

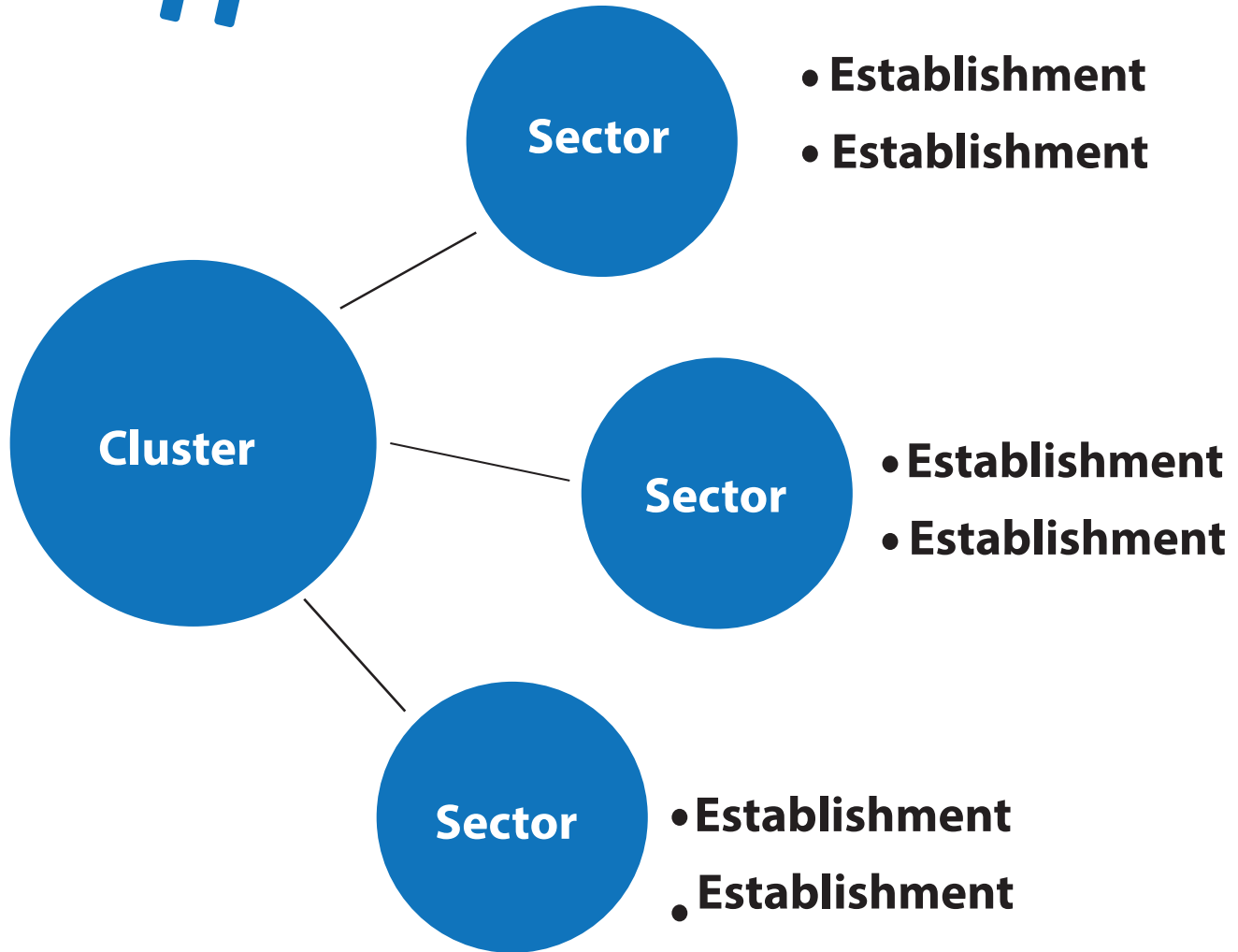


Session 1: SET Data Scavenger Hunt

Business/ Industry	Number of Employees	Workforce Skills	Type	Earnings	Size Large/ Small	County/ Location	Supported by this Business/ Industry



Industry Data: Key Definitions



Industry Data are like building blocks. Similar Industry *Establishments* create Industry *Sectors*, and Industry Sectors either producing similar goods or industries that buy and sell from each other support the formation of Industry *Clusters*.



- The North American Industry Classification System (NAICS) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy.
- These data are for industries aggregated at the 2-Digit NAICS codes. By adding more digits to the codes, the sectors become more narrowly defined.
- Information on NAICS classification can be found at <http://www.census.gov/eos/www/naics/>

Industry Clusters

- Clusters are defined as a group of industries that are similar in one or both of the following ways:
 - **Horizontal Clusters** – Same type of product or service that uses similar inputs (i.e. automotive cluster: Toyota, Honda, Nissan)
 - **Vertical Clusters or Value Chains** – Physical representation of the various processes involved in producing goods and services, starting with raw materials and ending with the final delivered product.
- Link to the taxonomy of each cluster:
https://www.statsamerica.org/innovation/reports/sections/appendix_1.pdf
- Member industries within a cluster might sell and buy from each other, use similar technologies, share a labor pool and supply chains, have common support services and specialized infrastructure, and have a variety of jobs with a range of earnings.
- Industry clusters are supported by businesses from multiple industry sectors, trade associations, workforce boards, educational institutions, research and development centers, and governments.