MARKET SIZING (MISE FRAMEWORK)

Marketing Strategy
- Features
- Benefits
- Marketing Mix

Identify Potential Customers
- Buyers
- Users

Segment the Market
- Demographic
- Geographic
- Psychographic

Estimate Market Potential
- Assumptions
- Chain Ratio
- Market Buildup
Marketing Strategy can be developed by identifying Features, Benefits & Marketing Mix alternatives

**Features:** Distinctive aspects, qualities or characteristics of the product/service

**Benefits:** The value derived by the end-user

**Marketing Mix:** Price, Place, Promotion
Concentrated Marketing

The firm targets one market segment or niche and pursues it aggressively.
Differentiated Marketing

The firm targets several market segments and designs separate offers for each.
MARKETING STRATEGY

Undifferentiated Marketing

Firm ignores market segments and targets the entire market with one offer
CUSTOMER IDENTIFICATION

- Who are they?
- Are they the purchaser or end-user?
- Who makes the purchasing decision?
- What influences purchasing decision?
- How do they buy your product/ service?
Segmentation Variables

Demographic
- Age
- Gender
- Income
- Education

Geographic
- MSA Region
- County
- Density
- Climate

Psychographic
- Social Class
- Lifestyle
- Personality

Behavioral
- Purchase Habits
- Benefits Sought
- Usage Rate

Easiest to Hardest
Sub Segmenting

- Demographic
  - Age
- Geographic
  - Density
- Psychographic
  - Lifestyle
- Behavioral
  - Benefits Sought
### Segmentation Variables

<table>
<thead>
<tr>
<th>Demographic</th>
<th>Operating Variables</th>
<th>Purchasing Approaches</th>
<th>Situational</th>
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<tbody>
<tr>
<td>Industry</td>
<td>Tech Needs</td>
<td>Centralized/ Not</td>
<td>Urgency</td>
</tr>
<tr>
<td>Company Size</td>
<td>Usage Needs</td>
<td>Relationship</td>
<td>Terms</td>
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<tr>
<td>Location</td>
<td>Service Needs</td>
<td>Price Sensitive</td>
<td>Order Size</td>
</tr>
</tbody>
</table>

*Easiest* to *Hardest*
ESTIMATING MARKET POTENTIAL

Chain-Ratio Method (Top Down)

- Universe
- Sub Segment
- Sub Segment
- Sub Segment
- Market

SIC Market Build-up Method (Bottom Up)

- Segment 5
- Segment 4
- Segment 3
- Segment 2
- Segment 1

Market
Market Sales Potential is a function of:

1. The number of **Prospective Buyers** (B)
2. The **Quantity Purchased** (Q)
3. The **Price of an Average Unit** (P)

Market Sales Potential = B x Q x P
You’ve developed a space age fabric that heats through a small rechargeable battery unit. You plan to market a line of winter coats throughout the US.
COAT MARKETING STRATEGY

Marketing Strategy

- Features
- Benefits
- Marketing Mix

 Features
- Heated
- Light Weight
- Not Bulky
- Inexpensive
- Water resistant

 Benefits
- Keeps user warm
- Extends outdoor time
- Easy mobility
- East to wear
- Prevents frostbite

 Marketing Strategy
- Differentiated
- Price: $200
- Place: Direct/ Specialty
Identify Potential Customers

- Buyers
- Users

Consumers
- Winter recreational
- Outdoor non-rec
- Fashionistas

Business
- Construction
- Engineering
- Oil Rigging
- Geological
- Lumber
- Security

Government
- Military
- Law Enforcement
- Postal Workers
- Emergency Personnel
- Forestry
- Engineering
Segment the Market

- Demographic
- Geographic
- Psychographic

Winter Recreational

Skiers
Snow Mobilers
Cross Country
Hunters
Hikers/ Campers
Climbers

Skiers (Demographic)

High Income
Educated
Professional urban
Age 16+
Male

Skiers (Geographic)

Live in Cold States
Travel to Cold States

Skiers (Psychographic)

Fashion conscious
Frequent skiers
Early adopters
Urban chic
What percent of consumers are skiers?
In what states do they live?
How often do they ski?
Why do they ski?
How fashion conscious are they?
How much do they spend on ski gear?
How much do they spend on ski clothing?
How often do they buy new clothing?
What are the average price points for ski coats?
Are there design considerations for different markets?
COAT TARGET 1 SELECTION

- Men
- Ages 16 plus
- Income over $65,000 per year
- Live in or near cold states
- Ski regularly
- Fashion conscious
- Early adapters
Market Potential for heated coats in the U.S.:

- Population (U) = 280,000,000
- Proportion of U that are age over 16 (A) = 75%
- Proportion of A that are men (M) = 50%
- Proportion of M that have incomes over $65k (I) = 50%
- Proportion of I that live in cold states (C) = 50%
- Proportion of C that ski regularly (S) = 10%
- Proportion of S that are fashion conscious (F) = 30%
- Proportion of F that are early adopters (E) = 10%
- Average number of ski coats purchased per year (Y) = .5 coats
- Average price per coat (P) = $ 200
Market Potential for heated coats in the U.S.:

Market Sales Potential =

\[ U \times A \times M \times I \times C \times S \times F \times E \times Y \]

= 280 Million $ 0.75 \times 0.50 \times 0.50 \times 0.50 \times 0.10 \times 0.30 \times 0.10 \times 200 =

$7.88 Million
### Average No. Days with Temp Below 32 Deg.

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<thead>
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<th>CITY</th>
<th>STATE</th>
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<tr>
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<td>76</td>
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<tr>
<td>NEW YORK</td>
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<td>78</td>
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<tr>
<td>WINSTON SALEM</td>
<td>NC</td>
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</tr>
<tr>
<td>MEDFORD</td>
<td>OR</td>
<td>80</td>
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<tr>
<td>JACKSON</td>
<td>KY</td>
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<tr>
<td>NEWARK</td>
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<td>83</td>
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<tr>
<td>RICHMOND</td>
<td>VA</td>
<td>83</td>
</tr>
<tr>
<td>PENDLETON</td>
<td>OR</td>
<td>84</td>
</tr>
<tr>
<td>OLYMPIA</td>
<td>WA</td>
<td>84</td>
</tr>
</tbody>
</table>

*Source: National Oceanographic and Atmospheric Administration (www.noaa.gov)*
Average Temperature (°F)

JAN - DEC 2002

CLIMATE PREDICTION CENTER, NOAA
Computer generated contours
Based on preliminary data
### COLD WEATHER STATES

<table>
<thead>
<tr>
<th>R1-NORTHEAST</th>
<th>R2-MIDWEST</th>
<th>R3-SOUTH</th>
<th>R4-WEST</th>
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<tbody>
<tr>
<td><strong>D1- New England</strong></td>
<td><strong>D3-East North Central</strong></td>
<td><strong>D5-South Atlantic</strong></td>
<td><strong>D8-Mountain</strong></td>
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<tr>
<td>Connecticut</td>
<td>Indiana</td>
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<td>Colorado</td>
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<td>Maine</td>
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<td>Massachusetts</td>
<td>Michigan</td>
<td>Maryland</td>
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<td>Rhode Island</td>
<td>Wisconsin</td>
<td>West Virginia</td>
<td>Wyoming</td>
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<tr>
<td>Vermont</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>D2- Mid Atlantic</strong></td>
<td><strong>D4-West North Cent.</strong></td>
<td><strong>D6-East South Central</strong></td>
<td><strong>D9-Pacific</strong></td>
</tr>
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<td>New Jersey</td>
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<td>Kentucky</td>
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<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>South Dakota</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**D7-West South Central**

- Oklahoma
NAVIGATING THE CENSUS WEBSITE

U.S. Census Bureau

search

- keyword
- geography

Enter a street address to find Census 2000 data

What's New

- Improvements to American FactFinder Now Available
- 2002 American Community Survey Data Available for All States
- 2002 Population Estimates Release for Places and County Subdivisions
- Summary File 4 Release is Complete

Items of Interest

- Census 2000 Gateway
- Census 2000 Demographic Profile Search
- Census 2000 Release Schedule
- American Indian and Alaska Native Web Page
- Census 2000 Notes and Errata (PDF - 3.1 MB)

Basic Facts

Popular tables and maps for the U.S., states, counties, cities, towns, and American Indian reservations

Show me

- Tables
- Maps

for

Economic Characteristics: Employment, Income, Poverty and more

the United States

Go

Data Sets

All tables and maps for all geographies including the U.S., states, counties, cities, towns, American Indian reservations, metropolitan areas, zip codes, census tracts, blocks, and more

Age, Hispanic or Latino Origin, Household Relationship, Owners and Renters, Race, Sex, and more...

- 2000 Census Summary File 1 Complete geographic detail to the block level.
- 2000 Census Summary File 2 Subjects for up to 249 race or ethnic groups.
- 1990 Census Tape File 1 Similar subjects from the 1990 Census.

Ancestry, Citizenship, Disability, Educational Attainment, Income, Industry, Language Spoken at Home, Marital Status, Migration, Occupation, Place of Birth, Place of Work, Poverty, Rent, School Enrollment, Tenure, Units in Structure, and more.

- 2000 Census Summary File 3 Social, economic, and housing data in the block group level.
- 2000 Census Summary File 4 Social, economic and housing data for up to 336 race, ethnic and ancestry groups.
- 1990 Census Tape File 3 Similar subjects from the 1990 Census.

Data from Census 2000 have been renotated for the 108th Congressional District boundaries.
- 108th Congressional District Summary Files Subjects as in
NAVIGATING THE CENSUS WEBSITE

The Decennial Census occurs every 10 years, in years ending in zero, to count the population and housing units for the entire United States. Its primary purpose is to provide the population counts that determine how seats in the U.S. House of Representatives are apportioned. more...

2000

- **Census 2000 Summary File 1 (SF 1) 100-Percent Data**
  Summary File 1 presents counts and information (age, sex, race, Hispanic/Latino origin, household relationship, whether residence is owned or rented) collected from all people and housing units.

- **Census 2000 Summary File 2 (SF 2) 100-Percent Data**
  Population and housing characteristics listed for many detailed race and Hispanic or Latino categories, and American Indian and Alaska Native tribes.

- **Census 2000 Summary File 3 (SF 3) - Sample Data**
  Summary File 3 presents detailed population and housing data (such as place of birth, education, employment status, income, value of housing unit, year structure built) collected from a 1-in-8 sample and weighted to represent the total population.
  Comparing SF 3 Estimates with Corresponding Values in SF 1 and SF 2

- **Census 2000 Summary File 4 (SF 4) - Sample Data**
  Summary File 4 contains tabulations of population and housing data collected from a sample of the population. The data are shown down to the census tract level for 336 race, Hispanic or Latino, American Indian and Alaska Native, and ancestry categories.

- **108th Congressional District Summary File (Sample)**

Other Resources
- Census 2000 Gateway
- Census 2000 Release Schedule
- Census 2000 Notes and Errata (PDF, 41.6 MB)
- Download data sets via FTP

Select from the following options:
- Detailed Tables
- Geographic Comparison Tables
- Quick Tables
- Thematic Maps
- Reference Maps
- Custom Table
- Enter a table number
- List all tables
- List all maps
- About this data set
- Technical Documentation (PDF)
NAVIGATING THE CENSUS WEBSITE

U.S. Census Bureau

Select Geography

You are here: Main > All Data Sets > Data Sets with Detailed Tables > Geography > Tables > Results

Census 2000 Summary File 3 (SF 3) - Sample Data, Detailed Tables

- Choose a selection method
- Show all geography types
- Explain Census Geography

- Select a geographic type
- State

- Select one or more geographic areas and click 'Add'

Current geography selections:

- State
- Alaska
- Colorado
- Connecticut
- Delaware
- District of Columbia
- Idaho
- Illinois

- Add
- Remove
- Next
**NAVIGATING THE CENSUS WEBSITE**

**U.S. Census Bureau**

**Select Tables**

You are here: Main > All Data Sets > Data Sets with Detailed Tables > Geography > Tables > Results

Census 2000 Summary File 3 (SF 3) - Sample Data, Detailed Tables

- Choose table selection method
  - by subject
  - by keyword
  - show all tables

- Select one or more tables and click 'Add'

<table>
<thead>
<tr>
<th>Table</th>
<th>Description</th>
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<tbody>
<tr>
<td>F76</td>
<td>Aggregate Family Income in 1999 (Dollars)</td>
</tr>
<tr>
<td>F73</td>
<td>Nonfamily Household Income in 1999</td>
</tr>
<tr>
<td>F80</td>
<td>Median Nonfamily Household Income in 1999 (Dollars)</td>
</tr>
<tr>
<td>F81</td>
<td>Aggregate Nonfamily Household Income in 1999 (Dollars)</td>
</tr>
<tr>
<td>F82</td>
<td>Per Capita Income in 1999 (Dollars)</td>
</tr>
<tr>
<td>F82</td>
<td>Aggregate Income in 1999 (Dollars) for the Population 15+ Years</td>
</tr>
<tr>
<td>F84</td>
<td>Sex by Earnings in 1999 for the Population 15+ Years with Earnings</td>
</tr>
<tr>
<td>F85</td>
<td>Median Earnings in 1999 (Dollars) by Sex for the Population 15+ Years with Earnings</td>
</tr>
<tr>
<td>F86</td>
<td>Aggregate Earnings in 1999 (Dollars) by Sex for the Population 15+ Years with Earnings</td>
</tr>
<tr>
<td>F87</td>
<td>Poverty Status in 1999 by Age</td>
</tr>
</tbody>
</table>

Current table selections:

- F1. Total Population
- F84. Sex by Earnings in 1999 for the Population 15+ Years with Earnings

[Add ▼]

[Remove]

[Show Result ▶]
P1. TOTAL POPULATION [1] - Universe: Total population
Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data


<table>
<thead>
<tr>
<th>Alaska</th>
<th>Colorado</th>
<th>Connecticut</th>
<th>Delaware</th>
<th>District of Columbia</th>
<th>Idaho</th>
<th>Illinois</th>
<th>Indiana</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>262,932</td>
<td>3,405,585</td>
<td>783,600</td>
<td>572,059</td>
<td>1,293,353</td>
<td>12,419,293</td>
<td>8,080,145</td>
</tr>
</tbody>
</table>

U.S. Census Bureau
Census 2000

P64. SEX BY EARNINGS IN 1999 FOR THE POPULATION 15 YEARS AND OVER WITH EARNINGS [43] - Universe: Population 15 years and over with earnings
Data Set: Census 2000 Summary File 3 (SF 3) - Sample Data


<table>
<thead>
<tr>
<th>Alaska</th>
<th>Colorado</th>
<th>Connecticut</th>
<th>Delaware</th>
<th>District of Columbia</th>
<th>Idaho</th>
<th>Illinois</th>
<th>Indiana</th>
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</thead>
<tbody>
<tr>
<td>Total</td>
<td>262,932</td>
<td>3,405,585</td>
<td>783,600</td>
<td>572,059</td>
<td>1,293,353</td>
<td>12,419,293</td>
<td>8,080,145</td>
</tr>
<tr>
<td>Male</td>
<td>198,838</td>
<td>1,822,817</td>
<td>985,927</td>
<td>226,392</td>
<td>157,283</td>
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<td>$1 to $2,499 or less</td>
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<td>8,252</td>
<td>53,207</td>
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<td>6,958</td>
<td>6,403</td>
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<td>14,813</td>
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<td>56,000</td>
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<td>5,315</td>
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<td>65,294</td>
<td>33,463</td>
<td>9,018</td>
<td>7,195</td>
<td>20,039</td>
<td>155,963</td>
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<tr>
<td>$12,500 to $14,999</td>
<td>6,167</td>
<td>40,815</td>
<td>21,024</td>
<td>6,139</td>
<td>4,748</td>
<td>13,945</td>
<td>99,533</td>
</tr>
</tbody>
</table>
### Demographic Data by Selected States  *(Men: Ages 16 plus by Earnings)*

<table>
<thead>
<tr>
<th>DEMOGRAPHICS</th>
<th>TOTAL</th>
<th>Alaska</th>
<th>Colorado</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Age 16 Plus</td>
<td>100,589,867</td>
<td>360,767</td>
<td>2,550,053</td>
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<tr>
<td>Male:</td>
<td>53,230,701</td>
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<td>$1 to $2,499 or loss</td>
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<td>67,023</td>
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<td>$75,000 to $99,999</td>
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<td>73,577</td>
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<tr>
<td>$100,000 or more</td>
<td>3,015,524</td>
<td>9,550</td>
<td>84,792</td>
</tr>
<tr>
<td>Total $65,000 Plus</td>
<td>7,675,219</td>
<td>30,166</td>
<td>212,709</td>
</tr>
</tbody>
</table>
You’ve developed a device that will extract gas from a gasoline pump when electric power has been lost (ie during a blackout). The device, which must be installed on each individual pump, will be sold for $1,000 per unit.
GAS PUMP DEVICE MARKETING STRATEGY

Marketing Strategy

- Features
- Benefits
- Marketing Mix

Features

- Easy to install
- New technology
- Proven in testing
- Provides Comp Advan

Benefits

- Eliminates downtime
- Provides Comp Adv.
- Differentiation
- Service to Customer
- Emergency provider

Marketing Strategy

- Concentrated
- Price = $1000
- Place = Direct
GAS PUMP ASSUMPTIONS

- How many gas stations are there in the US?
- How many pumps are there per station?
- What are the average number of establishments per company?
- What states have the largest number of blackouts?
- How often do they occur?
- Etc.
Market Potential for gas pump devices in the U.S.:

- Small gas stations (S) = 51,000
- Average number of pumps (SQ) = 4
- Price for small stations (SP) = $1,000

- Medium size gas stations (S) = 28,600
- Average number of pumps (SP) = 6
- Price for medium stations (SP) = $800

- Large size gas stations (S) = 35,600
- Average number of pumps (SP) = 8
- Price for large stations (SP) = $500
Market Potential for gas pump devices in the U.S.:

Market Sales Potential =

\[(S \times SQ \times SP) + (M \times MQ \times MP) + (L \times LQ \times LP)\]

= \((51,000 \times 4 \times 1,000) + (28,600 \times 6 \times 800) + (35,600 \times 8 \times 500)\)

= $483.7 Million
American Fact Finder

Items of Interest:
- Census 2000 Gateway
- Census 2000 Demographic Profile Search
- Census 2000 Release Schedule
- American Indian and Alaska Native Web Page
- Census 2000 Notes and Errata (PDF - 3.1 MB)

American Fact Finder

- 2000 Summary File 1: Complete geographic detail to the block level.
- 2000 Summary File 2: Subjects for up to 249 race and ethnic groups.
- 1990 Summary Tape File 1: Similar subjects from the 1990 Census.

Ancestry, Citizenship, Disability, Educational Attainment, Income, Industry, Language Spoken at Home, Marital Status, Migration, Occupation, Place of Birth, Place of Work, Poverty, Rent, School Enrollment, Tenure, Units in Structure, and more...
- 2000 Summary File 3: Social, economic, and housing data to the block group level.
- 2000 Summary File 4: Social, economic, and housing data for up to 335 race, ethnic, and ancestry groups.

Data from Census 2000 have been reabulated for the 108th Congressional District boundaries.
- 108th Congressional District Summary Files: Subjects as in Summary Files 1 and 2 to the census tract level.

Annual Releases:
- American Community Surveys: Annual surveys that provide estimates of detailed subjects for all states, most areas with a population of 250,000 or more, and selected areas of 65,000 or more.

1997 Economic Census:
- Number of establishments, employment, payroll, and receipts by industry and area:
  - Industry Quick Reports
  - Geographic Quick Reports
  - Detailed Statistics for all Economic Sectors: more characteristics of industries, product detail, and other options...

Can't find what you're looking for? See Information on future data releases.
NAVIGATING THE CENSUS WEBSITE

U.S. Census Bureau

Select Industry

You are here: Main ▶ All Data Sets ▶ Industry ▶ Results
Sector 00: All sectors; Economic-Wide Key Statistics: 1997, Industry Quick Report

- Choose an industry selection method

- Select a sector
  - 4445: Retail trade

- Select a sub-sector
  - 447: Gasoline stations

- Select an industry and click 'Show Report'
  - 4445: Retail trade
    - 447: Gasoline stations
      - 4471: Gasoline stations
        - 44711: Gasoline stations with convenience stores
        - 447110: Gasoline stations with convenience stores
        - 44719: Other gasoline stations
        - 447190: Other gasoline stations

What's this?
Show Result
## Gasoline Stations

**NAICS: 447**

### Selected Industry Statistics by State: 1997 and 1992


[Excludes data for auxiliaries. Only states with substantial activity in this industry are shown.]

<table>
<thead>
<tr>
<th>Geography</th>
<th>Number of Establishments</th>
<th>Number of Employees</th>
<th>Annual Payroll ($1,000)</th>
<th>Shpmns/Sales/Recpts ($1,000)</th>
<th>Population Estimate</th>
</tr>
</thead>
<tbody>
<tr>
<td>United States</td>
<td>126,889</td>
<td>N 922,062</td>
<td>N 11,482,092</td>
<td>N 198,165,786</td>
<td>N 267,743,595</td>
</tr>
<tr>
<td>Alabama</td>
<td>3,120</td>
<td>N 19,460</td>
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### GASOLINE STATION STATISTICS

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### Navigating the Census Website

#### Statistics about businesses with paid employees:
- 1997 data by NAICS - U.S., states, counties, and metro areas
- ZIP Code Statistics - U.S., states, ZIP Codes
- 1997 and 1992 by SIC - U.S. and states
- Bridge Between NAICS and SIC - national only
- Statistics including businesses without paid employees
  - Nonemployer Statistics (by NAICS) - U.S., states, counties, and metro areas
  - Minority- and Women-Owned Businesses (by SIC) - U.S., states, counties, places, and metro areas

#### Industry Statistics Sampler

**Industry Statistics Sampler**

*(includes state ranking and samples of or links to all census and survey sources for an industry)*

Enter keyword or NAICS code

[NAICS Search]

**Industry Series**

- Mining
- Construction
- Manufacturing

**Subject Series**

- Mise Line Sales/Source of Receipts - Establishment and Firm Size
- Miscellaneous Subjects - Summary reports

**Reports by State**

Select a state

---

#### Consolidated list of PDFs

- 21 Mining
- 22 Utilities
- 23 Construction
- 31 Manufacturing
- 42 Wholesale Trade
- 45 Retail Trade
- 48 Transportation and Warehousing
- 51 Information
- 52 Finance and Insurance
- 53 Real Estate and Rental and Leasing
- 54 Professional, Scientific, and Technical Services
- 55 Management of Companies and Enterprises
- 56 Administrative and Support and Waste Management and Remediation Services
- 61 Educational Services
- 62 Health Care and Social Assistance
- 71 Arts, Entertainment and Recreation
- 72 Accommodation and Food Services
- 81 Other Services (except Public Administration)

Auxiliaries not in sector 55
## Subject Series

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**American FactFinder and CD-ROMs include state and metropolitan area detail not included in this pdf.**

## Geographic Area Series

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## GASOLINE STATION STATISTICS

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<td>$1,519,534</td>
<td>7.9</td>
<td>$192,643</td>
</tr>
<tr>
<td>$2,500,000 to $4,999,999</td>
<td>1.33</td>
<td>$2,528,920</td>
<td>10.8</td>
<td>$234,147</td>
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<tr>
<td>$5,000,000 to $9,999,999</td>
<td>2.79</td>
<td>$2,432,539</td>
<td>11.0</td>
<td>$220,273</td>
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<tr>
<td>$10,000,000 to $24,999,999</td>
<td>7.11</td>
<td>$2,128,056</td>
<td>9.7</td>
<td>$218,429</td>
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<tr>
<td>$25,000,000 to $49,999,999</td>
<td>16.96</td>
<td>$2,029,053</td>
<td>9.1</td>
<td>$223,996</td>
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<tr>
<td>$50,000,000 to $99,999,999</td>
<td>36.60</td>
<td>$1,871,296</td>
<td>8.2</td>
<td>$228,540</td>
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<tr>
<td>$100,000,000 to $249,999,999</td>
<td>74.68</td>
<td>$2,097,416</td>
<td>8.8</td>
<td>$238,586</td>
</tr>
<tr>
<td>$250,000,000 or more</td>
<td>455.09</td>
<td>$2,315,458</td>
<td>9.1</td>
<td>$255,406</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>1.89</strong></td>
<td><strong>$1,659,100</strong></td>
<td><strong>7.7</strong></td>
<td><strong>$214,902</strong></td>
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