



December 15, 2009

Ms. Marlene H. Dortch  
Secretary  
Federal Communications Commission  
445 12<sup>th</sup> Street SW  
Washington DC 20554

**Re: Notice of Ex Parte Communication  
MB Docket No. 09-51**

Dear Ms. Dortch:

On Tuesday, December 15, 2009, Keith Osborn and Adam Gadberry of the Gadberry Group participated in a telephone conference with Steven Rosenberg, Thor Kendall and Elise Kohn of the FCC. During the conversation, we discussed the methodology behind the Gadberry Group's MicroBuild<sup>®</sup> data products. The details of the topics covered were as follows:

Background

- Gadberry Group – a privately held Information Technology firm specializing in the application of household demographic data for spatial applications.
- MicroBuild data answers the question of how many households and population exist in a given geography and their demographic characteristics.
- MicroBuild products are:
  - Current – because they use source data that is only months old versus census data that is almost a decade old
  - Accurate – we have aligned with only “best of breed” providers such as Acxiom Corporation, Ethnic Technologies and Pitney Bowe's
  - Precise – our data begins at the name and address level

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MicroBuild data products fall into a new data category we created known as “Household Geo-Demographic”

- Household
  - MicroBuild is built every 90 days using high quality consumer name and address data. Unlike our competitors who use summarized data, usually census or postal at county and zip, and project downward we build using a micro-to-macro approach which uses multiple forms of data - Census, postal and multiple national compiled consumer data files – to create the most accurate view of households and population on the market. Our approach combines the accuracy and freshness of household data with a methodology that includes normalization to census so that the resulting product can be used for trending with census data. It results in a “today’s edition” of base household and population data which can be tied to real data not some estimated or imputed counts.
- Geo
  - We combine our knowledge of consumer data with strong spatial expertise to create extremely accurate measures of households for the geographic areas in which they actually exist. Just because an address can be given a lat/long using a geo-coding application does not mean that the actual physical location of that address is in the boundary assigned by the geo-coding software.
- Demographic
  - Building on the accuracy of our base households and population, we distribute premium demographic variables. The result is extremely current and accurate demographic characteristics for the U.S. beginning at the census block level and because our datasets include census normalization techniques they can be used in longitudinal analysis.

The methodology for the MicroBuild BroadBand Indicator

- Indicates self reported consumer use of Broadband services
- The data is self-reported consumer information that includes internet registrations, survey cards, online surveys, registrations, and marketing solicitations data.
- The input sources are continuously compiled by Gadberry’s provider and the Broadband Indicator is constructed using those sources quarterly.
- There is a current national sample of 20.1 million household records that contain information indicating Broadband use.

The MicroBuild Broadband Indicator at block is constructed using the data described above with these assumptions

- 1) All addresses are geo-coded to the highest level of precision possible using multiple geo-coding databases
- 2) Addresses containing a broadband consumption indicator which geo-codes to a Zip+4, street segment, or parcel point (Precise Point) are included.
- 3) Census blocks containing a Precise Point are considered a "served" block and all other addresses in that block are considered served.
- 4) Additional indicators and flags on the file will provide additional insight for blocks not considered "served". They include:
  - a. Blocks with Precise Points but no indication of broadband consumption
  - b. Blocks with no Precise Points but households are known to be present
  - c. Blocks with no Precise Points and no households known to be present

In addition to our block offerings we have:

- Broadband Indicators at USNG – 1000 meter
- Broadband Indicators at 2009 TIGER Address Range

Broadband Indicators at 2009 TIGER Address Range:

Because we have geocoded The Gadberry Group Address Base, we can

- 1) Use typical Tiger Encoding using the address ranges present in the Tiger files for association of an address to Tiger Line IDs (and address range, and face and therefore block).
- 2) When an address is not encoded with Tiger-sourced address ranges, we create additional address ranges and associate them with a face and therefore a block, and TLID (when possible).
  - a. This means for the state of Arkansas, 26% of consumer households do not have a Tiger address range associated with it since the Tiger data is lacking for these addresses. Gadberry Group can create ranges associated with Tiger Faces (and therefore blocks) for an additional 21.1% of the total addresses (a lift of 28.5%). This means for the state of Washington, 8.8% of consumer households do not have a Tiger address range associated with it since the Tiger data is lacking for these addresses. Gadberry Group can create ranges associated with Tiger Faces (and therefore blocks) for an additional 7.9% of the total addresses (a lift of 8.6%).
- 3) Any address range in number 1 or 2 can also result in the addition of the Zip+4 to the Tiger Address Ranges

- 4) We can provide the number of housing units by Tiger attributes (Tiger Line ID, Block, Face, Address Range)
- 5) We can provide demographics for those attributes as well.

Regards,

A handwritten signature in black ink, appearing to read "Keith Osborn". The signature is fluid and cursive, with a long horizontal stroke extending to the right.

Keith Osborn

cc: Steven Rosenberg  
Elise Kohn  
Phoebe Yang