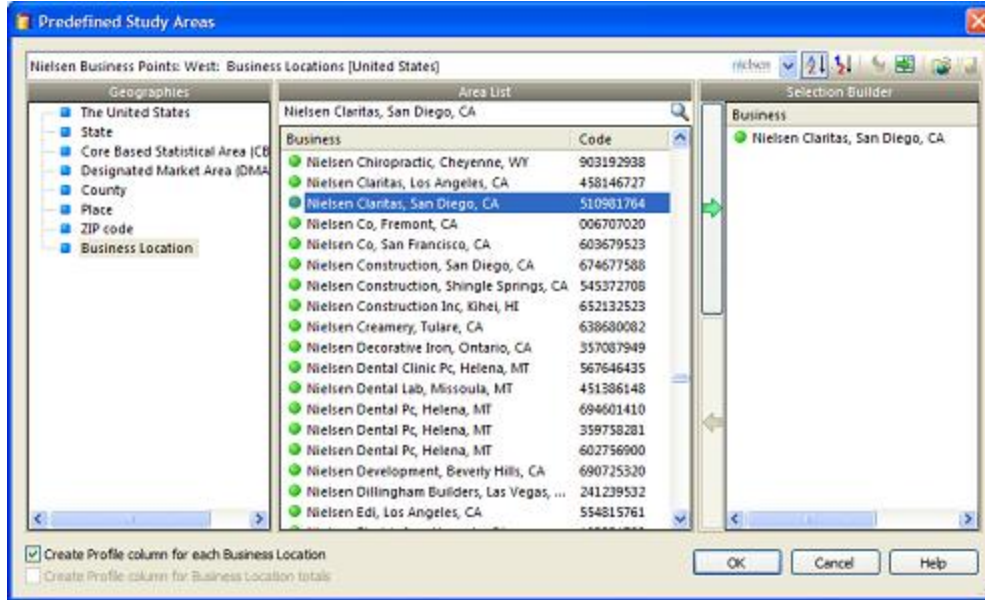


Nielsen Business Points

PCensus Usage Notes

Profile a single business

Business locations appear in the **Predefined Study Area** dialog for selection.



- Select **Business Location** as the geography type
- Scroll to the required entry or type the name in the search box

Business Point Data		Nielsen Claritas, San Diego, CA
Company name	Nielsen Claritas	
City	San Diego	
State	CA	
ZIP code	92126	
Latitude	32.890960	
Longitude	-117.201440	
Business ID	510981764	
NAICS Code	54191001	
NAICS Description	Marketing Research & Public ...	
SIC Code	873204	
SIC Description	Market Research & Analysis	
Local Employees	200	
Local Sales	\$ 80,000,000	
Total business size code	5,000 - 9,999 employees	
Total Business sales Code	\$1billion or more	
Franchise Code 1		
Franchise Code 2		
Franchise Code 3		
Franchise Code 4		
Franchise Code 5		
Franchise Code 6		
Subsidiary-Parent ID	656228574	
Subsidiary-Parent Name	Nielsen Claritas	
Ultimate Parent ID	807587191	
Ultimate Parent Name	Nielsen Co	
Study area type	1 Business Location	
Total Businesses	1	

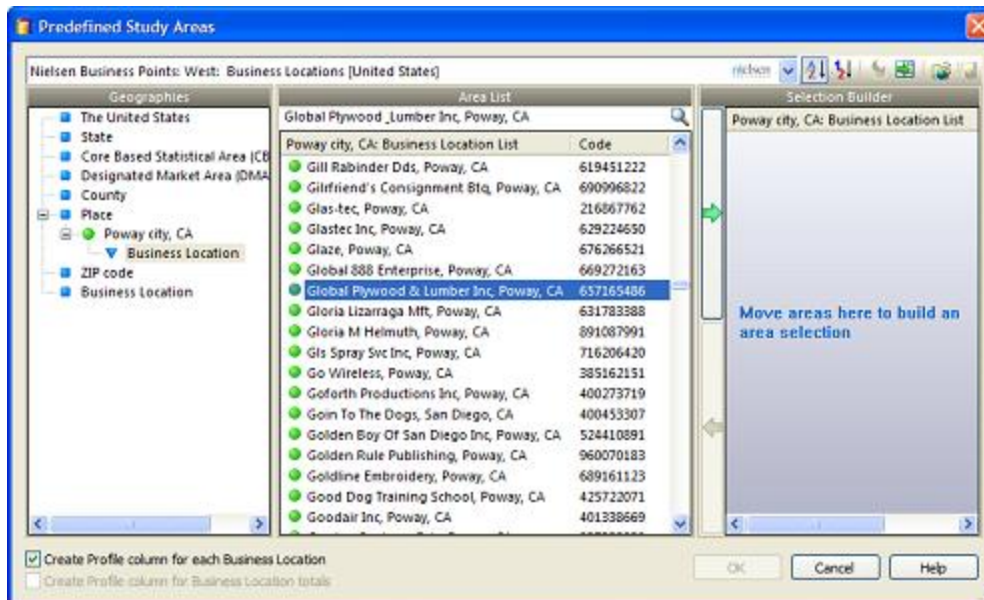
Profile Multiple Businesses

Other types of study areas (e.g. county, or a polygon that contains multiple locations) will only show “aggregatable” data

Business Point Data	Nielsen Claritas, San Diego, CA	San Diego County, CA	Polygon Area
Company name	Nielsen Claritas	Multiple locations in study area	Multiple locations in study area
City	San Diego		
State	CA		
ZIP code	92126		
Latitude	32.890960	32.882076	32.762016
Longitude	-117.201440	-117.113517	-117.155878
Business ID	510981764		
NAICS Code	54191001		
NAICS Description	Marketing Research & Public ...		
SIC Code	873204		
SIC Description	Market Research & Analysis		
Local Employees	200	1,541,816	6,161
Local Sales	\$ 80,000,000	\$ 249,872,641,000	\$ 1,234,543,000
Total business size code	5,000 - 9,999 employees		
Total Business sales Code	\$1 billion or more		
Franchise Code 1			
Franchise Code 2			
Franchise Code 3			
Franchise Code 4			
Franchise Code 5			
Franchise Code 6			
Subsidiary-Parent ID	656228574		
Subsidiary-Parent Name	Nielsen Claritas		
Ultimate Parent ID	807587191		
Ultimate Parent Name	Nielsen Co		
Study area type	1 Business Location	1 County	437 Business Location
Total Businesses	1	133,252	437

Drill Down through geographies

You can use the “drill-down” feature in Database Explorer to limit the display of businesses to a specific geography like Poway City (note, this may be time consuming for large geographies, as you must wait for PCensus to retrieve the businesses in the selected area)



Use Hot-link

You can use the “Hot-link” feature in Database Explorer to quickly map locations

The screenshot displays the Database Explorer interface. On the left, a map shows the location of Nielsen Claritas in Ithaca, NY, near Ithaca Tompkins Regional Airport. Below the map is a 'Profile' window with the following data:

Business Point Data	Hot Link
Company name	Nielsen Claritas
City	Ithaca
State	NY
ZIP code	14850
Latitude	42.487360
Longitude	-76.462817
Business ID	588314518
NAICS Code	54191001
NAICS Description	Marketing Research & Public ...
SIC Code	873204
SIC Description	Market Research & Analysis
Local Employees	95
Local Sales	\$ 0
Total business size code	5 000 0 000 employee

On the right, the 'Database Explorer' window shows a list of business locations with their codes:

Business	Code
Nielsen Claritas, Alpharetta, GA	715284196
Nielsen Claritas, Arlington, VA	006607725
Nielsen Claritas, Chicago, IL	458476496
Nielsen Claritas, Ithaca, NY	588314518
Nielsen Claritas, Los Angeles, CA	458146727
Nielsen Claritas, New York, NY	656228574
Nielsen Claritas, San Diego, CA	510981764
Nielsen Claritas, Wilton, CT	254263189
Nielsen Co, Alpharetta, GA	544654312
Nielsen Co, Chicago, IL	694831090
Nielsen Co, Chicago, IL	242737781
Nielsen Co, Dallas, TX	526746235
Nielsen Co, Fond du Lac, WI	147250666
Nielsen Co, Fremont, CA	006707020

Below the list is a 'Selection Builder' window with a 'Business' field and a 'Code' field, and a button that says 'Move areas here to build an area selection'.

Use Business Locations to Define Circles or Drive Times

You can use the “select from list” feature in the study area wizard to define a trade area around a selected location. Here you would start the project using a demographic database (e.g. Omnibus), and select the site from the business points database.

The screenshot shows the 'Study Area Wizard' dialog box. It has a 'Mapped Drive Time' section with the instruction: 'Select a method to use for defining the site (starting point) of your drive time region.' Below this is a map of Garden City, NY, with a blue circle indicating a drive time area. To the right of the map are four radio button options:

- Pointing on Map
- Address or Location
- Choosing location from a list
- Entering Long./Lat. Coordinates

At the bottom of the dialog are buttons for '< Back', 'Next >', 'Finish', 'Cancel', and 'Help'.

Select Site from Locations

Database: Nielsen Business Points: NAICS Profession nielsen

Nielsen CI

- Nielsen Claritas, Arlington, VA
- Nielsen Claritas, Chicago, IL
- Nielsen Claritas, Ithaca, NY**
- Nielsen Claritas, Los Angeles, CA
- Nielsen Claritas, New York, NY
- Nielsen Claritas, San Diego, CA
- Nielsen Claritas, Wilton, CT

Location Types: Business List

OK Cancel Help

Study Area Wizard

Mapped Drive Time
A drive time study area can have one or more ranges. Enter the times for your drive time ranges, then click "Next".

Drive Time Name: Nielsen Claritas, Ithaca, NY

Drive Time Ranges

	From (minutes)	To (minutes)	Line Color
1	0	5	Red
2	0	0	Blue

Speeds...
Data Fit...
Clear Ranges

Save ranges for future use Auto-generate

< Back Next > Finish Cancel Help

Pop Facts: Demographic Quick Facts		Nielsen Claritas, Ithaca, NY 0 min - 5 min	
Population			
2014 Projection		12,671	
2009 Estimate		12,256	
2000 Census		11,451	
1990 Census		11,029	
Growth 1990-2000		3.83%	
Households			
2014 Projection		5,765	
2009 Estimate		5,546	
2000 Census		5,086	
1990 Census		4,544	
Growth 1990-2000		11.94%	
2009 Estimated Population by Single Race Classification		12,256	
White Alone	8,331	67.98%	
Black or African American Alone	524	4.28%	
American Indian and Alaska Native Alone	29	0.23%	
Asian Alone	2,809	22.92%	
Native Hawaiian and Other Pacific Islander Alone	6	0.05%	
Some Other Race Alone	191	1.56%	
Two or More Races	367	2.99%	

Category 3 of 233

Create Target Lists of Businesses

Create a target list for businesses in an area.

Note, large areas can be extremely time consuming – “all of US” could take several hours and might fail due to memory limitations.

Rank	Poway city, CA Business Location List	NAICS Code	NAICS Description	Local Employees	Local Sales
1	1 800 Dryclean, Poway, CA	81232002	Dry-cleaning & Laundry Svcs	2	\$ 120,000
2	1-800 Appliance, Poway, CA	44311129	Household Appliance Stores	7	\$ 2,142,000
3	123 Emblems, Poway, CA	31499905	All Other Misc Textile Prod Mills	3	\$ 531,000
4	2 Dot Computing Co, Poway, CA	44312007	Computer & Software Stores	3	\$ 1,029,000
5	24-7 Emergency Towing, Poway, CA	48841006	Motor Vehicle Towing	2	\$ 210,000
6	2ten Corp, Poway, CA	23721005	Land Subdivision	3	\$ 1,347,000
7	4 Women Only Fitness Ctr, Poway, CA	71394011	Fitness & Recreational Sports Center	25	\$ 975,000
8	7-eleven, Poway, CA	44512001	Convenience Stores	9	\$ 2,016,000
9	7-eleven, Poway, CA	44512001	Convenience Stores	9	\$ 2,016,000
10	76, Poway, CA	44719005	Other Gasoline Stations	5	\$ 2,320,000
11	92064 Realty, Poway, CA	53121003	Offices Of Real Estate Agents & Brok	3	\$ 402,000
12	A & A Financial Svc, Poway, CA	56199001	All Other Support Svcs	1	\$ 49,000
13	A & A Handyman Svc, Poway, CA	42382005	Farm & Garden Equip Merchant Whl	2	\$ 996,000
14	A & A Muffler Svc, Poway, CA	81111202	Automotive Exhaust System Repair	1	\$ 112,000
15	A 7 Engineering Inc, Poway, CA	54133003	Engineering Svcs	5	\$ 1,035,000
16	A Aquamarine Pool Svc, Poway, CA	23622041	Commercial Building Construction	3	\$ 372,000
17	A B Construction, Poway, CA	23622005	Commercial Building Construction	3	\$ 1,584,000
18	A Better Window Co, Poway, CA	44410000	Other Building Material Dealers	1	\$ 1,000,000
Accepted		2530 Targets		29,279	\$ 2,261,664,000
Rejected		0 Targets		0	\$ 0
Total		2530 Targets		29,279	\$ 2,261,664,000

Use a filter to limit to a NAICS code or other criteria

Text Filter

Set the condition that the Text Dimension must satisfy to accept a target area:

Text Dimension:

1. Select the type of condition:

[Text] is EQUAL to <value>
 [Text] CONTAINS <value>
 [Text] BEGINS with <value>
 [Text] is NOT EQUAL to <value>

2. Enter the condition values:

Text is equal to:

OR OR

Number of Condition Values: Case Sensitive

Select All Targets where:

OK Cancel Help

Rank	Poway city, CA Business Location List	NAICS Code	NAICS Description	Local Employees	Local Sales
1	7-eleven, Poway, CA	44512001	Convenience Stores	9	\$ 2,016,000
2	7-eleven, Poway, CA	44512001	Convenience Stores	9	\$ 2,016,000
3	Circle K, Poway, CA	44512001	Convenience Stores	4	\$ 896,000
4	Corporate Express Express Mart, Poway, CA	44512001	Convenience Stores	5	\$ 1,120,000
Accepted		4 Targets		27	\$ 6,048,000
Rejected		2526 Targets		29,252	\$ 2,255,616,000
Total		2530 Targets		29,279	\$ 2,261,664,000

Create a Thematic Map

