

DATA VINTAGE

2018

BASE LEVEL GEOGRAPHY

Dissemination area

VARIABLES

127

To view the complete list of variables please visit:

environicsanalytics.com/en-ca/variables

WHAT IT IS

BusinessProfiles is based on InfoCanada data and covers 1.1 million Canadian businesses. It provides users with counts of businesses by industry class or NAICS code, employee size range and sales volumes in each census dissemination area. The types of businesses classified range from “eating and drinking places” to “insurance carriers” and “general merchandise.” Many retailers use BusinessProfiles for site planning, merchandising, optimizing store layouts and targeting business prospects. The database is also valuable for helping to evaluate and execute B2B marketing efforts.

WHAT'S NEW

With this product update we are migrating to the geographic framework used for the 2016 Census. This significant adjustment is required to reflect actual changes on the ground and ensures that our clients are working with the best estimates available.

HOW IT'S USED



BusinessProfiles can help companies looking to open a new store or branch by identifying the competitive opportunities and threats surrounding any site. Planners and marketers can assess competition and evaluate area sales to qualify any potential expansion locations.



Company executives can use BusinessProfiles when evaluating new markets by analyzing business activity by industry code (NAICS). Segmenting businesses in this way allows users to compare employee size ranges and sales volumes between industries to better understand the commercial composition of a particular area.

SAMPLE QUESTIONS IT CAN ANSWER

- How many businesses in my trade area earn more than \$20 million in sales?
- What is the business count distribution by employee size within my trade area?
- What are the business counts by two-digit and four-digit NAICS code?