PUTNAM	2,024	80	19	359	2,482
109	ST. JOHNS	6,392	126	16	728	7,262
111	ST. LUCIE	8,994	163	45	1,408	10,610
113	SANTA ROSA	5,024	260	22	621	5,927
115	SARASOTA	21,846	339	32	3,109	25,326
117	SEMINOLE	18,252	104	84	1,989	20,429
119	SUMTER	1,309	140	18	271	1,738
121	SUWANNEE	1,048	51	3	217	1,319
123	TAYLOR	728	63	15	135	941
125	UNION	149	2		132	283
127	VOLUSIA	20,143	45	177	2,022	22,387
129	WAKULLA	906	19	1	122	1,048
131	WALTON	2,523	139	25	257	2,944
133	WASHINGTON	666	22		90	778
Grand Total		753,960	10,811	3,058	79,279	847,108

County FIPS Code	County Name	0	2	4	X	Total
1	ALACHUA	86.0%	2.8%	0.1%	11.0%	100.0%
3	BAKER	77.0%	10.5%	0.1%	12.4%	100.0%
5	BAY	90.4%	1.2%	0.2%	8.2%	100.0%
7	BRADFORD	68.3%	7.3%	0.0%	24.4%	100.0%
9	BREVARD	89.2%	1.5%	0.2%	9.1%	100.0%
11	BROWARD	92.2%	0.2%	0.1%	7.5%	100.0%
13	CALHOUN	48.0%	27.7%	0.0%	24.3%	100.0%
15	CHARLOTTE	84.4%	0.7%	0.1%	14.7%	100.0%
17	CITRUS	90.0%	1.2%	0.1%	8.7%	100.0%
19	CLAY	86.6%	2.3%	0.2%	11.0%	100.0%
21	COLLIER	87.6%	1.0%	0.1%	11.3%	100.0%
23	COLUMBIA	53.0%	12.8%	1.6%	32.7%	100.0%
27	DESOTO	83.2%	6.4%	0.0%	10.4%	100.0%
29	DIXIE	16.7%	10.6%	0.2%	72.5%	100.0%
31	DUVAL	89.5%	0.8%	0.2%	9.5%	100.0%
33	ESCAMBIA	87.8%	0.6%	0.1%	11.5%	100.0%
35	FLAGLER	84.0%	3.4%	0.1%	12.5%	100.0%
37	FRANKLIN	86.0%	2.8%	0.7%	10.5%	100.0%
39	GADSDEN	86.2%	1.7%	0.1%	12.1%	100.0%
41	GILCHRIST	77.1%	7.6%	1.1%	14.3%	100.0%
43	GLADES	68.9%	5.0%	1.2%	24.9%	100.0%
45	GULF	87.0%	6.5%	0.5%	6.0%	100.0%
47	HAMILTON	64.3%	10.8%	0.2%	24.7%	100.0%
49	HARDEE	87.5%	1.4%	0.6%	10.5%	100.0%
51	HENDRY	73.5%	9.2%	0.3%	16.9%	100.0%
53	HERNANDO	89.5%	1.3%	0.0%	9.2%	100.0%
55	HIGHLANDS	86.9%	3.7%	1.3%	8.1%	100.0%
57	HILLSBOROUGH	91.0%	0.6%	0.6%	7.8%	100.0%
59	HOLMES	78.2%	8.9%	0.2%	12.7%	100.0%
61	INDIAN RIVER	83.1%	2.5%	1.2%	13.1%	100.0%
63	JACKSON	88.8%	2.3%	0.1%	8.7%	100.0%
65	JEFFERSON	58.3%	13.8%	0.4%	27.5%	100.0%
67	LAFAYETTE	34.7%	11.1%	0.0%	54.3%	100.0%
69	LAKE	81.6%	2.9%	1.3%	14.2%	100.0%
71	LEE	88.1%	3.1%	0.2%	8.5%	100.0%
73	LEON	87.5%	1.0%	0.1%	11.4%	100.0%

75	LEVY	83.0%	4.9%	0.0%	12.1%	100.0%
77	LIBERTY	33.9%	8.6%	0.0%	57.6%	100.0%
79	MADISON	42.8%	16.7%	0.1%	40.4%	100.0%
81	MANATEE	86.4%	0.4%	0.2%	13.0%	100.0%
83	MARION	88.1%	2.2%	0.6%	9.1%	100.0%
85	MARTIN	85.9%	1.3%	1.2%	11.6%	100.0%
86	MIAMI DADE	95.8%	0.4%	0.1%	3.7%	100.0%
87	MONROE	86.2%	1.0%	1.9%	11.0%	100.0%
89	NASSAU	56.5%	15.2%	0.1%	28.2%	100.0%
91	OKALOOSA	88.9%	2.1%	0.1%	8.9%	100.0%
93	OKEECHOBEE	88.2%	2.2%	1.2%	8.4%	100.0%
95	ORANGE	88.2%	0.4%	0.2%	11.1%	100.0%
97	OSCEOLA	89.6%	2.0%	0.3%	8.1%	100.0%
99	PALM BEACH	88.6%	0.7%	0.5%	10.2%	100.0%
101	PASCO	87.4%	1.2%	0.3%	11.1%	100.0%
103	PINELLAS	90.2%	0.3%	0.8%	8.7%	100.0%
105	POLK	87.2%	3.7%	0.3%	8.8%	100.0%
107	PUTNAM	81.5%	3.2%	0.8%	14.5%	100.0%
109	ST. JOHNS	88.0%	1.7%	0.2%	10.0%	100.0%
111	ST. LUCIE	84.8%	1.5%	0.4%	13.3%	100.0%
113	SANTA ROSA	84.8%	4.4%	0.4%	10.5%	100.0%
115	SARASOTA	86.3%	1.3%	0.1%	12.3%	100.0%
117	SEMINOLE	89.3%	0.5%	0.4%	9.7%	100.0%
119	SUMTER	75.3%	8.1%	1.0%	15.6%	100.0%
121	SUWANNEE	79.5%	3.9%	0.2%	16.5%	100.0%
123	TAYLOR	77.4%	6.7%	1.6%	14.3%	100.0%
125	UNION	52.7%	0.7%	0.0%	46.6%	100.0%
127	VOLUSIA	90.0%	0.2%	0.8%	9.0%	100.0%
129	WAKULLA	86.5%	1.8%	0.1%	11.6%	100.0%
131	WALTON	85.7%	4.7%	0.8%	8.7%	100.0%
133	WASHINGTON	85.6%	2.8%	0.0%	11.6%	100.0%
Grand Total		89.0%	1.3%	0.4%	9.4%	100.0%

APPENDIX D

COUNTY EMPLOYMENT BY INDUSTRY

County FIPS Code	County	Industrial	Commercial	Service	Total
1	ALACHUA	15,472	33,909	85,956	136,731
3	BAKER	1,094	2,260	5,473	8,875
5	BAY	13,202	25,534	53,375	92,984
7	BRADFORD	1,210	2,363	6,058	9,688
9	BREVARD	36,218	64,609	133,984	236,956
11	BROWARD	106,527	258,065	518,138	896,880
13	CALHOUN	595	1,187	3,011	4,826
15	CHARLOTTE	9,898	15,350	33,536	59,063
17	CITRUS	6,212	11,946	24,765	43,086
19	CLAY	7,347	19,413	27,901	55,046
21	COLLIER	28,504	47,796	99,937	179,270
23	COLUMBIA	3,457	7,794	15,338	26,706
27	DESOTO	3,180	2,818	6,473	12,543
29	DIXIE	805	826	1,684	3,315
31	DUVAL	70,258	129,903	280,738	486,604
33	ESCAMBIA	23,503	41,551	126,349	193,062
35	FLAGLER	5,051	6,442	13,218	25,160
37	FRANKLIN	459	1,437	3,702	5,684
39	GADSDEN	2,580	4,061	13,859	20,669
41	GILCHRIST	605	624	2,150	3,409
43	GLADES	389	265	1,234	1,900
45	GULF	959	1,338	4,836	7,184
47	HAMILTON	1,277	601	2,630	4,517
49	HARDEE	1,584	2,134	4,871	8,633
51	HENDRY	4,161	3,211	7,893	15,410
53	HERNANDO	6,617	15,391	28,838	50,996
55	HIGHLANDS	5,384	11,040	20,833	37,382
57	HILLSBOROUGH	77,467	178,232	326,296	587,506
59	HOLMES	623	912	3,158	4,709
61	INDIAN RIVER	11,236	20,477	36,421	69,457
63	JACKSON	2,180	4,275	11,230	17,730
65	JEFFERSON	578	985	2,932	4,581
67	LAFAYETTE	283	481	1,041	2,186
69	LAKE	19,327	35,269	66,225	122,459

71	LEE	47,080	79,380	153,503	282,071
73	LEON	13,650	38,023	116,665	169,686
75	LEVY	1,620	3,782	6,253	11,727
77	LIBERTY	795	1,112	2,111	4,069
79	MADISON	1,240	1,258	4,337	6,880
81	MANATEE	17,379	37,744	59,109	115,812
83	MARION	24,392	37,175	65,892	128,334
85	MARTIN	12,565	23,062	42,603	79,414
86	MIAMI DADE	119,172	318,464	699,498	1,145,412
87	MONROE	4,628	16,473	34,932	56,291
89	NASSAU	3,101	7,501	13,923	24,628
91	OKALOOSA	12,213	28,920	56,060	97,534
93	OKEECHOBEE	2,656	3,595	8,313	14,725
95	ORANGE	89,781	190,845	482,729	772,900
97	OSCEOLA	10,767	30,022	57,131	99,321
99	PALM BEACH	88,018	178,284	394,155	668,877
101	PASCO	18,252	35,269	70,351	124,510
103	PINELLAS	70,563	124,702	276,946	473,847
105	POLK	39,772	61,968	118,714	221,732
107	PUTNAM	3,065	7,184	11,004	21,315
109	ST. JOHNS	8,600	19,300	39,261	68,029
111	ST. LUCIE	15,448	25,135	50,549	92,898
113	SANTA ROSA	7,525	12,917	24,235	45,210
115	SARASOTA	42,805	59,743	125,919	230,430
117	SEMINOLE	30,716	63,434	104,250	202,677
119	SUMTER	3,690	4,573	9,008	17,389
121	SUWANNEE	2,901	3,118	6,161	12,242
123	TAYLOR	2,507	2,036	4,879	9,454
125	UNION	659	501	5,442	6,614
127	VOLUSIA	31,448	57,528	124,705	216,199
129	WAKULLA	1,089	1,694	5,077	7,932
131	WALTON	5,275	7,147	14,166	26,748
133	WASHINGTON	774	1,639	5,511	7,931