

Methodology Statement: 2014 Esri US Business Locations and Business Summary Data

An Esri® White Paper
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Esri extracts its business data from a comprehensive list of businesses licensed from Dun & Bradstreet®. This business list contains data on over 24 million US businesses—including the business name, location, franchise code, industry classification code, number of employees, and sales volume—current as of January 2014.

Data Sources

Dun & Bradstreet utilizes its exclusive DUNSRight™ process that harvests information from a mix of data sources to collect, maintain, and verify information on individual establishments. This process leverages Dun & Bradstreet's proprietary databases, customer-generated information, and publicly available sources such as business registries, Internet/web mining, news and media reports, telephone directories, court and legal filings, company financials, banking information, directory assistance, industry trade data, and telephone interviews.

Esri provides reports and file extracts from the business database that include the industry classification, employment, and sales. Included are both versions of industry classification—the former four-digit Standard Industrial Classification (SIC) system and the updated six-digit North American Industry Classification System (NAICS). Dun & Bradstreet first establishes a proprietary (and more granular) eight-digit SIC code based on a company's primary source of revenue. Then, the broader six-digit NAICS is appended to each business record.

Business Locations

An address list of businesses is compiled by Dun & Bradstreet from its sources and telephone verifications. These addresses are geocoded to assign latitude and longitude coordinates to the business site and appends 2010 Census geographic codes via spatial overlay. Overall, 96.6 percent of the businesses are geocoded at the address level that includes coordinates and census block codes.

Esri uses the geographic codes to report business data for summary areas such as states, counties, census tracts, and block groups. Aggregations by ZIP codes are created from the business database. ZIP codes from Dun & Bradstreet may differ from the residential ZIP codes in the Esri® demographic databases because Dun & Bradstreet includes business-only ZIP codes that are unique to a particular establishment and include no residential area. The coordinates of each business are used to assign it to a user-defined polygon.

For more information, visit esri.com/businessdata.

**Esri's Data
Development Team**

Led by chief demographer Lynn Wombold, Esri's data development team has a 35-year history of excellence in market intelligence. The combined expertise of the team's economists, statisticians, demographers, geographers, and analysts totals nearly a century of data and segmentation development experience. The team has crafted data methodologies, such as the demographic update, segmentation, the diversity index, and the Retail MarketPlace database, that are now industry benchmarks.