

Businesses

Release Notes

What is it?

The Businesses database is a comprehensive, location-based dataset of over 1.1 million Canadian businesses, sourced from Data-Axle and enhanced by Environics Analytics. It includes detailed firmographic and geographic information such as business name, precise geocoded location, and standardized industry classifications using both SIC and NAICS codes. The dataset undergoes rigorous quality assurance processes, including telephone verification, advanced deduplication, and ongoing validation by Environics Analytics to ensure consistency and reliability. Geocoding is performed using best-in-class tools to support highly accurate spatial analysis. Designed for location intelligence and competitive analysis, the Businesses database enables organizations to understand business presence, evaluate market dynamics, and support data-driven decision-making at a granular level. This version of the dataset is intended for analytical and mapping applications and is not suitable for direct marketing purposes; clients seeking direct marketing use cases should contact Environics Analytics for alternative solutions.

Data Vintage

2026

Base Level Geography

Geocoded points

Records

Over 1.1 million

*To view the complete list of variables please visit:
environicsanalytics.com/en-ca/variables

How it's Used?



Organizations use the Businesses database to assess competitive density around existing or proposed locations, identify whitespace opportunities for expansion, and support site selection and network planning decisions. By mapping and analyzing the distribution of businesses, companies can better understand market saturation, evaluate competitive risk, and uncover growth opportunities, enabling more informed, data-driven strategies.

Sample Questions it Can Answer

- Where are certain types of businesses located within my trade area?
- How saturated is a market with similar competitors?
- How many quick service restaurants are in my municipality? Can the NAICs code be used to categorize them?
- Where are larger employers (e.g., 100+ employees) concentrated?