

BUSINESSES

RELEASE NOTES FOR ENVISION

DATA VINTAGE

2020 Q2

RECORDS

15,333,616

VARIABLES

38

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. The database is created from publicly available data sources such as Yellow Pages listings and business filings. Business records in the Businesses product have been verified by infogroup through various methods, including a telephone verification process.

Businesses can help you 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.

The 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 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 to insert logos to your maps to make them easier to visualize. The points are also interactive; clicking on a location will reveal an expanded window that displays 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.

NAICS are updated every five years and the current roster is from the latest update in 2017.

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 that serve the working population.

SAMPLE QUESTIONS IT CAN ANSWER

- Where are my competitors located?
- What is the estimated sales volume of my competitors?
- What is the corporate hierarchy of my competitors or suppliers?
- 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?
- Are there areas where my type of business would face less competition?
- Are there new businesses in my area?