

BusinessProfiles

Release Notes

What is it?

BusinessProfiles presents counts of businesses, employees and sales volumes summarized by NAICS (North American Industry Classification System) codes for any area in the U.S. The database also includes the number of businesses with 100 or more employees per NAICS code.

ENVISION features five different BusinessProfiles reports to help you understand the business composition of a trade area. The reports can help your business identify areas suitable for expansion, based on the number of businesses, competitors, total employees and total sales for the area.

BusinessProfiles includes the following reports:

- The **Major Sectors Report** presents data for two- and three-digit NAICS codes from Agriculture, Forestry, Fishing and Hunting (NAICS 11) to Public Administration (NAICS 92).
- The **Construction & Manufacturing Sectors Report** presents data for three- and four-digit NAICS codes associated with construction and manufacturing. For instance, Construction of Buildings (NAICS 236) includes data on all the related four-digit NAICS codes, such as Residential Business Construction (NAICS 2361).
- The **Healthcare Sector Report** presents data for two-, three- and six-digit NAICS codes associated with healthcare. For example, Health Care and Social Assistance (NAICS 62) includes data on all related three-digit NAICS codes, such as Nursing and Residential Care Facilities (NAICS 623), as well as the related six-digit NAICS codes like Assisted Living Facilities for the Elderly (NAICS 623312).
- The **Retail Sector Report** presents data for two-, three- and six-digit NAICS codes associated with retail, including accommodation and food services. For example, Retail Trade (NAICS 44) includes data on all related three-digit Clothing and Clothing Accessories Stores (NAICS 448), as well as the related six-digit NAICS codes, such as Women's Clothing Stores (NAICS 448120).
- The **Services Sectors Report** presents data for two-, three- and six-digit NAICS codes associated with the services industry. For example, Professional, Scientific, and Technical Services (NAICS 54) includes data on all related three-digit NAICS codes, such as Professional, Scientific, and Technical Services (NAICS 541), as well as all related six-digit NAICS codes, like Offices of Lawyers (NAICS 541110).

The BusinessProfiles reports are created by aggregating data from the Businesses product. Businesses is a comprehensive database of over 18.1 million U.S. business locations. It contains firmographic data, including critical information, such as the number of employees, annual sales and the applicable NAICS codes.

Data Vintage

2024

Update Frequency

Quarterly

Base Level Geography

Block Group

*To view the complete list of variables please visit:
environicsanalytics.com/variables

How it's Used?



Identify areas suitable for expansion based on the number of businesses, competitors, total employees and total sales.



Focus on the number of businesses and sales of a particular industry, such as Cosmetics, Beauty Supplies and Perfume Stores (NAICS 446120).



Understand the number of employees and the industries they work in, for any area in the U.S. to provide the right products and services.

Sample Questions it Can Answer

- How many businesses are in my trade area?
- What is the sales volume for Tax Preparation Services (NAICS 541213) of my nearest competitors?
- How many people work within a 10-minute walk of my restaurant location?
- Which types of businesses have 100 or more employees within a 30-minute drive time of my Office Supplies and Stationery Store (NAICS 453210)? What are the reasons for the households in my trade area to shop at a dollar store?

For Direct Data Deliveries

Standard data are delivered in a comma-separated values (.csv) format. For a detailed list of variables, consult the metadata file included with your data delivery.

The BusinessProfiles data delivery consists of five NAICS files that present counts of businesses by two-, three-, four- and six-digit NAICS codes, as well as a set of unique eight-digit NAICS-based codes for all geography levels in the U.S. that contain businesses. Eight-digit NAICS-based codes are created by Data Axle to provide additional differentiation between types of businesses. It can be particularly useful when looking at broad NAICS categories such as full-service restaurants (NAICS code 722511). Your delivery will include these files:

- BusinessProfiles by NAICS2
- BusinessProfiles by NAICS3
- BusinessProfiles by NAICS4
- BusinessProfiles by NAICS6
- BusinessProfiles by NAICS8

Included with the data delivery is a BusinessProfiles Summary file that presents counts of all businesses for all geography codes in the U.S. that contain businesses.