



Business-Facts Occupation Database

Take Advantage of the Differences Between Day and Night with Business-to-Business Market Research

The difference between daytime and evening population composition can be dramatic. Whether you're trying to effectively place store locations, advertising or stock the shelves, knowing who is there during the workday can be a key factor in your business-to-business market research success.

Better marketing and operational decisions can be made by examining occupation, a factor closely associated with lifestyle and buying habits. With Claritas' Business-Facts® Occupation Database, you can examine a site or a market area based on the occupation of those in the area. Market analysis, site location and product demand are just a few of the challenges addressed through occupational analysis.

Categories within the Occupation Database include:

Executive & Professional

- Management
- Sales & Marketing
- Health-Legal-Social
- Engineers-Scientists-Computer Professionals
- Educators
- Journalists-Creative Professionals

Administration and Support

- Management Support
- Administration-Clerical Support
- Technical Support

Service Personnel

- Healthcare Personnel
- Food and Beverage
- Personal Services
- Protective Services

Trade and Labor

- Construction
- Installation and Repair
- Craft Production
- Machine Operators
- Assemblers
- Transportation
- Agriculture
- Laborers

Complete data at your service

The Occupation Database is based on the employment counts and industry classifications available from the Business-Facts database of more than 12 million businesses. The Occupation Employment Survey (OES) gathered by the U.S. Department of Labor, Bureau of Labor Statistics is used to categorize industry employment by occupation.

The business-to-business market research survey is conducted through a mail-out questionnaire by state employment security agencies in all 50 states, the District of Columbia and U.S. Territories. Occupations for both full and part-time workers are included in the survey questions. The sample stratifies the universe of all businesses first by industry (SIC) and then by employment size. Additionally, all establishments with 250+ employees are included in the sample.

The results of the survey are used to build a matrix that cross-tabulates percent occupation by industry, using the SIC codes and the occupation classifications of the Standard Occupational Code (SOC) system. This matrix is often referred to as the "SIC-SOC" matrix and consists of nearly 700 SOC codes cross-tabulated to approximately 300 NAICS codes. The resulting percent occupation per industry figures serve as the basis for calculating the 21 occupation category business-to-business market research statistics. The OES is conducted on a two-year cycle.



Define your market with marketing solutions from Claritas.
Call **(800) 234-5973** for more details or visit **claritas.com**.