BUSINESSPROFILES
RELEASE NOTES

DATA VINTAGE
2019 Q2

BASE LEVEL GEOGRAPHY
Block group

UPDATE FREQUENCY
Quarterly

VARIABLES
Counts of businesses, employees, businesses with 100+ employees and sales volumes summarized by NAICS codes

WHAT IT IS

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 code 11) to Public Administration (NAICS code 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 code 236) includes data on all the related four-digit NAICS codes, such as Residential Business Construction (NAICS code 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 code 62), includes data on all related three-digit NAICS codes, such as Nursing and Residential Care Facilities (NAICS code 623), as well as the related six-digit NAICS codes like Assisted Living Facilities for the Elderly (NAICS code 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 (NACS code 44), includes data on all related three-digit Clothing and Clothing Accessories Stores (NAICS code 448)), as well as the related six-digit NAICS codes, such as Women's Clothing Stores (NAICS code 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 code 54), includes data on all related three-digit NAICS codes, such as Professional, Scientific, and Technical Services (NAICS code 541), as well as all related as the related six-digit NAICS codes, like Offices of Lawyers (NAICS code 541110)

The BusinessProfiles reports are created by aggregating data from the Businesses product. Businesses is a comprehensive database of more than 15 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. For additional information, please visit the product

documentation page: https://www.environicsanalytics.com/resources/product-documentation/variables.

HOW IT'S USED

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

Focus on the number of businesses and sales of a particular industry, such as Cosmetics, Beauty Supplies and Perfume Stores (NAICS code 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 code 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 code 453210)?

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 6-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.

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

In addition, a BusinessProfiles Summary file present counts of all businesses for all geography codes in the U.S. that contain businesses.