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Introduction and How to Use this Guide

Welcome

This WorkPlace Resource Manual provides all the information you’ll need to get started and to use WorkPlace data.

WorkPlace data is the dependable resource for business counts, employee estimates, and daytime population estimates produced by Synergos Technologies, Inc. (STI). STI is one of the nation's leading data providers. STI data achieves unprecedented levels of accuracy.

Using various data sources and an innovative methodology, WorkPlace delivers current and accurate data on businesses and employees.

Understanding a trade area’s work place population, allows researchers to gain vital information for making smarter decisions. The business insight from WorkPlace provides your business with a competitive advantage in today’s competitive marketplace. WorkPlace enables your business to analyze existing and potential trade areas with more dependable information on who works — and spends — in each area.

• Delivers accurate business and employee estimates. Unlike other business estimating products, WorkPlace gets its accuracy from unique, trustworthy data sources, including the US Census Bureau, the Bureau of Labor Statistics, and the U.S. Postal Service.

• Provides enhanced business insight. WorkPlace delivers robust business knowledge including business counts, employee estimates, a list of worker occupations, and employees salaries and wages.

• Provides companion data to other data sets in BusinessDecision. WorkPlace is fully integrated with other BusinessDecision data sets including Pop Stats, Spending Patterns, and LandScape.

Using WorkPlace

Why Use WorkPlace

Market-focused companies use demographic data to target consumers where they live. But only the most strategic companies also target consumers where they work using work place estimates. Why do some companies care about work place estimates? Because consumers who spend a large percent of their waking hours working in an area that is different from where they live,
also purchase products and services near their work places from restaurants, banks, dry cleaners, drug stores, and more. So, by determining the work place populations of markets, companies gain much more precise market insight and, therefore, more profitable site selection capabilities.

However, companies that are not using work place population estimates are not ignoring them only because they lack an understanding of their power to support better market research, but also because the traditional work place estimates have not delivered accurate numbers.

WorkPlace solves this long-standing problem by bringing accuracy to estimating work place populations through an innovative new methodology. In fact, by using new work place data sources and an innovative “bottom-up” analytic methodology, WorkPlace delivers the most accurate work place estimates available today.

What’s more, WorkPlace adds considerable value to work place market estimates by providing not just how many people work in a particular industry, but also their occupations and income levels. This additional consumer insight gives competitive, profit-focused companies a tremendous strategic advantage when deciding which location is the most likely to attract a large number of consumers and, ultimately, net the maximum return on investment.

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Data Sources and Methodology

Data Sources for WorkPlace

WorkPlace uses the following data sources:

- U. S. Census Bureau
- U. S. Bureau of Labor Statistics
- U. S. Postal Service

Traditional work place estimating tools share a significant and fundamental problem—they are based on business data from database providers whose primary business is selling marketing lists to list brokers—rather than accurately developing data for reliable statistical applications.

To obtain their business data, these providers employ numerous telephone solicitors who call local companies listed in business telephone directories. The telephone solicitors ask those local businesses a series of basic questions such as their annual revenue and how many people work in their company.

While at first glance this process appears to be a good way to determine work place population estimates, a closer examination reveals serious flaws. For example, double-counting the number of businesses and the number of employees working in each business happens frequently. This occurs because many companies are listed in telephone directories more than one time. The data providers do not maintain adequate controls for ensuring that the telephone solicitors count each business only once. Knowing this, it’s easy to understand why work place estimates are often inflated and incorrect.

One time not long ago, a very well known data provider estimated that there were 12.5 businesses in the U.S. However, three respected U.S. federal agencies reported that there were 7.5 million businesses nationally. This represents an error of five million businesses. Further, the provider reported that there were more than 10,000 businesses with more than 10,000 employees. A cross-reference with these three respected federal agencies found that there were actually about 7,000 businesses with more than 1,000 employees. This is a significant error, which essentially renders the data useless.

WorkPlace Methodology

WorkPlace overcomes this traditional weakness in business estimates by creating a better business and employee estimate model using data from those three highly respected federal agencies: the U.S. Department of Census, U.S. Department of Labor, and the U.S. Postal Service.

Using this data, WorkPlace employs a unique “bottom-up” methodology, which starts at the census block level and works up to larger geographies.
There are four basic steps used in the WorkPlace methodology:

1. Business counts

   Business unit estimates from the three U.S. federal agencies are analyzed in a sophisticated mathematical process that correlates the three databases. The end result is a single work place estimate for each geographical market across the U.S. The estimate is then expanded to the current quarterly timeframe using ZIP + 4® postal data and historical averages. This is done at the market level, not at the national level. Work place estimates are more relevant for market research purposes when they are analyzed down to the local level. This “bottom-up” methodology used for WorkPlace is similar to the PopStats™ methodology. For a fuller explanation of STI’s bottom-up approach using ZIP + 4 data, please refer to the PopStats Resource Manual.

2. Employee estimates

   The number of employees in each trade area is calculated by assessing the historical averages that are typical within each individual market. So, for example, when estimating the number of employees for a typical law firm in Austin, Texas, the historical averages for law firms in Austin are evaluated.

3. Employee occupations

   Historical employee data and business relationships are used at the market level to determine typical job breakdowns per employee per business.

4. Employee salaries and wages

   Historical salary and wage data and relationships are used at the market level to determine employees’ current salaries and wages.

The Distinction Between Work Place and Daytime Estimates

“Work place” and “daytime” population estimates are not the same thing. Workplace estimates count the number of employees working in a particular area. Daytime estimates include consumers who live in an area, but do not necessarily work there. The biggest difference in population counts between the work place and daytime estimates are that daytime estimates include students, stay-at-home mothers and fathers, retirees, and self-employed people.
CIVIC Technologies provides a full suite of web services, customized applications and consulting services to meet the complete market research and analytical needs of libraries and businesses—from small and medium size enterprises to Fortune 500 companies. CIVIC Technologies enables its customers to visualize data in new and innovative ways in order to deliver more effective products and services, make better informed decisions, build consensus faster, allocate resources more wisely, and implement organization-wide solutions more effectively.

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WRM20150505