

GoForth's Guide to Finding your NAICS Code - STATCAN

NAICS stands for the North American Industry Classification System...kind of a mouthful, but a pretty important one. The purpose of NAICS - used in Canada, Mexico and the United States - is to provide statistical information for various industries throughout North America.

As an entrepreneur, you need to know if you're "starting-up" in a viable industry and if so, then how so? How is the competition faring? You'll find data related to industry productivity and performance, inputs and outputs, unit labour costs and employment stats...all very important when conducting research for your business. Let GoForth show you how to get started now...

Step 1: Visit www.statcan.gc.ca

Step 2: Click on the **Information for...analysts and researchers** link at the left hand side of the page

Step 3: Next, select **Understanding statistics...Definitions, data sources and methods**, also in the left column

Step 4: Under **Standard Classifications** on the right, click on **Industry**

Step 5: A list of classifications will appear under "Canada". Select the most recent one.

Step 6: Select **Standard Classification**

Step 7: A list of industries will appear with a two-digit number to the left of each. Select the number/code that best describes the industry of your business. Once you've selected a code, a new list of businesses will appear. Select the one that best describes your business. If this list does not appear to include your business, proceed with Step 8.

- Or -

Step 8: Select **Search NAICS** at the top of the chart and type in your specific business to determine the industry classification. You may have to try a few keywords to find your correct code. The search will reveal a list of six-digit numbers accompanying more specific kinds of businesses related to your search. Select the most appropriate code.

Step 9: Once you've selected the six-digit code for your business, be sure that the description given matches your business exactly. If it doesn't, keep scanning through the lists until you find the accurate code. By clicking on **Example Activities** below the classification code, you can determine if you've selected the right one based on the activities listed.

Step 10: With your 6-digit code determined, you can now begin researching industry data. Visit Canadian Industry Statistics (CIS) at <http://www.ic.gc.ca/eic/site/cis-sic.nsf/eng/Home> to find the information you're looking for.

