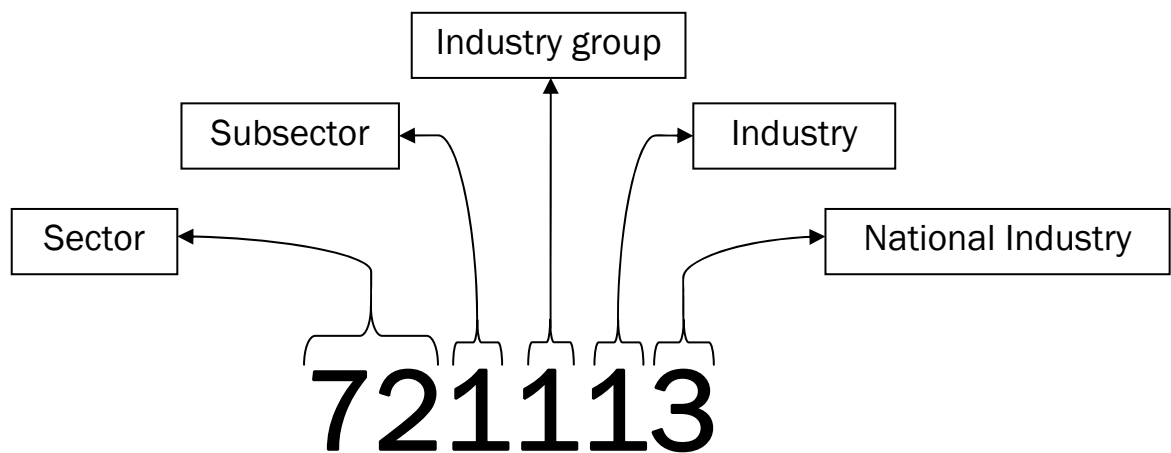


NAICS Codes

What are NAICS codes and why should I care?

North American Industry Classification System (NAICS) codes are used to group together similar companies and industries to make it easier to collect statistical data. Code searching makes it easier to conduct research on an industry or to compare a company to its competitors. Many of the databases you have access to at Saint Mary's allow you to search for information based on NAICS codes, so knowing how to use these codes will make you a more effective researcher.

Reading NAICS Codes



NAICS codes vary in length between two and six digits. Two digit codes only tell you the sector of the economy, whereas a six digit code will refer to a specific industry. The NAICS system is an agreement between Canada, the United States, and Mexico. The five digit codes are mutually agreed upon by all three countries and the sixth digit allows each country to be more specific if it requires. Remember that most databases are American, so you should use the American six digit code when searching rather than the Canadian one (if they are different).

How to find NAICS codes

You can find NAICS codes a few different ways. You can start at either:

- the Statistics Canada website (<http://www.statcan.gc.ca/subjects-sujets/standard-norme/naics-scian/2007/list-liste-eng.htm>)
- or the US Census Bureau (<http://www.census.gov/eos/www/naics/>)

and click through the options until you find the code you want.

There is also a print NAICS directory in the library published by Statistics Canada:

- North American Industry Classification System - HF 1044 C2 N67 2007 REF.

You can find codes by starting with a company (or a few) that you know are in the industry you're interested in studying. Mergent Online lists NAICS codes in parentheses in the Industry field of company profiles. Alternatively, you can search the name of the company in the ABI database and click on a record related to that company. If you scroll to the "Indexing (Details)" section, you may see one or more NAICS code listed for the company.

NAICS and SIC Codes

NAICS codes were introduced in 1998 to replace Standard Industrial Classification codes (SIC). Both codes serve the same function, but NAICS codes allow for greater specificity. NAICS codes also allow for a higher degree of comparability within the North American economy because they were developed jointly between Canada, the United States, and Mexico. However, SIC numbers are still being used in many places including different databases, in print sources, and the US Securities and Exchange Commission. The Statistics Canada website and the US Census Bureau website both offer concordances which will allow you to cross-reference NAICS codes with SIC codes and vice versa.

Statistics Canada Concordances

<http://www.statcan.gc.ca/concepts/concordances-classifications-eng.htm>

US Census Bureau Concordances

<http://www.census.gov/eos/www/naics/concordances/concordances.html>

Example:

SIC-E 1980		NAICS 2002	
A0114	Poultry and Egg Farms	112310	Chicken Egg Production
		112320	Broiler and Other Meat-Type Chicken Production
		112330	Turkey Production
		112391	Combination Poultry and Egg Production
A0115	Sheep and Goat Farms	112399	All Other Poultry Production
		112410	Sheep Farming
		112420	Goat Farming

Statistics Canada. (2006, July 3). Concordance: Standard Industrial Classification - Establishments (SIC-E) 1980 to North American Industry Classification (NAICS) 2002. Retrieved from http://www.statcan.gc.ca/subjects-sujets/standard-norme/concordances/sice-ctie80_naics-scian02-eng.htm

Possible Points of Confusion

One thing that may cause problems is that many companies are engaged in multiple industries. The primary NAICS code will be based on whatever the main focus of the company is. For instance, Bombardier is only listed under All Other Transportation Equipment Manufacturing (336999) in Mergent Online, but ABI also lists Bombardier under Railroad Rolling Stock Manufacturing (336510), Aircraft Manufacturing (336411), and Offices of Other Holding Companies (551112).

Companies may have subsidiaries involved in an industry, which may or may not appear in your searches. For example, Ford Motor Company and General Motors both have financing divisions, but are only listed as manufacturers because their financing divisions are technically separate companies.

If you want to search for an industry group in a database such as ABI/Inform, you could try typing in the 4 digit NAICS number, but this would not include results listed under the 5 or 6 digit numbers that fall within that industry group. Instead try searching for the 4 digit code and add an asterisk at the end. This will search for any codes that start with those 4 digits.

Key Resources That Use NAICS Codes

ABI/INFORM Global	Click the "ABI" link on the library homepage
EBSCO Academic Search Premier	Click the "EBSCO Academic" link on the library homepage
LexisNexis (including Hoover's, The Market Share Reporter, and other sources)	Access is only available in the library. Consult a reference librarian at the Information & Research desk to get logged in.
Mergent Online	Click on "Databases A-Z" on the library's home page, then click "Mergent Online".
Research Insight	In library only. From a public access terminal click Start> All Programs> Library Resources> Business Resources> Research Insight
Standard & Poor's (S & P)	Library Reference collection. Call number: HG 4057 .A4. Also available as part of LexisNexis
Statistics Canada	From the library homepage click on "Statistics & Data". There are several Statistics Canada links, as well as CANSIM. You can also access some data from http://www.statcan.gc.ca