

# BUSINESSES-QUARTERLY RELEASE NOTES

## PRODUCT VINTAGE

Q3 2023

## BASE LEVEL GEOGRAPHY

Geocoded points

## RECORDS

Over 1.1 million

To view the complete list of variables please visit:  
[environicsanalytics.com/variables](https://environicsanalytics.com/variables)

## WHAT IT IS

Businesses-Quarterly provides a detailed list of businesses from Data Axle updated quarterly. Each record includes company name, North American Industry Classification System (NAICS) and Standard Industrial Classification (SIC) industry codes, location coordinates, ranges for the number of employees, annual sales volume ranges, and a quarter-over-quarter status field. Over 1.1 million records are compiled using best practices and undergo a regular and exhaustive telephone verification process to ensure accuracy. Furthermore, the data are cleaned by our analysts to identify duplicates fully, and the records are geocoded using the best available tools. As a regularly updated geocoded locations database, the Businesses-Quarterly dataset is ideal for selecting

individual or a network of businesses that can be used for B2B analysis, business segmentation, 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.

## HOW IT'S USED



Companies can use the Businesses-Quarterly database to evaluate how the competitive landscape is changing in their industry sectors. As a geocoded database, competitors' locations can be mapped around existing or proposed store sites. This can help determine the retail opportunity for any location, estimate a new store's sales volume, and analyze current and proposed sales territories.

## SAMPLE QUESTIONS IT CAN ANSWER

- How has an industry sector changed over time in a particular trade area?
- Can my sales territory support more locations/expansion? What is the competitive risk in this area?
- 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?
- To what industries do the businesses in my B2B prospect list belong?