DATA VINTAGE
2019 Q2

BASE LEVEL GEOGRAPHY
Block group

UPDATE FREQUENCY
Quarterly

VARIABLES
Six

To view the complete list of variables please visit:
environicsanalytics.com/en-us/variables

WHAT IT IS

EmploymentProfiles presents counts of businesses, employees and employees per business, summarized by major two- and three-digit NAICS (North American Industry Classification System) codes for any area in the U.S.

The ENVISION EmploymentProfiles report helps you size the working population of a trade area and identify areas suitable for expansion, based on the number of workers for any area as a total or by type of business. The EmploymentProfiles report also measures the workforce for major two- and three-digit NAICS codes. The data can be used to rank areas for potential expansion, based on the size of available local labor. It can also be used to compare the number of employees per business, population per business, or households per business for any area. The EmploymentProfiles report includes population, household counts and number of people working at home to provide additional context for a trade area.

EmploymentProfiles was created by aggregating data from Businesses, a comprehensive database of more than 15 million U.S. business locations. EmploymentProfiles contains firmographic data, including critical information, such as number of employees, annual sales, as well as the applicable NAICS codes.

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 code 237).

Compare areas in terms of the number of employees per business for any industry, such as Food and Beverage Stores (NAICS code 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 code 531)?
- What is the ratio of employees per business in the Nursing and Residential Care Facilities (NAICS code 623) for all U.S .counties?

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, households and more, 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.