

New Business Data Now Available From TTG

September 1, 2013 -- TTG, Inc. today announced that updated NAICS Business count data has become available for 2013. The North American Industry Classification System (NAICS) was developed under the direction and guidance of the Office of Management and Budget (OMB) as the standard for use by Federal statistical agencies in classifying business establishments for the collection, tabulation, presentation, and analysis of statistical data describing the U.S. economy. TTG, Inc. has data available for 2-6 digit NAICS codes. The data is available in several commonly used formats such as *.csv and *.xls. Data are provided as number of establishments and clients can filter the data based on custom criteria. It is currently offered at the 5-Digit ZIP Code summary level for all US ZIP Codes.

Use of the NAICS standard provides uniformity and comparability in the presentation of these statistical data. NAICS is based on a production-oriented concept, meaning that it groups establishments into industries according to similarity in the processes used to produce goods or services. NAICS replaced the Standard Industrial Classification (SIC) system in 1997.

David Pinals, President and CEO of TTG. inc. said that "this data is particularly useful to a majority of our clients because it can be used to construct territory alignment metrics that are based on market potential rather than sales history. Used alone or in conjunction with workload metrics, it offers an alternative to the use of sales history when load balancing territories. We see many businesses using sales history for balancing territories which can lead to inequities in earning potential."

(source: <http://www.census.gov/eos/www/naics/faqs/faqs.html>)

Multiple employee size classes (and aggregations thereof) are available:

- 1-4 Employee Size Class
- 5-9 Employee Size Class
- 10-19 Employee Size Class
- 20-49 Employee Size Class
- 50-99 Employee Size Class
- 100-249 Employee Size Class
- 250-499 Employee Size Class
- 500-999 Employee Size Class
- 1,000 or More Employee Size Class

For more information about NAICS and other available data, please [click here](#).

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Press Contacts

Ruby Kent
TTG, Incorporated
209 Burlington Rd., Suite 211
Bedford, MA 01730
United States

phone 339-970-2002

fax 781-539-0544

Web Site: www.AlignStar.com