



Demographic Drill-Down Analysis of U.S. Businesses

Timely, Accurate Insights to Help Drive Strategic Business Decisions

The U.S. is the world's biggest and most dynamic economy—and also one that is very diverse. A different mix of businesses characterizes each region and sometimes even each metro area across industries, employee size, payroll and other dimensions.

Understanding how the details of business demographics vary by state, metro areas and other criteria is key to successful marketing planning and campaigns. SMB Group's Demographic Drill-Down Analysis of U.S. Businesses is designed to help vendors better understand these dynamics and sharpen market planning and campaigns.

Description

This analysis provides a drill-down view into the size and distribution of U.S. businesses (small, medium and large businesses):

- U.S. state analysis: Number of firms, establishments, revenue, employment and payroll by firm size (employee size bands) and industry.
- Micro industry analysis: Estimated revenue (in thousands of U.S. dollars), sum of number of firms, employment and sum of annual payroll (in thousands of U.S. dollars).
- U.S. metro city analysis (by state): Number of firms, establishments, revenue, employment and payroll by firm size (in revenue) and industry.

SMB Group has tabulated and aggregated data from several publicly available information sources and consolidated it into one, easy-to-use pivot table. Users can easily view, manipulate, consolidate and drill down for different dimensions and details.

Benefits

Vendors can use this information to help develop business plans, go-to-market strategies, industry and city campaigns, prospect segmentation, channel strategies and media buys.

Sources

SMB Group has analyzed and tabulated data from Statistics of U.S. Businesses (SUSB), the U.S. Small Business Administration (SBA) Office of Advocacy and the U.S. Census Bureau.

- 50 U.S. states
- Metro city areas in each U.S. state
- 20 industries including micro verticals
- 14 employee size bands
- 18 annual revenue size bands
- Total employment for the different employee size and revenue bands
- Annual payroll for the different employee size and revenue bands

See Appendix B for sources and data details.

Deliverables

SMB Group has analyzed and tabulated data to provide three interactive tables:

- **Table A:** U.S. state analysis – Number of firms, establishments, revenue, employment and payroll by firm size (employee size bands) and industry
- **Table B:** Micro industry analysis – Estimated revenue (in thousands of U.S. dollars), sum of number of firms, employment and sum of annual payroll (in thousands of U.S. dollars)
- **Table C:** U.S. metro city analysis (by state) – Number of firms, establishments, revenue, employment and payroll by firm size (in revenue) and industry

Pricing and Deliverables

- Price: U.S. \$7,500.
- Includes Excel-driven PivotTables as detailed above.
- Includes one hour of consulting to showcase details of the tables, how to manipulate them for different views, drill-downs and consolidation, and how to view several layers of information simultaneously.

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Table Details

Table A: U.S. state analysis – Number of firms, establishments, revenue, employment and payroll by firm size (employee size bands) and industry

State code	NAICS DESCRIPTION (Industry by State)	ENTERPRISE EMPLOYMENT SIZE	Values			
			Sum of NUMBER OF FIRMS	Sum of NUMBER OF ESTABLISHMENTS	Sum of EMPLOYMENT	Sum of ANNUAL PAYROLL (\$1,000)
AK	Accommodation and Food Services	02: 0-4	872	877	1,186	\$64,904
		03: 5-9	337	342	2,234	\$43,998
		04: 10-19	278	285	3,600	\$69,674
		06: 20-99	230	289	8,518	\$187,469
		07: 100-499	38	154	5,079	\$126,239
		09: 500-749	5	6	137	\$6,028
		10: 750-999	3	22	1,686	\$31,614
		11: 1,000-1,499	5	9	361	\$8,487
		12: 1,500-1,999	5	8	1,160	\$57,754
		13: 2,000-2,499	0			
		14: 2,500-4,999	6	6	320	\$11,958
		15: 5,000+	18	122	3,413	\$124,098
		Accommodation and Food Services Total	1,797	2,120	27,694	\$732,223
	Administrative and Support and Waste Management and Remediation Services		971	1,129	16,426	\$767,592
	Agriculture, Forestry, Fishing and Hunting		439	440	126	\$28,377
	Arts, Entertainment, and Recreation		513	548	3,217	\$81,555
	Construction		2,418	2,511	19,050	\$1,626,579
	Educational Services		226	264	2,576	\$70,694
	Finance and Insurance		430	771	2,089	\$391,895
	Health Care and Social Assistance		2,014	2,506	42,060	\$2,348,827
	Industries not classified		42	42	0	\$722

Table B: Micro industry analysis – Estimated revenue (in thousands of U.S. dollars), sum of number of firms, employment and sum of annual payroll (in thousands of U.S. dollars)

NAICS Description	Firm Size in Receipts (\$1000s)	Sum of			
		Firms	Estimated Receipts (\$1,000)	Employment	Ann Payr (\$1,000)
Abrasive Product Manufacturing	3: Less than 100	38	\$0	0	\$548
	4: 100-499	42	\$14,908	0	\$2,916
	5: 500-999	56	\$43,756	270	\$9,462
	6: 1,000-2,499	140	\$243,576	1,770	\$64,374
	7: 2,500-4,999	60	\$212,318	1,186	\$62,966
	8: 5,000-7,499	36	\$210,614	1,168	\$50,680
	9: 7,500-9,999	32	\$266,814	1,442	\$66,814
	10: 10,000-14,999	26	\$289,730	1,284	\$56,756
	11: 15,000-19,999	18	\$183,500	522	\$29,896
	12: 20,000-24,999	2	\$0	0	\$0
	13: 25,000-29,999	6	\$0	0	\$0
	14: 30,000-34,999	6	\$192,324	1,074	\$57,470
	15: 35,000-39,999	2	\$0	0	\$0
	16: 40,000-49,999	8	\$362,870	1,404	\$71,864
	17: 50,000-74,999	8	\$384,932	638	\$50,972
	18: 75,000-99,999	4	\$0	0	\$0
	19: 100,000 or more	26	\$0	0	\$0
Abrasive Product Manufacturing Total		510	\$2,405,342	10,758	\$524,718
Accommodation		52,119	\$195,674,664	1,936,610	\$50,790,182
Accommodation and Food Services		495,347	\$712,226,439	11,985,274	\$203,564,797

Table C: U.S. metro city analysis (by state) – Number of firms, establishments, revenue, employment and payroll by firm size (in revenue) and industry

Sum of NUMBER OF FIRMS		Total
MSA DESCRIPTION (Metropolitan Region by State)	NAICS DESCRIPTION (Industry)	
Abilene-TX Metro Area	Accommodation and Food Services	273
	Administrative and Support and Waste Management and Remediation Services	158
	Agriculture, Forestry, Fishing and Hunting	7
	Arts, Entertainment, and Recreation	63
	Construction	331
	Educational Services	33
	Finance and Insurance	202
	Health Care and Social Assistance	375
	Industries not classified	4
	Information	52
	Management of Companies and Enterprises	22
	Manufacturing	100
	Mining, Quarrying, and Oil and Gas Extraction	137
	Other Services (except Public Administration)	382
	Professional, Scientific, and Technical Services	289
	Real Estate and Rental and Leasing	160
	Retail Trade	459
	Transportation and Warehousing	117
	Utilities	19
	Wholesale Trade	186
Abilene-TX Metro Area Total		3369
± Akron-OH Metro Area		13590
± Albany-GA Metro Area		2701
± Albany-OR Metro Area		2258

Sum of NUMBER OF FIRMS					Total
State Code	NAICS DESCRIPTION (Industry)	MSA DESCRIPTION (Metropolitan Region by State)	ENTERPRISE EMPLOYMENT SIZE		
AL	Accommodation and Food Services	Anniston-Oxford-Jacksonville-AL Metro Area	02: 0-4		45
			03: 5-9		22
			04: 10-19		36
			06: 20-99		43
			07: 100-499		13
			08: 500+		32
		Anniston-Oxford-Jacksonville-AL Metro Area Total			191
		± Auburn-Opelika-AL Metro Area			270
		± Birmingham-Hoover-AL Metro Area			1373
		± Columbus-GA-AL Metro Area			414
		± Daphne-Fairhope-Foley-AL Metro Area			388
		± Decatur-AL Metro Area			205
		± Dothan-AL Metro Area			237
		± Florence-Muscle Shoals-AL Metro Area			226
		± Gadsden-AL Metro Area			144
		± Huntsville-AL Metro Area			640
		± Mobile-AL Metro Area			466
		± Montgomery-AL Metro Area			505
		± Tuscaloosa-AL Metro Area			342
	Accommodation and Food Services Total				5401
	± Administrative and Support and Waste Management and Remediation Services				3555
	± Agriculture, Forestry, Fishing and Hunting				342
	± Arts, Entertainment, and Recreation				915
	± Construction				6176

Source: SMB Group analysis, Statistics of U.S. Businesses, SBA Office of Advocacy and U.S. Census Bureau, updated February 2016
Payroll data and revenue data are displayed in thousands of U.S. dollars.

Appendix A: Terms and Definitions

Data details: Statistics of U.S. Businesses annual data includes number of firms, number of establishments, employment and annual payroll for most U.S. business establishments. The data is tabulated by geographic area, industry and employment size of the businesses. The industry classification is based on 2012 North American Industry Classification System codes. An establishment with 0 employment is an establishment with no paid employees in the mid-March pay period but with paid employees at some time during the year. Revenue data are available only for Economic Census years (i.e., years ending in 2 and 7).

CBSA code: A Core Based Statistical Area (**CBSA**) is a U.S. geographic area defined by the Office of Management and Budget (OMB) that consists of one or more counties (or equivalents) anchored by an urban center of at least 10,000 people plus adjacent counties that are socioeconomically tied to the urban center by commuting. This includes Metropolitan and Metropolitan Statistical Areas.

“CBSA” is a collective term for both metro and micro areas. A **metropolitan area** contains a core urban area of 50,000 or more population. A **micropolitan area** contains an urban core of at least 10,000 but less than 50,000 population.

Metropolitan and micropolitan statistical areas: The general concept of a metropolitan or micropolitan statistical area is that of a core area containing a substantial population nucleus, together with adjacent communities having a high degree of economic and social integration with that core. Metropolitan and micropolitan areas are geographic entities used by federal statistical agencies in collecting, tabulating and publishing federal statistics. Metropolitan and micropolitan statistical areas comprise one or more entire counties.

NAICS codes: The North American Industry Classification System was developed by representatives from the United States, Canada and Mexico, and it replaces each country’s separate classification system with one uniform system for classifying industries. In the United States, NAICS replaces the Standard Industrial Classification, a system that federal, state and local governments as well as the business community and the general public have used since the 1930s.

NAICS is a two- through six-digit hierarchical classification code system that offers five levels of detail. Each digit in the code is part of a series of progressively narrower categories, and having more digits in the code signifies greater classification detail. The first two digits designate the economic sector, the third digit designates the subsector, the fourth digit designates the industry group, the fifth digit designates the NAICS industry and the sixth digit designates the national industry.

This analysis (Table A) covers 20 industries by state and employee size listed on the Documentation tab of the included PivotTable spreadsheet. Table B has more industry details by

sales revenue size (in thousands of U.S. dollars) and includes significantly more micro-vertical industries.

Number of firms and establishments: An establishment is a single physical location at which business is conducted. A firm may consist of one establishment or more. Economic Census figures represent a summary of reports for individual establishments and firms. For cases where a census report was received, separate information was obtained for each location where business was conducted. The count of establishments represents those in business at any time during the census year.

When two activities or more were carried on at a single location under a single ownership, all activities generally were grouped together as a single establishment. The entire establishment was classified on the basis of its major activity, and all data for it was included in that classification. However, when distinct and separate economic activities (for which different industry classification codes were appropriate) were conducted at a single location under a single ownership, separate establishment reports for each of the different activities were obtained in the census.

Leased service departments (i.e., separately owned businesses operated as departments or concessions of other service establishments or of retail businesses, such as a separately owned shoeshine parlor in a barber shop or a beauty shop in a department store) are treated as separate service establishments for census purposes. Leased retail departments located in service establishments (e.g., a gift shop located in a hotel) are considered separate retail establishments.

Revenue: Revenue includes gross revenue from services provided, from the use of facilities and from merchandise sold in the census year, whether or not payment was received in the census year. Revenue also includes income from interest, rental of real estate or dividends; contributions, gifts and grants of not-for-profit organizations exempt from federal income tax; and revenue from services performed for foreign parent firms, subsidiaries, branches, etc. Revenue does not include sales and other taxes (including Hawaii's General Excise Tax) collected directly from customers and paid directly to a local, state or federal tax agency.

Payroll: Payroll includes all forms of compensation such as salaries, wages, commissions, dismissal pay, bonuses, vacation allowances, sick-leave pay and employee contributions to qualified pension plans paid during the year to all employees and reported on Internal Revenue Service (IRS) Form 941 as taxable Medicare wages and tips. It also includes tips and gratuities received by employees from patrons and reported to employers. For corporations, payroll includes amounts paid to officers and executives; for unincorporated businesses, it does not include profit or other compensation of proprietors or partners. Payroll is reported before deductions for Social Security, income tax, insurance, union dues, etc. This definition of payroll is the same as that used by the IRS on Form 941.

Appendix B: Data Sources and Details Covered in Analysis and Tabulations

- **Statistics of U.S. Businesses (SUSB)** annual data includes number of firms, number of establishments, employment and annual payroll for most U.S. business establishments. The data is tabulated by geographic area (state and metro cities within states), industry and employment size of the businesses. The industry classification is based on the 2012 North American Industry Classification System (NAICS) codes. Revenue data is for the 2012 Economic Census, as the data is tabulated every five years.
- The **U.S. Census Bureau** is a principal agency of the U.S. Federal Statistical System that is responsible for producing data about the American people, businesses and economy.
- The **U.S. Small Business Administration (SBA)** has a repository of U.S. small business data resources.

Data Dictionary	
Variable	Definition
NAICS Code	Code assigned based on taxonomy of the North American Industry Classification System (See www.census.gov/eos/www/naics for more information.)
NAICS Description	Description pursuant to NAICS code
Firm Size in Revenue (\$1,000)	Firm size in revenue, in thousands of U.S. dollars
Firms	Number of firms
Establishments	Number of establishments
Estimated Revenue (\$1,000)	See definition in Appendix A
Employment	Number of employees
Annual Payroll (\$1,000)	Annual payroll in thousands of U.S. dollars

Employment Band Range	
Employment Size Symbol	Employment Size Range
01: Total	Total
02: 0-4	0-4 employees
03: 5-9	5-9 employees
04: 10-19	10-19 employees
06: 20-99	20-99 employees
07: 100-499	100-499 employees
08: 500+	500+ employees (sum of 09-15 below)
09: 500-749	500-749 employees
10: 750-999	750-999 employees
11: 1,000-1,499	1,000-1,499 employees
12: 1,500-1,999	1,500-1,999 employees
13: 2,000-2,499	2,000-2,499 employees
14: 2,500-4,999	2,500-4,999 employees
15: 5,000+	5,000+ employees

Business Revenue Bands Details (in Thousands of U.S. Dollars)	
1	All firm sizes
2	Total
3	Less than 100
4	100-499
5	500-999
6	1,000-2,499
7	2,500-4,999
8	5,000-7,499
9	7,500-9,999
10	10,000-14,999
11	15,000-19,999
12	20,000-24,999
13	25,000-29,999
14	30,000-34,999
15	35,000-39,999
16	40,000-49,999
17	50,000-74,999
18	75,000-99,999
19	100,000 or more

Industry Number	Industry Classifications	
	NAICS Code (Short) – Industry	Industry
1	11	Agriculture, Forestry, Fishing and Hunting
2	21	Mining, Quarrying, and Oil and Gas Extraction
3	22	Utilities
4	23	Construction
5	31-33	Manufacturing
6	42	Wholesale Trade
7	44-45	Retail Trade
8	48-49	Transportation and Warehousing
9	51	Information
10	52	Finance and Insurance
11	53	Real Estate and Rental and Leasing
12	54	Professional, Scientific, and Technical Services
13	55	Management of Companies and Businesses
14	56	Administrative and Support and Waste Management and Remediation Services
15	61	Educational Services
16	62	Health Care and Social Assistance
17	71	Arts, Entertainment, and Recreation
18	72	Accommodation and Food Services
19	81	Other Services (except Public Administration)
20	99	Industries not classified

Links and Additional Resources	
Information on NAICS codes	www.census.gov/eos/www/naics
Information on Statistics of U.S. definitions	https://www.census.gov/programs-surveys/susb/about/glossary.html

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