

BUSINESSES

RELEASE NOTES FOR DATA FILE

DATA VINTAGE

2019 Q2

RECORDS

15,537,594

VARIABLES

Mapping package: 54

Modeling package: 148

Mailing package: 194

UPDATE FREQUENCY

Quarterly

For a detailed list of variables, consult the metadata file included with your data delivery

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 two-, three-, four- and six-digit NAICS (North American Industry Classification System) 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 code to provide more detailed information to describe the focus of each business.

This database can help you identify areas for a new store location by detailing the size of the working population of an area. It can also assess the competitive landscape by identifying your competitor's locations and their estimated sales.

Businesses data are available in three packages: mapping, modeling and mailing. The Businesses mapping package is

designed to help you understand your competitor network through descriptive attributes and geography-level fields. The modeling package presents additional attributes about each company that can be used in modeling applications, based on a wide variety of attributes. To place an order, contact your sales representative to determine the best product for your needs. You will receive a quote based on the number of records required.

Using the output from the mapping and modeling packages to generate direct mailing lists or support any type of direct marketing application is not permitted under your license agreement. For direct marketing applications, please contact your Environics Analytics sales representative to inquire about a direct marketing solution using our Businesses Mailing Package. This package contains street number, ZIP and ZIP+4 codes, as well as contact information where available.

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 fields replace "Location type" code, "Parent ID" and "Subsidiary ID," which have been retired by Infogroup.

- 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 a franchise.

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 values will be presented when Infogroup does not have actual value to report.

HOW IT'S USED



Use the Mapping Package for data visualization applications, such as location of businesses and basic attributes like sales volumes.



Use the Modeling Package to understand each business across a rich set of attributes. This package also includes several fields that can be used as modeling inputs.



Use the Mailing Package for all direct marketing applications, such as direct mail, telephone soliciting and in-person solicitation.

SAMPLE QUESTIONS IT CAN ANSWER

- Where are my competitors located?
- Are my retail stores more profitable if located near movie theatres?
- Who are contacts for local businesses and how can I reach them in my direct marketing campaign?