Business Development Series: *Average Businesses/County*

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What Is It?

The average number of businesses per county provides a count of businesses competing in a given industry for counties of similar population size in Oklahoma.

How Are They Interpreted?

These benchmark figures allow the comparison of similar sized counties, and opportunities may be identified by comparing the information from a specific county to the average for counties of a similar size. For example, there are, on average, 11.8 accounting services (NAICS 5412) businesses in counties with populations between 25,001 and 50,000 people. If Delaware county with an population of 38,700 people in 2003 had 4 accounting services businesses located in the county, then there may be an opportunity for another accounting business in the county. However, there are many other factors that should be considered, including the size, location, customer base, etc. of existing accounting services businesses located in the county.

How Are the Numbers Calculated?

The average number of businesses per county is calculated by first sorting counties of similar sizes. After sorting, the second step requires summing the total number of businesses competing in each 4-digit NAICS category for counties of similar sizes. And the last step simply requires dividing the sorted sums by the number of counties in each of the population groupings.

What Time Period?

The population and business count data used in the average number of businesses per county are based upon 2003 population and employment information. Population estimates were obtained from the Oklahoma Department of Commerce and business count information was obtained from the Oklahoma Employment Security Commission.
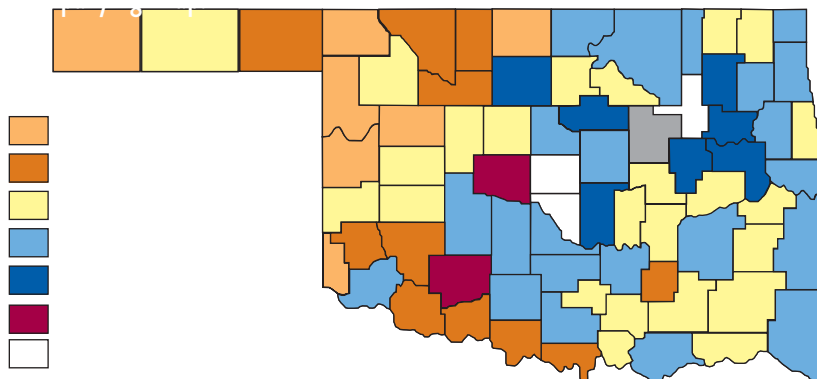
Who Benefits from Them?

Similar to threshold analysis, local chambers of commerce, economic development professionals, bankers and entrepreneurs can benefit from using this tool to identify opportunities within their local economies. By comparing local county information to the average number of businesses per county, these professionals can identify potential opportunities for expansion in their local economy.

For example, the average number of automotive repair shops in a county with between 10,001 people and 25,000 people equals 6.6 If there were only two automotive repair shops in Washita county, then there may be an opportunity for an additional automotive repair shop in the county. Alternatively, if there were ten of these businesses in the county, then investing in another may give the local entrepreneur some pause.

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What Are the Geographic Areas?

The average number of businesses per county reported in this newsletter have been calculated for seven county groupings based

Information about the Data

The analysis of the data shows that more counties were represented in the smaller population size groups and fewer counties in the larger population size groups. This was mainly attributed to the fact that counties in the larger population groups were located in and around Oklahoma's two major urban areas, Oklahoma City and Tulsa, and the majority of Oklahoma's counties constituted more rural areas with relatively small populations. Furthermore, the population census data reveals that, 62% of Oklahoma's counties have populations that fall between 10,001 and 50,000.

Despite the various population groups, the data surprisingly showed that each group shared high average numbers of businesses per county in the same types of businesses, namely Legal Services, Restaurants, Automotive Repairs and Residential Building and Other Construction Services. This reveals the similarity in consumer demands across the state. These same population groups also displayed low average numbers of businesses per county in tourism related businesses such as Scenic and Sightseeing Transportation, Recreational Camps as well as Amusement Parks and Arcades. This suggests that a major opportunity for more tourism related businesses across the entire state in both rural and urban area.

The majority of counties with smaller populations have fewer businesses that are specialized, such as Advertising Agencies, Courier Services, Department Stores and Freight Trucking and Transportation. This data tendency can be attributed to the fact that these types of businesses are generally utilized by larger companies that are by and large based in larger metropolitan areas.

The data used in this report was obtained from the U.S. Census Bureau and was presented in formats similar to that of Iowa State University Extension's Retail Trade Analysis Report of the Average Number of Businesses Per Town 2000-2001. (Stone & Artz, "Average Number of Businesses Per Town 2001-2001", Iowa State University Extension, Summer, 2001.)

ALPHABETICAL LISTING

NAICS Code	Description	County Population Groups						
		Less Than 5,000	5,001 to 10,000	10,001 to 25,000	25,001 to 50,000	50,001 to 85,000	85,001 to 130,000	More Than 130,000
5412	All Accounting, Bookkeeping & Payroll Svcs.	1.43	2.64	5.57	11.79	17.86	31.50	258.33
5418	Advertising & Related Svcs.	0.14	0.00	0.39	1.13	1.43	2.00	87.00
4529	All Other General Merchandise Stores	1.29	2.00	3.57	6.71	9.86	16.00	64.00
8113	All Other Miscellaneous Repair	0.86	0.64	1.70	2.50	4.29	8.00	39.67
7131	Amusement Parks & Arcades	0.00	0.00	0.13	0.00	0.00	1.00	3.67
5413	Architectural, Engineering, & Related Svcs.	0.43	0.27	1.70	3.83	11.14	12.00	239.00
5321	Automotive Equipment Rental & Leasing	0.00	0.00	0.30	0.83	2.14	3.50	33.33
4413	Automotive Parts, Accessories, & Tire Stores	1.43	1.64	4.26	8.38	10.57	21.50	116.67
8111	Automotive Repair & Maintenance	2.43	2.45	6.57	14.88	31.14	50.50	306.33
8121	Beauty & Barber Shops	0.29	0.36	0.74	3.17	8.43	16.50	131.33
4453	Beer, Wine, & Liquor Stores	0.29	0.00	1.17	2.75	3.86	7.50	42.67
4512	Book, Periodical, & Music Stores	0.00	0.09	0.35	1.25	3.00	6.00	30.00
2382	Building Equipment Contractors	1.43	2.64	6.30	18.46	39.43	60.00	318.67
2383	Building Finishing Contractors	0.14	0.64	1.61	7.21	17.57	32.00	184.00
4441	Building Material & Supplies Dealers	1.29	2.00	4.00	9.00	12.86	17.50	122.00
5614	Business Support Svcs.	0.00	0.18	0.39	2.00	3.14	14.50	114.00
4855	Charter Bus Industry	0.00	0.00	0.00	0.00	0.00	1.00	3.33
4481	Clothing Stores	0.00	0.91	1.52	4.08	7.43	7.50	117.33
5415	Computer Systems Design & Related Svcs.	0.00	0.36	0.09	1.67	6.00	9.50	138.67
5322	Consumer Goods Rental	0.00	0.55	2.04	4.92	7.29	10.50	46.00
4921	Couriers	0.00	0.09	0.43	0.79	1.86	3.50	22.00
8122	Death Care Svcs.	1.14	1.00	1.91	3.29	6.00	4.00	27.33
4521	Department Stores	0.00	0.09	0.74	1.38	3.00	4.00	21.33
4543	Direct Selling Establishments	0.29	0.73	1.43	2.13	3.71	4.00	13.33
7224	Drinking Places (Alcoholic Beverages)	0.14	0.27	0.78	2.33	4.57	14.50	59.67
8123	Drycleaning & Laundry Svcs.	0.29	0.45	1.04	3.33	4.43	15.00	71.67

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ALPHABETICAL LISTING

NAICS Code	Description	County Population Groups Less Than 5,000	5,001 to 10,000	10,001 to 25,000	25,001 to 50,000	50,001 to 85,000	85,001 to 130,000	More Than 130,000
8112	Electronic & Precision Equip. Repair & Mainten.	0.14	0.18	0.26	0.96	2.29	4.00	33.00
4541	Electronic Shopping & Mail-Order Houses	0.00	0.00	0.04	0.25	0.43	1.00	8.67
4431	Electronics & Appliance Stores	0.29	0.45	1.61	4.33	9.86	11.00	111.67
5613	Employment Svcs.	0.29	0.18	1.09	3.67	6.29	6.50	150.67
5612	Facilities Support Svcs.	0.00	0.00	0.22	0.29	0.43	2.50	6.67
4531	Florists	0.57	1.00	1.87	3.46	4.57	5.50	41.00
8114	Footwear & Leather Repair	0.00	0.18	0.52	0.75	3.14	3.50	36.67
2381	Foundation, Structure, & Building Contractors	0.57	1.55	2.91	8.00	17.86	25.00	141.67
4885	Freight Transportation Arrangement	0.00	0.09	0.09	0.21	0.43	0.00	21.67
4452	Fruit & Vegetable Markets	0.00	0.00	0.00	0.00	0.00	2.00	0.00
7221	Full-Service Restaurants	3.14	4.09	9.57	21.46	34.29	51.50	350.33
4421	Furniture Stores	0.00	0.27	1.09	2.88	4.57	5.50	39.33
7132	Gambling Industries	0.00	0.27	0.35	0.83	0.57	3.00	5.33
4471	Gasoline Stations	4.43	6.36	12.65	21.92	29.14	43.00	134.33
4841	General Freight Trucking	2.57	1.91	5.26	8.33	14.86	26.00	94.00
5323	General Rental Centers	0.00	0.00	0.30	0.79	1.71	2.00	14.67
4451	Grocery Stores	2.57	3.00	7.00	11.54	14.71	18.00	88.67
4461	Health & Personal Care Stores	1.43	2.18	3.83	8.13	15.14	29.50	162.33
4422	Home Furnishings Stores	0.00	0.18	0.70	2.04	3.57	6.00	48.33
5616	Investigation & Security Services	0.00	0.00	0.48	1.54	4.71	8.00	56.67
4442	Lawn & Garden	0.86	0.55	1.43	3.46	3.57	4.00	29.33
5411	Legal Services	1.71	4.09	6.83	16.13	27.00	39.50	472.67
7222	Limited-Service Eating Places	0.86	3.36	8.61	20.13	38.86	62.50	418.67
4922	Local Messengers & Local Delivery	0.00	0.00	0.04	0.25	0.29	1.00	8.67

ALPHABETICAL LISTING

NAICS Code	Description	County Population Groups						
		Less Than 5,000	5,001 to 10,000	10,001 to 25,000	25,001 to 50,000	50,001 to 85,000	85,001 to 130,000	More Than 130,000
4483	Luggage & Other Leather Goods	0.00	0.00	0.52	1.71	3.57	4.50	41.33
5416	Management, Scientific, & Technical Cnsltng Svcs.	0.29	0.64	1.22	3.71	7.71	21.50	205.67
4411	New & Used Car Dealers	0.86	1.18	3.65	7.46	12.00	16.00	87.00
4812	Nonscheduled Air Transportation	0.00	0.00	0.04	0.13	0.43	0.00	6.67
7139	Other Amusement & Recreation Industries	0.29	1.00	2.65	6.88	8.43	16.00	88.00
4539	Other Miscellaneous Store Retailers	0.14	0.73	1.91	4.21	8.71	7.00	74.00
5419	Other Professional, Scientific, & Technical Svcs.	1.57	1.82	3.04	7.25	11.71	21.00	115.67
2389	Other Specialty Trade Contractors	0.29	1.36	4.13	7.42	15.43	20.00	90.67
8129	Parking (All Other Personal Services.)	0.29	0.27	0.70	1.33	1.86	4.00	46.00
4412	Recreational & All other motorized vehicles	0.00	0.18	0.78	2.21	4.71	5.50	24.00
2361	Residential Building Construction	0.57	1.18	3.09	8.25	19.71	39.50	194.33
7213	Rooming & Boarding Houses	0.00	0.00	0.13	0.17	0.71	0.00	3.33
7212	RV Parks & Recreational Camps	0.00	0.09	0.35	0.54	0.43	0.50	4.00
4871	Scenic & Sightseeing Transportation, Land	0.00	0.09	0.04	0.06	0.14	0.00	0.83
4811	Scheduled Air Transportation	0.00	0.00	0.00	0.04	0.00	1.00	7.00
4482	Shoes	0.00	0.00	0.26	1.42	4.14	6.00	46.00
5112	Software Publishers	0.00	0.00	0.04	0.25	0.29	0.00	15.00
5414	Specialized Design Services	0.14	0.00	0.13	0.58	1.29	2.50	48.00
4842	Specialized Freight Trucking	2.14	1.82	2.83	4.83	7.86	15.00	42.00
4452	Specialty Food Stores	0.00	0.09	0.65	1.63	2.29	0.00	27.33
4511	Sporting Goods	0.14	0.00	0.65	1.92	7.14	5.50	90.67
4532	Stationary, Gift, Novelty	0.43	0.45	1.83	4.17	7.43	12.00	91.33
4853	Taxi & Limousine Service	0.00	0.00	0.00	0.21	0.29	2.00	4.00
5615	Travel Arrangement & Reservation Svcs.	0.00	0.09	0.26	1.33	2.43	8.50	34.67
7211	Traveler Accommodation	0.71	1.18	4.09	5.46	7.57	9.00	74.67
4533	Used Merchandise Stores	0.00	0.27	0.48	1.50	2.00	7.50	45.00
4542	Vending Machine Operators	0.00	0.00	0.26	0.83	0.86	1.50	12.67
4471	Gasoline Stations	4.43	6.36	12.65	21.92	29.14	43.00	134.33

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FREQUENCY LISTING

NAICS Code	Description	County Population Groups						
		Less Than 5,000	5,001 to 10,000	10,001 to 25,000	25,001 to 50,000	50,001 to 85,000	85,001 to 130,000	More Than 130,000
7221	Full-Service Restaurants	3.14	4.09	9.57	21.46	34.29	51.50	350.33
7222	Limited-Service Eating Places	0.86	3.36	8.61	20.13	38.86	62.50	418.67
2382	Building Equipment Contractors	1.43	2.64	6.30	18.46	39.43	60.00	318.67
5411	Legal Services	1.71	4.09	6.83	16.13	27.00	39.50	472.67
8111	Automotive Repair & Maintenance	2.43	2.45	6.57	14.88	31.14	50.50	306.33
5412	All Accounting Services	1.43	2.64	5.57	11.79	17.86	31.50	258.33
4451	Grocery Stores	2.57	3.00	7.00	11.54	14.71	18.00	88.67
4441	Building Material & Supplies Dealers	1.29	2.00	4.00	9.00	12.86	17.50	122.00
4413	Automotive Parts, Accessories, & Tire Stores	1.43	1.64	4.26	8.38	10.57	21.50	116.67
4841	General Freight Trucking	2.57	1.91	5.26	8.33	14.86	26.00	94.00
2361	Residential Building Construction	0.57	1.18	3.09	8.25	19.71	39.50	194.33
4461	Health & Personal Care Stores	1.43	2.18	3.83	8.13	15.14	29.50	162.33
2381	Structural Building Exterior Contractors	0.57	1.55	2.91	8.00	17.86	25.00	141.67
4411	New & Used Car Dealers	0.86	1.18	3.65	7.46	12.00	16.00	87.00
2389	Other Specialty Trade Contractors	0.29	1.36	4.13	7.42	15.43	20.00	90.67
5419	Other Professional, Scientific, & Technical Services	1.57	1.82	3.04	7.25	11.71	21.00	115.67
2383	Building Finishing Contractors	0.14	0.64	1.61	7.21	17.57	32.00	184.00
7139	Other Amusement & Recreation Industries	0.29	1.00	2.65	6.88	8.43	16.00	88.00
4529	All Other General Merchandise Stores	1.29	2.00	3.57	6.71	9.86	16.00	64.00
7211	Traveler Accommodation	0.71	1.18	4.09	5.46	7.57	9.00	74.67
5322	Consumer Goods Rental	0.00	0.55	2.04	4.92	7.29	10.50	46.00
4842	Specialized Freight Trucking	2.14	1.82	2.83	4.83	7.86	15.00	42.00
4431	Electronics & Appliance Stores	0.29	0.45	1.61	4.33	9.86	11.00	111.67
4539	Other Miscellaneous Store Retailers	0.14	0.73	1.91	4.21	8.71	7.00	74.00
4532	Stationary, Gift, Novelty	0.43	0.45	1.83	4.17	7.43	12.00	91.33

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NAICS Code	Description	Less Than 5,000	5,001 to 10,000	10,001 to 25,000	25,001 to 50,000	50,001 to 85,000	85,001 to 130,000	More Than 130,000
		County Population Groups						
4481	Clothing Stores	0.00	0.91	1.52	4.08	7.43	7.50	117.33
5413	Architectural, Engineering, & Related Svcs.	0.43	0.27	1.70	3.83	11.14	12.00	239.00
5416	Management & Other Technical Consulting Svcs.	0.29	0.64	1.22	3.71	7.71	21.50	205.67
5613	Employment Services	0.29	0.18	1.09	3.67	6.29	6.50	150.67
4531	Florists	0.57	1.00	1.87	3.46	4.57	5.50	41.00
4442	Lawn & Garden	0.86	0.55	1.43	3.46	3.57	4.00	29.33
8123	Drycleaning & Laundry Services	0.29	0.45	1.04	3.33	4.43	15.00	71.67
8122	Death Care Services	1.14	1.00	1.91	3.29	6.00	4.00	27.33
8121	Beauty & Barber Shops	0.29	0.36	0.74	3.17	8.43	16.50	131.33
4421	Furniture Stores	0.00	0.27	1.09	2.88	4.57	5.50	39.33
4453	Beer, Wine, & Liquor Stores	0.29	0.00	1.17	2.75	3.86	7.50	42.67
8113	All Other Miscellaneous Repair	0.86	0.64	1.70	2.50	4.29	8.00	39.67
7224	Drinking Places (Alcoholic Beverages)	0.14	0.27	0.78	2.33	4.57	14.50	59.67
4412	Recreational & all other motorized vehicles	0.00	0.18	0.78	2.21	4.71	5.50	24.00
4543	Direct Selling Establishments	0.29	0.73	1.43	2.13	3.71	4.00	13.33
4422	Home Furnishings Stores	0.00	0.18	0.70	2.04	3.57	6.00	48.33
5614	Business Support Services	0.00	0.18	0.39	2.00	3.14	14.50	114.00
4511	Sporting Goods	0.14	0.00	0.65	1.92	7.14	5.50	90.67
4483	Luggage & Other Leather Goods	0.00	0.00	0.52	1.71	3.57	4.50	41.33
5415	Computer Systems Design & Related Svcs.	0.00	0.36	0.09	1.67	6.00	9.50	138.67
4452	Specialty Food Stores	0.00	0.09	0.65	1.63	2.29	0.00	27.33
5616	Investigation & Security Services	0.00	0.00	0.48	1.54	4.71	8.00	56.67
4533	Used Merchandise Stores	0.00	0.27	0.48	1.50	2.00	7.50	45.00
4482	Shoes	0.00	0.00	0.26	1.42	4.14	6.00	46.00
4521	Department Stores	0.00	0.09	0.74	1.38	3.00	4.00	21.33
8129	Parking (All Other Personal Services)	0.29	0.27	0.70	1.33	1.86	4.00	46.00

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NAICS Code	Description	Less Than 5,000	5,001 to 10,000	10,001 to 25,000	25,001 to 50,000	50,001 to 85,000	85,001 to 130,000	More Than 130,000
				County Population Groups				
5615	Travel Arrangement & Reservation Services	0.00	0.09	0.26	1.33	2.43	8.50	34.67
4512	Book, Periodical, & Music Stores	0.00	0.09	0.35	1.25	3.00	6.00	30.00
5418	Advertising & Related Services	0.14	0.00	0.39	1.13	1.43	2.00	87.00
8112	Electronic Equip. Repair & Maintenance	0.14	0.18	0.26	0.96	2.29	4.00	33.00
5321	Automotive Equipment Rental & Leasing	0.00	0.00	0.30	0.83	2.14	3.50	33.33
7132	Gambling Industries	0.00	0.27	0.35	0.83	0.57	3.00	5.33
4542	Vending Machine Operators	0.00	0.00	0.26	0.83	0.86	1.50	12.67
4921	Couriers	0.00	0.09	0.43	0.79	1.86	3.50	22.00
5323	General Rental Centers	0.00	0.00	0.30	0.79	1.71	2.00	14.67
8114	Footwear & Leather Repair	0.00	0.18	0.52	0.75	3.14	3.50	36.67
5414	Specialized Design Services	0.14	0.00	0.13	0.58	1.29	2.50	48.00
7212	RV Parks & Recreational Camps	0.00	0.09	0.35	0.54	0.43	0.50	4.00
5612	Facilities Support Services	0.00	0.00	0.22	0.29	0.43	2.50	6.67
4541	Electronic Shopping & Mail-Order Houses	0.00	0.00	0.04	0.25	0.43	1.00	8.67
4922	Local Messengers & Local Delivery	0.00	0.00	0.04	0.25	0.29	1.00	8.67
5112	Software Publishers	0.00	0.00	0.04	0.25	0.29	0.00	15.00
4885	Freight Transportation Arrangement	0.00	0.09	0.09	0.21	0.43	0.00	21.67
4853	Taxi & Limousine Service	0.00	0.00	0.00	0.21	0.29	2.00	4.00
7213	Rooming & Boarding Houses	0.00	0.00	0.13	0.17	0.71	0.00	3.33
4812	Nonscheduled Air Transportation	0.00	0.00	0.04	0.13	0.43	0.00	6.67
4871	Scenic & Sightseeing Transportation, Land	0.00	0.09	0.04	0.06	0.14	0.00	0.83
4811	Scheduled Air Transportation	0.00	0.00	0.00	0.04	0.00	1.00	7.00
7131	Amusement Parks & Arcades	0.00	0.00	0.13	0.00	0.00	1.00	3.67
4855	Charter Bus Industry	0.00	0.00	0.00	0.00	0.00	1.00	3.33
4452	Fruit & Vegetable Markets	0.00	0.00	0.00	0.00	0.00	2.00	0.00