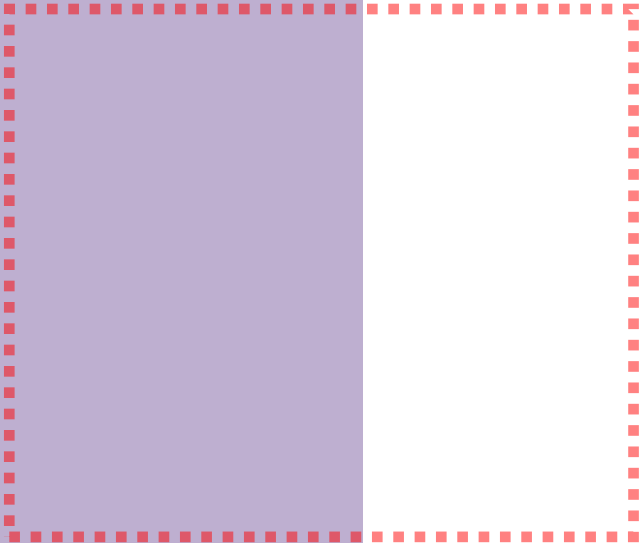


Scan/US Business 2012

A comprehensive geographic summary of
U.S. business and employee counts



← Approximate
location of the
proposed graphic

Scan/US Business 2012

A comprehensive geographic summary database of U.S. business and employee counts

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Scan/US Business 2012 presents *geographic summaries* of data from a comprehensive, industry-standard business list of over thirteen million establishments covering one hundred and forty eight million employees. Establishment and employment data are classified by standard industry categories (SIC and NAICS), establishment size, a custom business type with focus on land-use, and employee occupation. Summaries are available for all standard levels of geography, including US, states, MSAs, places, counties, county subdivisions, Zip codes, census tracts, block groups and Scan/US microgrids. Users of the Scan/US application can easily obtain custom summaries for user-defined polygonal areas, ring and drive time areas and any arbitrary groupings of standard geography. The data are current as of January 2012.

Data sources and methodology

Primary source for the summary database is the InfoGroup (formerly InfoUSA) business-list data base. This list is compiled from multiple sources such as business white pages and Yellow Pages, annual and 10K SEC filings, and government and USPS data, and continuously maintained through annual telephone verification of data for each business in the database. Data for each business establishment include its physical location, actual reported (or in some cases estimated) number of employees, and multiple codes detailing its industrial, franchising and administrative/subsidiary classification. Branch locations of multiple-location firms are distinguished from their headquarters, both national and regional.

Scan/US geocoded virtually all source database records with physical addresses at the address level and these then participate in summaries on all levels. About 5.3% of the establishments are addressed to post office boxes in multi-coded city Zip codes; these could be geolocated down to the Zip and county levels only.

Scan/US estimated the distribution of employees by occupation for each summary area. The occupation categories correspond to the occupation breakdown reported in the 2010 Census. Employees of individual establishments were assigned to the several occupation categories using a localized industry-to-occupation matrix. For each of 20 summary industries, the matrix used presents the proportion of total employment accounted for by each of 24 occupation categories. To account for regional differences, individual matrices were developed for each of the 179 Bureau of Economic Analysis economic areas, county aggregates of economically-related counties. A national matrix was derived from the 2010 5-year American Community Survey public use microdata sample and, for each economic area, recalibrated to match 2010 Census occupation counts and the business database industry counts.

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Summary data available

Data available on all levels of geography include (number of items indicated in parentheses):

- **Totals** Counts of establishments and employees (2)
Counts of administrative establishments and employees (2)
- **Employee size** Establishments by number of employees (9)
Establishments with 20+ employees by industry (SIC and NAICS) (74, 104)
- **Industry** Establishments by SIC industry (74)
Employment by SIC industry (74)
Establishments by NAICS industry (104)
Employment by NAICS industry (104)
- **Occupation** Employment by occupation (24)
- **Business type** Establishments by business type (38)
Employment by business type (38)
- **Retail** Establishments by retail category (68)
Employment by retail category (68)

Establishment size by number of employees

Employee size of establishments is recorded in the source database as an actual count of employees and as an assignment to an employee size range category (e.g., 5 to 10 employees). In a substantial number of cases the “actual” number of employees was obtained as a result of the annual telephone follow-up. In remaining cases the number was modeled using detailed industry-specific average employment size rates reported in the US Census County Business Patterns, adjusted to agree with major industry averages at the county level.

The establishment employee size estimates do not distinguish between full-time and part-time employment. Underreported in the database are agricultural and public sector establishments and employment, largely reflecting the obtainable sources for the business list and its focus on private sector businesses. Often the employment for an entire jurisdiction is reported at the location of the public agency headquarters. Establishments with over 10000 employees were screened and their employment counts in some cases revised after comparison against independent sources.

Counts by employee size are reported in 9 categories:

- 1 -4 employees
- 5 - 9 employees
- 10 - 19 employees
- 20 - 49 employees
- 50 - 99 employees
- 100 - 249 employees
- 250 - 499 employees
- 500 - 999 employees
- 1000+ employees

Establishments with twenty or more employees are additionally summarized by for each SIC and NAICS industry.

Industry

Establishments and employment are summarized both by NAICS code and by SIC code. The NAICS (North American Industrial Classification System) coding scheme became in 1997 the national standard for identifying a firm’s primary business activity, replacing the SIC (Standard Industrial Classification) coding system used over several decades for reporting economic statistics. NAICS was designed to more accurately reflect the changing industrial composition of US economy: the shift from manufacturing to a service-based economy, emergence of information and hi-tech industries and of large-scale retailing .

Previous editions of the business database were limited to industry summary by SIC only. Legacy SIC codes continue to be used for various purposes by agencies in some states and by business.In the source business list itself, the native industry coding employs multiple 6-digit SIC codes to describe the various facets of a firm’s business.

NAICS classification

Establishments and employment counts are reported for 104 NAICS industries. These consolidate the 1170 individual industry codes at varying levels of detail. Retail trade is summarized here at the 3-digit subsector level; an expanded list of 68 retail trade and service categories is presented separately, see below. The industries are grouped into 21 NAICS sectors in the list following (codes defining the industry categories appear with each title).

Establishments SIC-coded “Agricultural Services (07)” have been reclassified in the source database into various NAICS industries, resulting in an empty NAICS “Agricultural Services (115)” category in the present edition.

Agriculture/forestry/fishing		Retail trade	
1	Agriculture/forestry/fishing (11 exc 115)	32	Motor vehicle and parts dealers (441)
2	Agricultural services (115)	33	Furniture and home furnishings (442)
Mining		34	Electronics and appliances (443)
3	Oil and gas extraction (211)	35	Building materials and garden supplies (444)
4	Cole/ore mining (21 exc 211)	36	Food and beverage stores (445)
Utilities		37	Health and personal care stores (446)
5	Utilities (22)	38	Gasoline stations (447)
Construction		39	Clothing and clothing accessories (448)
6	General construction (23 exc 237)	40	porting goods, hobby, book, music stores (451)
7	Heavy construction (237)	41	General merchandise stores (452)
Manufacturing		42	Miscellaneous store retailers (453)
8	Food mfg (311)	43	Nonstore retailers (454)
9	Beverage, tobacco products (312)	Transportation and warehousing	
10	Textile mills (313)	44	Transportation (48)
11	Textile products (314)	45	Warehousing/storage, postal/courier service Information
12	Apparel mfg (315)	Information	
13	Leather mfg (316)	46	Publishing (511 nec)
14	Wood products (321)	47	Software publishers (5112)
15	Paper mfg (322)	48	Motion pictures and video (512 nec)
16	Printing (323)	49	Movie theaters (512131)
17	Petroleum, coal products (324)	50	Broadcasting (except Internet) (515)
18	Chemicals (325)	51	Telecommunications (517)
19	Plastics/rubber products (326)	52	Data processing, hosting (518)
20	Nonmetallic mineral products (327)	53	Other Information Services (519)
21	Primary metal mfg (331)	Finance and insurance	
22	Fabricated metals (332)	54	Banking and related (52 nec)
23	Machinery mfg (333)	55	Insurance carriers and related (524)
24	Computer, electronic products (334)	Real estate, rental and leasing	
25	Electrical equipment, appliances (335)	56	Real estate (531)
26	Transportation equipment (336)	57	Rental and leasing (53 nec)
27	Furniture mfg (337)	Professional, scientific, technical services	
28	Miscellaneous manufacturing (33 nec)	58	Legal services (5411)
Wholesale trade		59	Accounting and related (5412)
29	Durable goods (423)	60	Architectural, engineering and related (5413)
30	Nondurable goods (424)	61	Specialized design (5414)
31	Electronic markets and brokers (425)		

62	Computer systems design and related (5415)
63	Management, scientific, technical consulting (5416)
64	Scientific research and development (5417)
65	Advertising, public relations, and related (5418)
66	Other prof/scientific/tech services (5419)

Management of companies and enterprises

67	Management of companies and enterprises (55)
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Administrative and waste management services

68	Administrative and support (561)
69	Waste management and remediation (562)

Educational services

70	Elementary and Secondary Schools (6111)
71	Colleges, universities (6112-3)
72	Business schools, computer and mgnt training (6114)
73	Technical and trade schools (6115)
74	Educational services (611 nec)

Health care and social assistance

75	Offices of physicians (6211)
76	Offices of dentists (6212)
77	Other health practitioners (6213)
78	Outpatient care (6214)
79	Medical and diagnostic laboratories (6215)
80	Home health care services (6216)
81	Ambulatory health care services (621 nec)
82	General medical and surgical hospitals (6221)
83	Psychiatric, substance abuse hospitals (6222)
84	Other hospitals (622 nec)

SIC classification

Establishments are classified into 74 categories by SIC code. These are summary categories mostly at the 2-digit major industry level, although some further detail is broken out in retail and retail services.

Establishments that could not be classified are relatively few, involving about 2%of the total and a negligible amount of employment.

The following lists the SIC categories used (codes making up the categories are in parentheses):

Agriculture/forestry/fishing

1	Agriculture, forestry, fishing (01-2,08-9)
2	Agricultural services (07)

Mining

3	Mining (10,12,14)
4	Oil/gas extraction (13)

Contract construction

5	General construction (15)
6	Heavy construction (16-7)

Manufacturing

7	Food mfg (20)
8	Tobacco mfg (21)
9	Textile mills (22)
10	Apparel & other textile mfg (23)
11	Lumber & wood products (24)
12	Furniture & fixture mfg (25)
13	Paper mfg (26)
14	Printing & publishing (27)
15	Chemicals & allied products (28)
16	Petroleum refining (29)
17	Rubber & plastics (30)
18	Leather & leather products (31)
19	Stone, clay, glass, concrete (32)
20	Primary & fabricated metal (33-4)
21	Machinery & equipment mfg (35-9)

85	Nursing and residential care (623)
86	Individual and family services (6241)
87	Community relief services (6242)
88	Vocational rehabilitation (6243)
89	Child day care services (6244)

Arts, entertainment, and recreation

90	Performing arts (7111)
91	Spectator sports (7112)
92	Promoters of performing arts, sports (7113)
93	Agents and Managers (7114)
94	Independent artists, writers, performers (7115)
95	Museums, zoos, historical sites (712)
96	Amusement, gambling, and recreation (713 nec)
97	Fitness Centers (71394)

Accommodation and food services

98	Accommodation (721)
99	Food services and drinking places (722)

Other services

100	Repair and maintenance services (811)
101	Personal care services (812 nec)
102	Death care services (8122)
103	Religious, civic, professional orgs (813)

Public administration

104	Public administration
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Transportation/communications/utilities

22	Transportation (40-6)
23	Travel services (4724-5)
24	Transportation services (47 nec)
25	Communications (48)
26	Utilities (49)

Wholesale trade

27	Wholesale, durables (50)
28	Wholesale, nondurables (51)

Retail trade

29	Bldg mat, hdwe, garden supply dlrs (52)
30	General merchandise stores (53)
31	Food markets (5411 nec)
32	Convenience stores (541103)
33	Other food stores (54 nec)
34	Automotive dealers & gas stations (55)
35	Apparel & accessory stores (56)
36	Furniture stores (5712)
37	Home furnishings stores (5713-4,5719,5722)
38	Home electronics & computer stores (5731,5734)
39	Music stores (5735-6)
40	Restaurants (581208)
41	Other food service (5812 nec)
42	Bars & cocktail lounges (5813)
43	Drug stores (5912)
44	Liquor stores (5921)

45	Specialty retail stores (594,599)
46	Mail order, direct sales, fuel dlrs (596,598)

Finance/insurance/real estate

47	Banking & finance (60-2)
48	Insurance carriers (63)
49	Insurance brokers/agents (64)
50	Real estate (65)

Services

51	Hotels & other lodging (70)
52	Dry cleaners & laundry (72)
53	Beauty & barber shops (7231,7241)
54	Other personal services (7221,7251,7261,7291,7299)
55	Advertising (731)
56	Computer-related services (737)
57	Other business services (73 nec)
58	Automotive repair services (75)
59	Misc repair services (76)
60	Motion pictures & theaters (78,7922)
61	Amusement & entertainment services (79)

Occupation

Occupational breakdown of an area’s employment is summarized in 24 categories. This classification corresponds to the standard way the Census Bureau reports occupation, for example in the American Community Survey table C24010. It supersedes the categories used in previous editions of the database which focused on the now obsolete distinction between white and blue collar occupations: these are no longer included.

Specific occupations making up the summary categories are listed in detail in Appendix A.

The occupation categories are as follows:

Management and professions

1	Management
2	Business and financial operations
3	Computer and mathematical
4	Architecture and engineering
5	Life, physical, and social science
6	Community and social service
7	Legal
8	Education, training, and library
9	Arts, design, entertainment, sports, and media
10	Health diagnosing and treating practitioners
11	Health technologists and technicians

Service occupations

12	Healthcare support
13	Protective service
14	Food preparation and serving
15	Building and grounds maintenance
16	Personal care and service

62	Medical & health services (801-4)
63	Hospitals & other health facilities (805-9)
64	Legal services (81)
65	Elementary & secondary schools (8211)
66	Colleges & universities (822)
67	Other education & libraries (82 nec)
68	Social services (83 nec)
69	Child care services (8351)
70	Museums & zoos (84)
71	Membership organizations (86)
72	Professional services (87,89)

Government

73	Government
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Nonclassifiable establishments

74	Nonclassifiable e establishments
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Sales and office occupations

17	Sales
18	ffice and administrative support

Natural resources, construction, maintenance

19	Farming, fishing, and forestry
20	Construction and extraction
21	Installation, maintenance, and repair

Production, transport. material moving

22	Production
23	Transportation
24	Material movingsiness type