

# **BARNES** *Reports*

## **U.S. Savings Institutions Industry (NAICS 52212)**

- Market Reports
- Industry Trends
- Demographic Data

– Edition **2008**

© C. Barnes & Co.

# SAVINGS INSTITUTIONS INDUSTRY (NAICS 52212)

## TABLE OF CONTENTS

- Users' Guide
- Industry Definition and Related Industries
- Sub-Industries - 2007 Estimated Industry Sales (\$Millions)
- Sub-Industries - 2007 Estimated Number of Establishments
- Sub-Industries - 2007 Estimated Number of Employees
- 5-Year Trend - Estimated Industry Sales (\$Millions)
- 5-Year Trend - Estimated Number of Establishments
- 5-Year Trend - Estimated Number of Employees
- 2008 U.S. States - Estimated Number of Establishments
- 2008 U.S. States - Estimated Industry Sales (\$Millions)
- 2008 U.S. States - Estimated Number of Employees
- 2009 U.S. States - Estimated Number of Establishments
- 2009 U.S. States - Estimated Industry Sales (\$Millions)
- 2009 U.S. States - Estimated Number of Employees
- 2008 U.S. Metropolitan Areas - Estimated Number of Establishments
- 2008 U.S. Metropolitan Areas - Estimated Industry Sales (\$Millions)
- 2008 U.S. Metropolitan Areas - Estimated Number of Employees
- 2009 U.S. Metropolitan Areas - Estimated Number of Establishments
- 2009 U.S. Metropolitan Areas - Estimated Industry Sales (\$Millions)
- 2009 U.S. Metropolitan Areas - Estimated Number of Employees
- Definitions and Terms

# SAVINGS INSTITUTIONS INDUSTRY (NAICS 52212)

## USERS' GUIDE

The Barnes Reports are the leading publications on U.S. industries and estimates and forecasts on sales and employment demographics. As a way of making the most of this information, we have included a few suggestions and tips to aid you in processing and using this information.

Managers, planners, and market researchers use this information for a variety of activities:

- Sizing markets and segments – You can estimate the size of the regional markets you sell in and your company's market penetration into that market. You can do the same with the market segments in which you participate.
- Sales territory potential – You can estimate your market penetration and also the market potential in any regional area or market segment.
- Sales forecasting – With the estimates on the size of the industry, market researchers supporting a sales force can then estimate and forecast the future size of the industry.
- Advertising strategies – You can use this information for forecasting and estimating sales potential and target advertising campaigns.
- Competitive analysis – You will use the information to locate your possible competitors (if it is not already known), to estimate their size, growth and strengths and weaknesses and to see what market segments in which they participate.

We recognize that many managers today are asked to provide detailed analysis of their markets, sales territories, distribution channels, and product placements. We have organized these reports in a logical format making your market analysis and research tasks easy to accomplish.

Copyright © 2008 By C. Barnes & Co.  
Printed in USA

All rights reserved. This publication may not be reproduced, stored in any information or retrieval system or transmitted in whole or in part, in any form or by any means - electronic, mechanical, photocopying, recording or otherwise - without the express written permission of C. Barnes & Co.

Note: Every effort has been made to verify and ensure the accuracy of the information within this publication. However, if any errors exist in this publication C. Barnes & Co. disclaims any liability for any loss or damage to any party as a result of the information or errors in this publication.

# **SAVINGS INSTITUTIONS INDUSTRY (NAICS 52212)**

## **INDUSTRY DEFINITION AND RELATED INDUSTRIES**

**NAICS 52212: Savings Institutions.** This industry comprises establishments primarily engaged in accepting time deposits, making mortgage and real estate loans, and investing in high-grade securities. Savings and loan associations and savings banks are included in this industry.

### **Related Industries**

- Commerical Banking
- Credit Unions
- Mortgage Banks

### **U.S. Census Categories**

NAICS 52212 – Savings Institutions is almost comparable to:  
100% of SIC 6035 – Savings Institutions

### **Sub-Industries**

- Federal savings institutions
- Federal savings and loan associations
- Federal savings banks