

BUSINESSES

RELEASE NOTES FOR ENVISION

DATA VINTAGE

2019 Q2

RECORDS

15,537,594

VARIABLES

39

UPDATE FREQUENCY

Quarterly

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

WHAT IT IS

Businesses is a comprehensive database of more than 15 million U.S. business locations. It contains firmographic data, such as the number of employees and annual sales for a given business, as well as the applicable NAICS (North American Industry Classification System) codes.

Businesses can help you identify opportunities to place new store locations by detailing the size of the working population of any area. It can also assess the competitive landscape by identifying your competitor's locations and their estimated sales. Businesses data can be viewed through a Location Lists report or using the mapping tools in ENVISION.

This database enables you to focus on specific businesses you want to analyze by two-, three-, four- and six-digit NAICS codes. The database also offers an eight-digit NAICS-based code for any area in the United States. Although the official NAICS classification system uses six-digit codes at the most granular level, Infogroup creates an eight-digit NAICS to

provide more detailed information to describe the focus of each business. Reports are available for any standard geography-level in ENVISION, as well as any custom trade area, including drive time and radii.

The mapping feature in ENVISION will allow you insert logos to your maps to make them easier to understand. The points are also interactive; clicking on a location will reveal an expanded window that will display additional information about that business. Using the Business Locations List tool users can also zero in on specific businesses, such as Retail Stores, NAICS 44 and 45, by adding them to an ENVISION map for analysis.

WHAT'S NEW

Businesses 2019 Q2 features new fields to help your site location and competitor analysis. The updated database offers new "Place Type," "Headquarters ID" and "Ancestor Headquarters IDs" fields to make it easier to understand the corporate and franchise structure of businesses. These changes are highlighted below. For a complete list of changes, please refer to the Variable Change List document included with your data delivery.

- The "Place type" field indicates whether the business is a headquarters, branch, independent, individual or kiosk.
- The "Headquarters ID" field identifies the immediate parent company in the corporate hierarchy structure. For example, a Taco Bell restaurant is owned by Taco Bell Corp. (200051886-Taco Bell Corp.)
- The "Ancestor headquarters IDs" field identifies all parent companies in the corporate hierarchy structure. For example, a Taco Bell restaurant owned by Taco Bell Corp. is

ultimately controlled by Yum! Brands. The first value in the field denotes the top-level parent, while subsequent values follow the corporate hierarchy down to the immediate parent company, e.g. 959792284 (Yum! Brands Inc.), 200051886 (Taco Bell Corp.).

The new “Chain franchise” label identifies whether a location is corporately owned or owned by franchisee.

The new “Date business open” field replaces “Year established” field. It presents actual and estimated dates for when the business opened within a range. The new field presents data for more businesses than the retired field.

The “Corporate employee size” and “Corporate sales volume” fields now present actual and estimated values. Estimated value will be presented when Infogroup doesn’t have actual value to report.

HOW IT'S USED



Identify and quantify your competitors in any trade area, in terms of the number of locations, sales volumes and number of employees.



Visualize your competitors as well as your own locations and trade areas using any of the nine base maps available in ENVISION.



Understand the business composition of any area for business-to-business or business-to-customer applications, such as retail locations for office supply stores or restaurants to serve the working population.

SAMPLE QUESTIONS IT CAN ANSWER

- Where are my competitors located?
- What is the sales volume of my competitors?
- Which corporation owns retail stores or restaurants in my trade area?
- Can this area support my business-to-business retail operation based on the number and size of businesses operating in my trade area/target market?