

# Employment Profiles

## Release Notes

### What is it?

Employment Profiles are used to quantify the working population of any trade area to help your business identify areas suitable for expansion based on the number of workers in an area. The database can also be used to rank areas for possible expansion based on the size of available labor. The ENVISION report presents aggregated counts, businesses, employees and employees per business summarized by NAICS (North American Industry Classification System) codes for any area in the U.S. To provide additional context for each trade area, the database and report also includes population, household and work-at-home counts. Employment Profiles are based on aggregated data from over 18.1 million locations in the Businesses database.

### How it's Used?



Identify areas suitable for expansion based on the working population for any trade area or standard geography.



Explore the labor market for any area based on the number of employees for a specific industry, such as Heavy and Civil Engineering Construction (NAICS 237).



Compare areas in terms of the number of employees per business for any industry such as Food and Beverage Stores (NAICS 445).

### Sample Questions it Can Answer

- How many people work in my trade area?
- Which areas have the highest concentration of workers in Real Estate (NAICS 531)?
- What is the concentration of employees per business in the Nursing and Residential Care Facilities (NAICS 623) for all U.S. counties?
- Which sector employs the most people in my area?
- How many Food and Beverage stores (NAICS 445) are in my trade area

### Data Vintage

2024

### Update Frequency

Quarterly

### Base Level Geography

Block Group

### Variables

Employment Profiles: 410

Employment Categories: 23

\*To view the complete list of variables please visit:

[environicsanalytics.com/variables](https://environicsanalytics.com/variables)

## For Direct Data Deliveries

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

The EmploymentProfiles data delivery consists of two files:

- EmploymentProfiles presents:
  - Counts of employees and employees per business for all two- and three-digit NAICS codes
  - Additional variables such as population and households are included to provide context for all standard geographies
- EmploymentCategories presents counts of businesses, employees and employees per business by major industries, such as manufacturing or retail.