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Time Series Coverage:	
	2008
	2009
	2010
	2011q2

Industry Population Analyzed				
as of:	2008	2009	2010	2011q2
Firms	287	290	296	310
Establishments	307	310	327	346
Small Businesses	272	276	276	292
Branches	20	20	31	36

The **Industry Population** table displays the number of firms in the industry for four groups:

Establishments: Firms plus Branch operations.

Firms: Independent companies.

Small Businesses: In order to focus the analysis on the small businesses of greatest interest to our users, the analysis defines small businesses as single site firms with fewer than 25 employees. All small businesses are also “firms”.

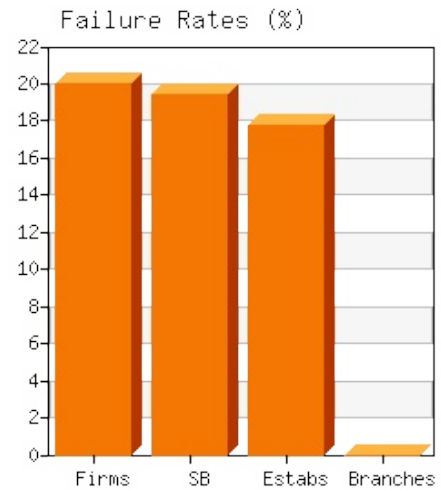
Branches: Subsidiary facilities of firms; non-headquarters operations.

Startups: Startup information is consolidated in the section Startup Activity and Trends on P5.

The **Time Series:** The report analyzes trends in three running years, each for the twelve months (real time) ending 2008, 2009 and 2011q2. Content is adjusted to account for time lags in raw data. We adjust the time series to compensate; the dates shown generally reflect the actual time series shown in the Time Series table.

Failure Rates

Failure Rates	
2010q2 to 2011q2	Failure Rates
Establishments:	17.74%
Firms:	20.00%
Small Businesses:	19.40%
Branches:	-8.00%



Failure Rates: Failure rates track the actual experience of business establishments, firms, small businesses, branches and startups doing business at the start of the time series, and still in operation today. Startup failure rates are displayed separately in the section Startup Activity and Trends on P5.

"Survivors" are business operations within a given category which have maintained operations during the time series.

Failure rates for all industries are specific to the selected industry and market area. The failure rate times series may be up to six months shorter for business segments within these industry groups: NAICS-722xxx; NAICS-541110; NAICS-621111.

Firms which have experienced a transfer in ownership but continue as independent firms are considered "survivors". Firms which relocate but maintain independent operations are considered survivors if they do not move out of the jurisdiction being analyzed. Firms which are purchased or merge and become subsidiary locations, or whose location is terminated, are grouped with the "failures". Any business entity which does not evidence ongoing operations (for example, by registering with government agencies, credit reporting services or business directories) is considered to have ceased viable operations and is classified with the "failures".

The Failure rate analysis is developed for discrete business segments by segregating the original pool of tracked firms by industry classification, location, and population segment (all firms, small businesses, startups etc.) That beginning universe is segregated and tracked to develop the failure rate for that group.

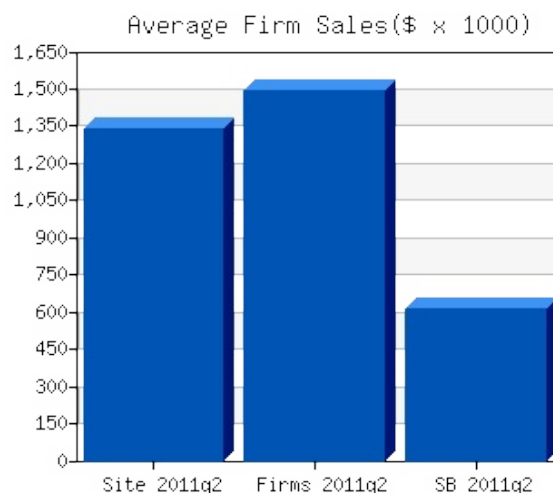
As a result, failure rates occasionally reflect performance above 100% or below 0% due to business migration among industries (changes in primary business line) or (in the case of location-specific failure rates) due to business relocations during the analysis period. Migrants within a NAICS-2 industry sector are considered as survivors in the in-migrant classification.

Industry Market Volume, Average Sales and Sales Trends by Employment Class

Annual Market Volume (\$)	
as of	Operation-based
2008	614,294,570
2009	592,188,572
2010	590,392,020
2011q2	462,883,646

Annual Market Volume reports sales volume of local industry business operations, based on the number of local industry employees and sales per employee data developed by BizMiner. This number includes headquarters operations and branches of any industry firms located within the selected area. It excludes branch operations located outside the area. Local subsidiaries of firms headquartered outside the country are included. The local Annual Market Volume figure is an indicator of the actual sales of an industry transacted within the selected area. Statistics in our reports are always based on firms that identify a particular classification as their primary line of business. This is important for researchers assessing market volume, which in our reports is based on businesses primarily in a given classification, and does not include sales data for firms which may operate this type of business as a secondary or tertiary line.

Average Annual Sales			
as of	Site Sales	Firms	Small Business
2008 Avg Sales:	2,001,620	2,140,399	637,797
2009 Avg Sales:	1,913,139	2,042,030	614,845
2010 Avg Sales:	1,805,480	1,994,568	612,980
2011q2 Avg Sales:	1,337,814	1,493,173	609,111
Change:	-33.2%	-30.2%	-4.5%



Average Annual Sales: The Average Annual Sales table displays “snapshot” average dollar sales for all industry sites (including branches), firms, and small businesses in each of the three years in the time series. The **Change** rows express the growth or decline of these snapshots in percentage terms. Site Sales are calculated using the Operation-based Market Volume figure described at the top of the page to capture locally transacted average sales.

While there is significant overlap of firms in each category between years, results can be affected by business failures, mergers and the migration of companies between the three categories. Migration between business classifications has a much lesser impact in most cases.

Sales Trends by Employment Class

The Market Volume by Employment Class table displays the total market sales of industry operations which fall into each of eleven employment brackets. Data is displayed in millions of dollars for each of the three years of the time series. Projected sales of operations for which sales cannot be ascertained are noted in the Unknown column and are based on average industry site sales in the market area.

Market Volume by Employment Class (\$ Million)											
as of	1 to 4	5 to 9	10 to 24	25 to 49	50 to 99	100 to 249	250 to 499	500 to 999	>1,000	Unknown	Total
2008	137.9	34.4	63.5	43.2	43.7	73.2	73.4	0.0	0.0	145.0	614.3
2009	143.9	32.2	60.9	36.6	44.3	74.3	74.5	0.0	0.0	125.5	592.2
2010	66.9	56.6	72.0	51.0	104.9	48.6	37.7	0.0	150.9	1.8	590.4
2011q2	69.2	61.3	76.6	52.7	96.1	63.9	37.8	0.0	0.0	5.3	462.9

The Percent Market Volume by Employment Class table displays the market share within each employment class, making it easy to see whether the market is dominated by small or larger operations.

Percent Market Volume by Employment Class											
as of	1 to 4	5 to 9	10 to 24	25 to 49	50 to 99	100 to 249	250 to 499	500 to 999	>1,000	Unknown	Total
2008	22.45%	5.60%	10.34%	7.04%	7.11%	11.92%	11.94%	0.00%	0.00%	23.61%	100.00%
2009	24.30%	5.44%	10.28%	6.17%	7.49%	12.55%	12.58%	0.00%	0.00%	21.19%	100.00%
2010	11.32%	9.59%	12.19%	8.64%	17.77%	8.23%	6.39%	0.00%	25.56%	0.30%	100.00%
2011q2	14.94%	13.24%	16.55%	11.38%	20.77%	13.80%	8.18%	0.00%	0.00%	1.14%	100.00%

The Average Sales by Employment Class table calculates the average sales within each operational employment bracket, suggesting benchmarks for operations within each.

Average Sales by Employment Class											
as of	1 to 4	5 to 9	10 to 24	25 to 49	50 to 99	100 to 249	250 to 499	500 to 999	>1,000	unknown	Total
2008	556,982	1,302,895	3,608,016	7,530,062	12,678,166	31,887,509	95,854,620	0	0	48,340,363	2,001,620
2009	563,906	1,357,270	3,612,532	7,342,212	16,529,609	32,335,700	97,201,894	0	0	41,830,821	1,913,139
2010	326,137	943,256	1,999,704	5,101,131	10,489,012	16,198,858	37,730,259	0	150,921,037	1,799,976	1,805,480
2011q2	321,751	943,156	2,015,620	5,267,699	10,680,042	15,969,606	37,842,669	0	0	1,322,525	1,337,814

Employment data is detailed on P6.

Employment Class Trends

Establishments by Employment Class: Using the same general format as the previous Market Volume by Employment Class table, the Establishments by Employment Class analysis displays the distribution of industry establishments (not just firms, and including branches) among ten employment size categories. An eleventh column on the right reports the number of industry establishments which do not identify employment data, followed by total establishment figures. The Unknown column reflects a projection made for non-reporting firms, based on average industry operational scale. This analysis method makes it possible to observe significant shifts in employment, toward larger or smaller operations.

Establishments by Employment Class											
as of	1 to 4	5 to 9	10 to 24	25 to 49	50 to 99	100 to 249	250 to 499	500 to 999	>1,000	unknown	Total
2008	248	26	18	6	3	2	1	0	0	3	307
2009	255	24	17	5	3	2	1	0	0	3	310
2010	205	60	36	10	10	3	1	0	1	1	327
2011q2	215	65	38	10	9	4	1	0	0	4	346

Total Employment by Class: This table presents the total employment reported in each employment class bracket. The Unknown column reflects a projection made for non-reporting firms, based on average industry operational scale.

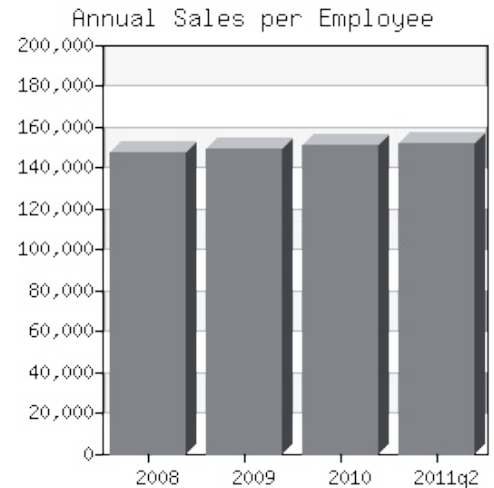
Total Employment by Class											
as of	1 to 4	5 to 9	10 to 24	25 to 49	50 to 99	100 to 249	250 to 499	500 to 999	>1,000	unknown	Total
2008	938	234	432	294	297	498	499	0	0	986	4,178
2009	964	216	408	245	297	498	499	0	0	841	3,968
2010	443	375	477	338	695	322	250	0	1,000	12	3,912
2011q2	457	405	506	348	635	422	250	0	0	35	3,058

The **Average Employment by Class** table calculates the average number of employees within each employment bracket.

Average Employment by Class											
as of	1 to 4	5 to 9	10 to 24	25 to 49	50 to 99	100 to 249	250 to 499	500 to 999	>1,000	unknown	Total
2008	4	9	24	49	99	249	499	0	0	329	14
2009	4	9	24	49	99	249	499	0	0	280	13
2010	2	6	13	34	70	107	250	0	1,000	12	12
2011q2	2	6	13	35	71	106	250	0	0	9	9

Sales Per Employee

Annual Sales per Employee	
as of	Industry
2008 SPE:	147,016
2009 SPE:	149,247
2010 SPE:	150,921
2011q2 SPE:	151,371



Sales per Employee: As a common indicator of productivity Sales per Employee data is presented for each of the three years in the time series. Local reports generally calculate industry-specific local sale per employee data. Where localized data is unavailable, industry-specific projections may be applied from larger market areas.

Industry Startup Trends and Activity

Industry Entrepreneurship Performance: This analysis considers only startup firms, excluding new branch operations. Corresponding small business and industry-wide benchmarks for average annual sales, market volume and share, and failure rates can be found beginning on P2 of the report.

Industry Entrepreneurship Performance	
2011q2 Startup Firms	42
Average Startup Sales	652,336
Total Startup Firm Market Volume	27,398,092
Startup Firm Market Share	5.92%
2010q2 Startup Firms	13
Year-end 2011q2 Startup Survivors	10
Startup Firm Failure Rate	23.08%

Industry Startup Activity	
Local Industry Startup Firms	42
Local Industry New Branches	6
Local Industry Startup Rate	13.87%
US Industry Startup Rate	12.42%
Local Industry Startup Index	1.12

Industry Startup Activity: The Local Industry Startup Rate considers both new firms and newly developed branch operations. It measures the percentage of local industry startups which indicate one year or less of operation during the one-year period reflected by the Time Series table -- and which maintained operation through the end of the time series. These startup operations are compared to the number of all local operations in the industry for which ages can be identified to create the Startup Rate. This is then compared to the US Industry Startup Rate, the national industry-specific startup percentage. The Local Industry Startup Index benchmarks the local industry rate against national industry patterns, expressed as a two-digit decimal where the US industry rate equals 1.00. An Index of 1.10 indicates a local rate 10% above the national average.

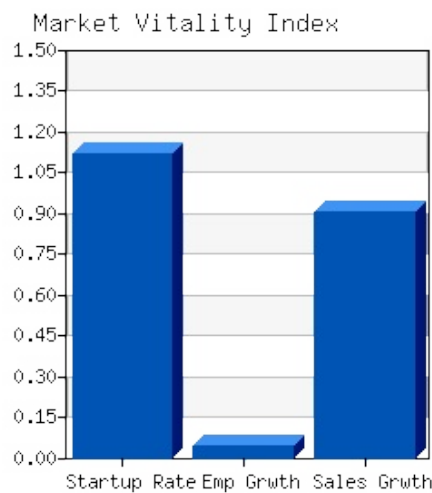
Industry Vitality Trends

Sales Growth Index (2011q2)	
Local Industry Sales Growth Rate	-24.65%
Local Sales Growth Index	0.90

Employment Growth Index (2011q2)	
Local Industry Emp Growth Rate	-26.81%
Local Employment Growth Index	0.04

Sales Growth Index and **Employment Growth Index**: The **Sales Growth Index** compares the change in total local sales over the time series reflected by the report. The local industry specific growth rate is displayed, followed by a two-decimal index benchmarking the local industry against national industry growth percentages. The US Index equals 1.00 in all cases, so an Index of 1.10 indicates an industry growth rate 10% above the national industry average. Similarly, the **Employment Growth Index** compares the change in total local employment over the time series displayed in the report. Again, the local industry specific growth rate is displayed, followed by a two-decimal index benchmarking the industry against national industry growth percentages.

US Industry = 1.00 in all market vitality index ratings



Industry Concentrations (% of total area)				
	2008	2009	2010	2011q2
Establishments	0.9923%	0.9908%	1.0758%	1.1383%
Employment	1.1795%	1.0984%	1.0077%	0.7811%
Sales	0.9283%	0.8645%	0.7955%	0.6219%

Industry Concentrations: The **Establishment Concentration** compares the number of operating establishments in this industry and market area to those in the market area economy overall for each of three years. The **Employment Concentration** is comparably analyzed, displaying reported employment in the local industry to the economy. The corporate-based **Sales Concentration** shows the industry percentage of total local economy-wide sales. (Corporate-based sales data attributes company-wide sales to the location of headquarters operations.) In each case, the three year trend indicates the increasing or decreasing importance of the industry for the economic metric under review.

Consolidation Trends	
Local Industry Branch Concentration 2008:	6.48%
Local Industry Branch Concentration 2009:	6.31%
Local Industry Branch Concentration 2010:	9.48%
Local Industry Branch Concentration 2011q2:	10.40%
US Industry Branch Concentration 2008:	3.37%
US Industry Branch Concentration 2009:	3.13%
US Industry Branch Concentration 2010:	4.66%
US Industry Branch Concentration 2011q2:	4.70%

Consolidation Trends: The Consolidation Trends table displays three years of local industry data reflecting the percentage of branch operations to all establishments (**Area Branch Concentration**), and compares that to three years of national data reflecting national industry branch operation percentages (**US Industry Branch Concentration**). Taken together, the two measures indicate increasing or decreasing trends toward industry consolidation, either as a stand-alone metric or benchmarked against economy-wide patterns.

About the Data

Raw data analyzed for BizMiner reports is sourced from an array of the nation's government and private statistical sources. None of these raw data sources creates the final measures reflected in BizMiner industry profiles. In total, BizMiner accesses over a billion sourced data points from 15 million business operations for each of its twice annual updates covering a 3-5 year time series. Historical data and BizMiner algorithms are used to inform and test projections for non-reporting firms. Data elements are sourced specifically from:

- IRS SOI Corporation Income Tax Returns
- IRS SOI Corporation Tax Book
- IRS SOI 1040 Schedule C Income Tax Returns
- IRS SOI Statistics of Income- Individual Tax Statistics
- US Economic Census of Manufactures
- US Census Economy Overview
- US Census Annual Survey of Manufactures
- US Census Annual Retail Trade Survey
- US Census Annual Wholesale Trade Survey
- US Census Quarterly Financial Reports
- US Census County Business Patterns
- Bureau of Labor Statistics Monthly Employment Reports
- Bureau of Labor Statistics Monthly Unemployment Reports
- US Census Wholesale Trade Report
- US Census Quarterly (New Housing) Sales by Price and Financing
- US Census Total Construction Spending
- US Census Retail Trade Report
- US Census Quarterly Services Survey
- Commercial Real Estate Survey
- Credit Reporting Agencies
- InfoGroup, Inc.
- Business Directories

While 100% firm coverage is desirable for analysis purposes, the greatest value of BizMiner reports rests in discerning patterns of activity, which are reflected in the large samples used to develop our reports. The overall current coverage of the databases surpasses 13 million active business operations at any point in time.

As is the case with any databases this large, some errors are inevitable. Some firms are missed and specific information on others is lacking from the database. Not all information received is uniform or complete, resulting in the need to develop projection algorithms for specific industry segments and metrics in some report series. No representation is made as to the accuracy of the databases utilized or the results of subsequent analyses. Neither the Brandow Company nor its resellers has undertaken independent primary research to confirm the accuracy of the data utilized in the Profile analyses. Neither the Brandow Company nor its resellers are responsible for conclusions drawn or decisions made based upon this data or analysis. In no event will the Brandow Company or its resellers be liable for any damages, direct, indirect, incidental or consequential resulting from the use of the information contained in BizMiner reports.

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