

## NAICS Assignment

1. Find NAICS
  - Use County Business Patterns
  - Find 6 digit code that is the closest match
2. Compute growth in industry over last 5 years
  - Compare % change in number of establishments per year
3. Compute growth in employees vs number of establishments over last 5 years
  - Compare % change in number of employees to % change in number of establishments per year
4. Compute growth in payroll vs number of establishments over last 5 years
  - Compare % change in annual payroll to % change in number of establishments per year
5. Compare average size of establishment growth over last 5 years
  - Compute the % change in each size category for each year
6. Determine if payroll is growing faster than employment over last 5 years
  - Compare % change in annual payroll to % change in number of employees
7. Determine if average pay is growing faster than employment over last 5 years
  - Compare % change in average pay to % change in number of employees

### Growth in industry

- Defines the level of competition
- Perceived increase in demand
- Indicates low barriers to entry

### Growth of employees vs Number of establishments

- Increased growth of employees to establishments indicates a growth in market demand.

### Growth in payroll vs number of establishments

- Increase indicates growth in market
- Shrinking labor pool
- Higher paying skills required

### Change in average size of establishment

- Describes where the type of establishment which is growing
- Growth could be a mom & pop place or a large firm
- Growth in large firm could be because of economies of scale or marketing power
- Growth in small firms could be because of service or specialty items

### Payroll growing faster than employment

- Shrinking labor market
- Higher paying skills required
- Government regulation

### Average pay is growing faster than employment

- Shrinking labor market
- Higher paying skills required
- Government regulation