

BUSINESSES RELEASE NOTES

DATA VINTAGE

2021

BASE LEVEL GEOGRAPHY

Geocoded points

RECORDS

1.1 million

To view the complete list of variables please visit:
environicsanalytics.com/variables

WHAT IT IS

The Businesses database provides a detailed list of businesses from Data Axle. It includes company name, Standard Industrial Classification (SIC) and North American Industry Classification System (NAICS) industry code and location coordinates for every business in the database. There are about 1.1 million records in this database and the data undergo an exhaustive telephone verification process every year to ensure accuracy. In addition, the data are cleaned by our analysts to identify duplicates to the fullest extent possible. The points are geocoded using the best available tools. As a geocoded locations database, the Businesses dataset is ideal for selecting individual or a network of businesses that can be used for trade area

analysis, store rankings, and mapping competitors. This version of the Businesses cannot be used for direct mailing purposes, but if you require business locations for direct mail or telemarketing, please contact one of our Environics Analytics representatives for additional information.

WHAT'S NEW

This release of Businesses 2021 adds a unique identifier for the corporate or parent company of a business where available. This offers another way to filter for the same business franchise or chain location.

HOW IT'S USED



Companies can use the Businesses database to evaluate the competitive landscape around any existing or proposed store sites by mapping the locations of their competitors. This can help determine the retail opportunity for any location and estimate a new store's sales volume.

SAMPLE QUESTIONS IT CAN ANSWER

- Where are certain types of businesses located within my trade area?
- What is the competitive risk around this location? How many similar businesses are nearby?
- How many quick service restaurants are in my municipality? Can the NAICs code be used to categorize them?
- Which, or how many, companies have more than 100 employees in my trade area?