



## Dun & Bradstreet Business Listing File


**Company location:** White Plains, NY

**Web address:** [www.dnb.com](http://www.dnb.com)

**Description:** New with the Esri 2013 U.S. Data Update for Business Analyst Desktop and Server, the source of the business listings data is Dun & Bradstreet (D&B). D&B collects information on over 18 million businesses across the U.S. More information about this dataset can be found in the 2013\_USA\_ESRI\_Business\_Data\_Methodology.pdf stored with this and other documents about this release.

Businesses can be retrieved by their Standard Industrial Classification Code (SIC) as well as by North American Industry Classification System (NAICS) Code and Location. This data is current as of April 2013.

### Fields:

**Note:** Using the Identify a Business tool , click on a business in your map area to see these fields for an individual business.

**D-U-N-S® Number (DUNSNUM)** – Unique identifier

**Primary Company Name** (Actual field name=CONAME) – The legal, incorporated business name. Example: ESRI, AT&T, IBM. Replaced with Tradestyle name if available.

**Address** – Physical address of location. **The address field cannot be used for direct mailing purposes.**

**City (CITY)** – City of location.

**State (STATE)** – State abbreviation of location.

**State Name (STATE\_NAME)** - State name of location.

**ZIP Code (ZIP)** – Five-digit ZIP code of location.

**ZIP plus 4 extension** – Four-digit extension to the primary ZIP code, if available.

**Phone** – Telephone number with area code.

**NAICS Code (NAICS)** - The primary NAICS Code.

**SIC Code (SIC)** – The primary SIC code. A detailed listing of SIC Codes and their descriptions can be found in the 2013\_USA\_DandB\_Business\_Listings\_SICCodes.xlsx stored with this and other documents about this release.

**Sales Volume/Assets (SALES\_VOL)** – Estimated sales or assets in U.S. dollars.

**This is a change from prior years where sales volume was reported in thousands of dollars.**

**Business Status (HDBRCH)** – Status indicating whether the business is a headquarters or branch location.

0 = Not a Headquarters of a Branch (Single Location) 1 = Headquarters 2 = Branch

This is a change from prior years where the following was true. If the business was none of these, the field was blank. (1 Headquarters, 2 Branch, 3 Subsidiary Headquarters)

**Employee Count (NUMBER\_EMP)** – The number of employees at the physical location.

**Franchise Code (FRNCOD)** – 8 digit franchise code. Blank if not available.

**Industry Code (ISCODE)**

- 1 = Agriculture, Forestry, Fishing
- 2 = Mining
- 3 = Construction, Contracting
- 4 = Manufacturing
- 5 = Transportation, Communication, Electric, Gas & Sanitary Services
- 6 = Wholesale Trade
- 7 = Retail Trade
- 8 = Finance, Insurance and Real Estate
- 9 = Services (Professional & Non-Professional)
- 0 = Misc Industry (Public Administration)

**Square Footage (SQFT)** – The building space this entity operates from within a building as measured in square feet.

**Geocoding Locator Name (LOC\_NAME)** – The name of the locator from which the geocode information is derived.

**Geocoding Match Status (STATUS)** – M – the record was matched to a locator file; U – the record was unmatched; T – the record was matched to a locator file and multiple match candidates had the same score.

**Geocoding Match Score (SCORE)** - The match score of the candidate to which the address was matched. The score can be in a range of 0 to 100, where 100 indicates that the candidate is a perfect match.

**Primary Company Name (CONAME\_ALT)** – If CONAME is replaced by Tradestyle name.