



Infogroup Methodology Change - 2018 Verified Data

Every year Infogroup (YTS data provider) releases 3 databases used to assemble YTS, verified, pre-verified, and suspect. The verified data (around 16.4 million establishments in 2019) must meet strict verification rules, primarily obtaining over a 93% accuracy rate of an establishment being alive, intent on conducting commercial activities, and at the location specified. The non verified data (suspect and pre-verified files) hold over 35 million establishments that did not meet verified file standards.

In the third quarter of 2018, Infogroup added a new verification source which effectively upgraded a larger proportion of pre-verified and suspect records to the verified file. The result was a significant increase in both births and deaths for 2018. While total establishments in 2018 trend with growth (net) patterns and previous year totals, the increase is primarily reflected in the starts and closed in 2018 compared all years before.

After a peer review of all years of YTS data was completed in 2018, BDRC focused on using the entire verified data file with only about 8% of the suspect and pre-verified data to build YTS.

Although not as pronounced in 2019 due to the actual starts and stops, this new verification method did continue verifying more establishments and will continue going forward.