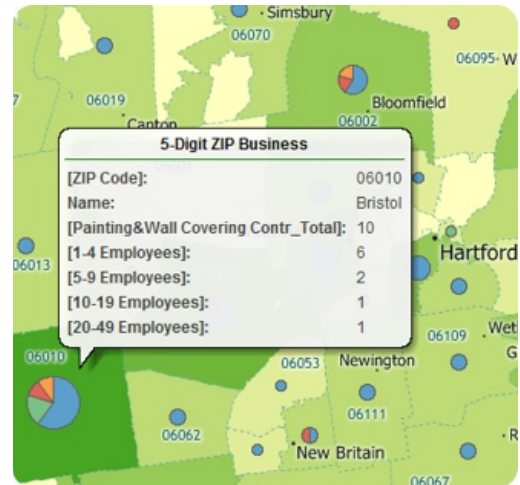# ZIP Code Data: Business Counts by Business Size

This ZIP Code layer contains data derived from the County Business Patterns. It includes the total number of establishments for each business type using the 6-digit North American Industry Classification System (NAICS). Also provided are nine fields for each business type showing the number of establishments based on the number of employees.

The data are useful for businesses interested in analyzing market potential, measuring the effectiveness of sales and advertising programs, setting sales quotas, and developing budgets. Government agencies will often use this data for administration and planning.

Precautions are taken to avoid disclosing the operations of an individual employer.

The ZIP Code Business Count layer can be added to any Maptitude map.

Download the Business Count Layer (Latest Maptitude Version Required)	Buy/Upgrade Maptitude (Required to download the Business Count layer)

REQUIREMENTS:	The latest version of Maptitude and the USA Country Package.
USING THE LAYER:	You can add the layer to a map by choosing Map > Layers, clicking Add Layer, and choosing CCZIP5BUSINESSPATTERNS.CDF from the install folder (typically C:\CCDATA\).
ABOUT THE DOWNLOAD:	The install codes and instructions for downloading are emailed after the shipping confirmation email. Download orders received after 3pm are usually processed the same business day, but may be processed on the next business day, excluding US federal holidays.

Tips and Tricks for Using the ZIP Code Business Counts Data

Our monthly newsletter and website have tips and tricks to help users effectively use the data. We have included some relevant tips below for your reference.

Downloading the Free ZIP Code Business Layer for Maptitude

The ZIP Code Business map layer for Maptitude is accessible as a free download. In this tech tip we describe how to install the layer and add it to a map.
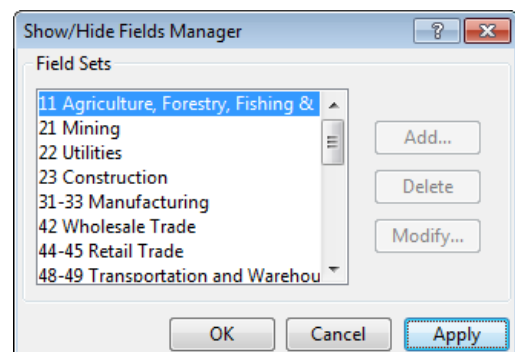
1. Download the data from the Caliper Store.[1] Once the files are downloaded, click **OK**, then click **Install**, and follow the prompts.

2. To add the layer to a Maptitude map, open the map, choose **Map>Layers** or click 🥞 on the Standard toolbar, and click **Add Layer** in the Layers dialog box.

3. Browse for the folder where the downloaded data are located (e.g., c:\ccdata), choose CCZIP5BUSINESSPATTERNS.CDF, and click **Open** in the File Open dialog box.

4. Maptitude adds the layer to the map. Close the layers dialog box to see the layer on the map. Note, you may want to move the layer further up in the list so that it draws earlier and does not obscure other layers when displayed with a solid fill or a color theme.

Showing and Hiding Businesses by Two-Digit Sector in a Dataview

NAICS is a 2- through 6-digit hierarchical classification system, offering five levels of detail. Each digit in the code is part of a series of progressively narrower categories, and the more digits in the code signify 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. The 5-digit NAICS code is the level at which there is comparability in code and definitions for most of the NAICS sectors across the three countries participating in NAICS (the United States, Canada, and Mexico). The 6-digit level allows for the United States, Canada, and Mexico each to have country-specific detail. A complete and valid NAICS code contains six digits.

Often, the only data relevant to your organization may be those within a specific two-digit sector. You can choose to limit dataviews to show just the data in a specific sector using the predefined Field Sets that are provided.

1. In the Display Manager, right-click on the 5-Digit ZIP Business layer and choose **New Dataview**.

2. Choose **Dataview>Fields>Show/Hide Manager**.

3. Choose the two-digit sector of interest from the scroll list and click **OK**.

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[1] You must have the latest version of Maptitude to download the layer

To create your own custom field set:

1. Choose *Dataview>Fields>Show/Hide Manager* and click **Add**.

2. Click **Clear** to begin with an empty set, then highlight the fields in the Available Set scroll list you want to include in the Field Set and click **Add**. You can enter some text in the Filter edit box to narrow the list of available fields.

3. Click **OK**. Maptitude prompts you to name your custom field set.

4. Enter a name and click **OK**.

5. To view your new Field Set, choose it from the list and click **OK**. Maptitude displays only the fields included in your custom set.
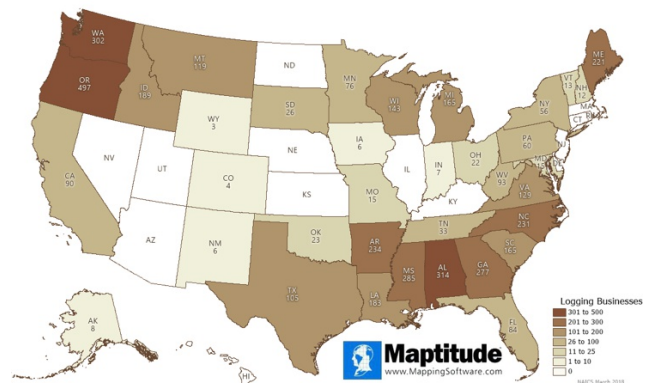
Searching the Dataview for a Specific Field

Within the Dataview tool, you can use the Find button to search for a specific field or value. This is particularly useful for the Zip Code Business Count layer because it contains far more fields than most layers.

1. Right click on the Zip Code Business Count layer and choose **New Dataview.**

2. Click on the **Find** button.

3. To search for a field, open the Field dropdown and type some letters from the field you are looking for. For example, if I wanted to find "Drilling Oil and Gas Wells," then typing in "Oil and Gas" would filter the list accordingly.

4. Once you've selected a field, you can choose to search for a specific value within the field by typing something into the Value box. If you leave Value blank, Maptitude will locate the entire field within the Dataview.

Aggregating the ZIP Code Business Count Data to Other Area Layers

A common use case of the data involves making a color theme based on the number of businesses of some type within a given area. In this example, we will create a color theme of the number of logging businesses per state.

1. Open or create a map that contains both the ZIP Code Business Count layer and the area layer (e.g., State) to which you want to aggregate the business data.

2. Open a dataview of the layer to which you want to aggregate the data by right-clicking on the layer in the Display Manager and choosing *New Dataview*.

3. Choose *Dataview>Table>Modify* to open the Modify Table dialog box.

4. Click **Add Field**, type a name for the field in the *Field Name* column (e.g., Logging Businesses), choose **Integer (4 bytes)** in the *Type* column, and click **OK**. Maptitude adds an empty field at the far right of the dataview.

5. Right-click on the new field heading and choose **Fill**.

6. Click the **Aggregate** radio button to display the Aggregate Data dialog box.

7. Choose **5-Digit ZIP Business** from the *Layer* drop-down list, choose **Total** from the *Fill with* drop-down list, and choose the field you want to total (e.g., Logging_Total) from the other drop-down list.

8. Click **OK** to close the Aggregate Data dialog box and click **OK** again. Maptitude calculates the total number of the type of establishment you chose for each area and fills the column with the results.

9. From the **Window** menu choose your map to make it the active window and make the layer to which you aggregated the data (e.g., State) the working layer.

10. Choose **Map>Thematic Mapping>Color** or click 🔳 on the Standard toolbar to display the Color Theme dialog box.

11. Open the Field drop-down and type "Logging" to show fields containing the word "Logging." Choose Logging_Total from the remaining entries and press OK. Maptitude adds a color theme to the state layer showing the number of businesses in each state.

Displaying and Searching for NAICS codes

The full NAICS code is not the default name for each industry field, but you can change the Caliper dataset to use the full codes instead of the English description and its 2-digit code.

1. Open a dataview of the 5-digit ZIP Business layer by right-clicking on the layer in the Display Manager and choosing **New Dataview**.

2. Go to **Dataview>Fields>Properties** to open the Field Properties dialog for the ZIP Code Business Count layer.

3. Click on "Source" to highlight the entire column, then change the last pulldown in the column to "Internal Name". This will modify the layer to use NAICS codes in the dataview.

4. See the **Searching the Dataview for a Specific Field** section above for how to search your dataview for their codes.

Caliper ZIP Code Business Count Data

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