3 THINGS TO KNOW ABOUT DATA-AXLE

1 **Find businesses by keyword**

In the industry code search, you can enter in keywords to find the right NAICS or SIC code for the business you're looking for.

2 **Use the map-based search**

If you click on "Map Based Search" and your location, you can draw a shape or radius to search within that area. It's great for exploring neighborhoods!

3 **Explore the "Consumers/Lifestyles" section**

Find your fans of knitting, skiing, and more interests in the "Consumers/Lifestyles" section to help identify customers. This data comes from self-reported surveys.

Search Challenges

Beginner

How many breweries are there in the Asheville Metro Area?

Intermediate

What are the top industries in Raleigh?

Advanced

How many new homeowners are there in the Charlotte ZIP code 28262?

NC LIVE

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