Resource: NAICS Online and US Census Bureau’s Economic Census, and County Business Patterns

[both are linked to the MGT101 Course Page]

Use NAICS online to find the code for the industry into which your business would fall. This number will be useful in doing research.

Then take the NAICS code and search for information in the Economic Census and County Business Patterns that will provide you with annual salaries for employees working in the industry. Can you find data for specific geographic areas?

Deliverables

* Be ready to explain how you found your industry code(s), and your rationale for choosing the code or codes you decided to use.
* Be prepared to demonstrate the step by step process by which you used your code both in the Economic Census and County Business Patterns to show us the average salary for workers in your industry in California, as well as in one of the metropolitan areas in the Bay Area.
* Why is this information important? How would you use this information in a business plan?