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