



tool created by Ty Stratton

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Table: NAICS2017

REPORT

MARION COUNTY

MARION

2023

BREWERIES

NAICS2017

WORKFORCE

249

BUSINESSES

16

TOTAL EMPLOYEE EARNINGS

\$6.2M

LARGEST CREATIVE INDUSTRY

Engineering Services

\$1.5B



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About This Report

This report offers a comprehensive analysis of the creative economy in Marion County, Indiana for 2023. It provides key metrics on workforce size, business establishments, and annual payroll, while comparing Marion County with other counties in Indiana.

Use this report to understand Marion County's position in the creative economy landscape, identify growth opportunities, and make data-driven decisions about economic development initiatives.



DATA SOURCES

This report relies on the following authoritative data source

U.S. Census Bureau's County Business Patterns

NAICS2017

Primary data source for industry-level business statistics, analyzed using the NAICSC2017 table by NAICS code. Provides comprehensive economic data at the county level.

ANNUAL PAYROLL

NAICS2017 PAYANN

ESTABLISHMENTS

NAICS2017 ESTAB

EMPLOYMENT

NAICS2017 EMP

Data Period

2023

About NAICS Classification

The North American Industry Classification System (NAICS) is used by Federal statistical agencies to classify business establishments for collecting, analyzing, and publishing statistical data related to the U.S. business economy. This report focuses on creative industry sectors.



ANNUAL PAYROLL RANKINGS BY COUNTY

MARION

2023

BREWERIES

NAICS2017

RANK 2023	COUNTY	ANNUAL PAYROLL	RANK 2022
1 =	Lake	\$11,279,000	1
2 =	Marion	\$6,159,000	2
3 =	Monroe	\$2,523,000	3
4 =	Johnson	\$1,309,000	4
5 ↑	Hamilton	\$958,000	6
6 ↓	Allen	\$828,000	5
7 =	Tippecanoe	\$550,000	7
8 =	Porter	\$136,000	8

* This table shows the top 10 Indiana counties by total annual payroll for Breweries in 2023, offering a snapshot of where the creative industry has the largest economic footprint and strongest local impact.

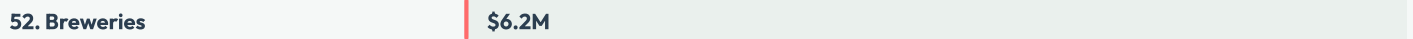
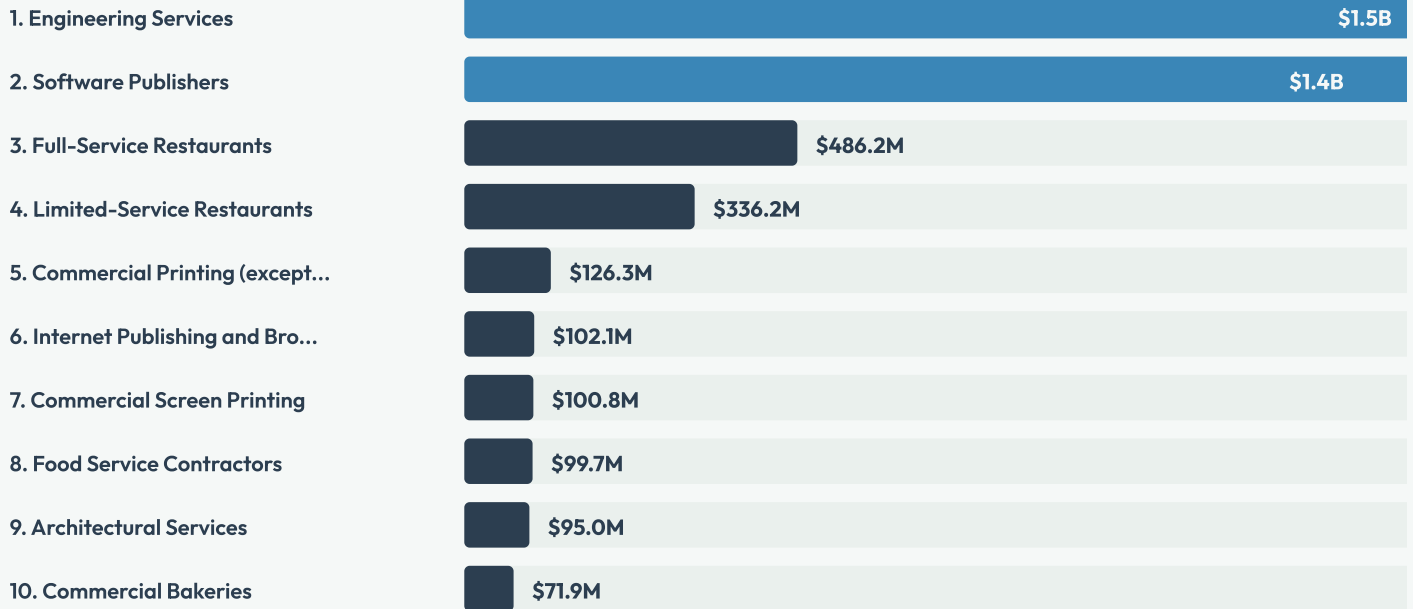


TOP INDUSTRIES BY TOTAL EMPLOYEE EARNINGS

MARION

2023

NAICS2017



Total Employee Earnings Scale



Selected Industry



GROWTH TRENDS

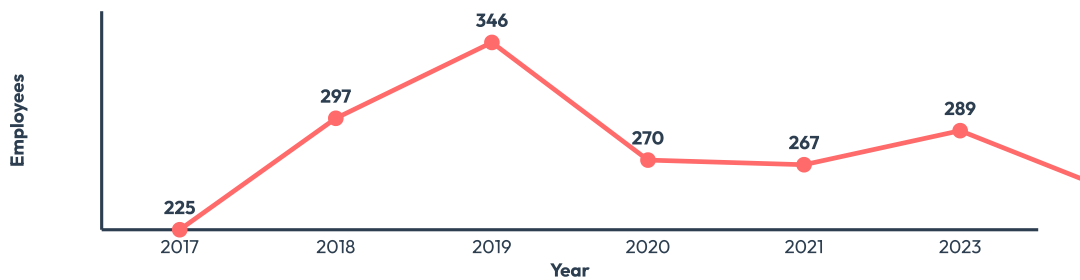
MARION

2017-2023

BREWERIES

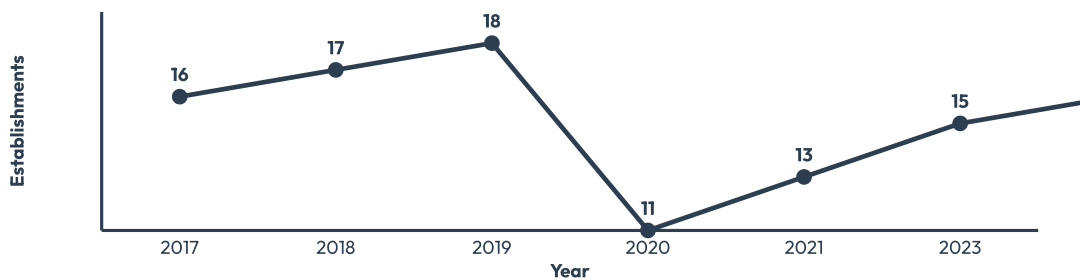
NAICS2017

Workforce Growth



Growth Rate (2017-2023): **+28.4%**

Business Establishments Growth



Growth Rate (2017-2023): **-6.2%**



FASTEST GROWING INDUSTRIES BY ANNUAL PAYROLL

MARION

2017-2023

NAICS2017

RANK	INDUSTRY	PAYROLL (2017)	PAYROLL (2023)	GROWTH RATE (2017-2023)
1	Nail Salons	\$588.0K	\$2.6M	+343.0%
2	Mobile Food Services	\$368.0K	\$1.6M	+329.6%
3	Baked Goods Stores	\$307.0K	\$1.2M	+285.3%
4	Wood Kitchen Cabinet and Countertop Manufacturing	\$2.1M	\$6.9M	+229.8%
5	Barber Shops	\$1.4M	\$4.2M	+207.9%
6	Independent Artists, Writers, and Performers	\$3.7M	\$10.8M	+192.8%
7	Art Dealers	\$401.0K	\$995.0K	+148.1%
8	Furniture Merchant Wholesalers	\$26.1M	\$58.5M	+124.5%
9	News Dealers and Newsstands	\$370.0K	\$814.0K	+120.0%
10	Ornamental and Architectural Metal Work Manufacturing	\$2.6M	\$5.6M	+117.8%

Note: Only includes industries with at least \$100,000 annual payroll in 2017.



FASTEST DECLINING INDUSTRIES BY ANNUAL PAYROLL

MARION

2017-2023

NAICS2017

RANK	INDUSTRY	PAYROLL (2017)	PAYROLL (2023)	GROWTH RATE (2017- 2023)
1	Media Representatives	\$8.5M	\$843.0K	-90.0%
2	Book, Periodical, and Newspaper Merchant Wholesalers	\$12.5M	\$2.4M	-80.5%
3	Musical Instrument and Supplies Stores	\$5.5M	\$2.4M	-56.4%
4	Children's and Infants' Clothing Stores	\$3.5M	\$1.6M	-55.9%
5	All Other Specialty Food Stores	\$1.8M	\$893.0K	-51.4%
6	Stationery and Office Supplies Merchant Wholesalers	\$9.7M	\$4.9M	-49.5%
7	Support Activities for Printing	\$7.5M	\$4.2M	-43.4%
8	Book Publishers	\$4.5M	\$2.8M	-37.9%
9	Book Stores	\$3.3M	\$2.3M	-30.9%
10	Other Services Related to Advertising	\$11.3M	\$8.9M	-20.9%

Note: Only includes industries with at least \$100,000 annual payroll in 2017.

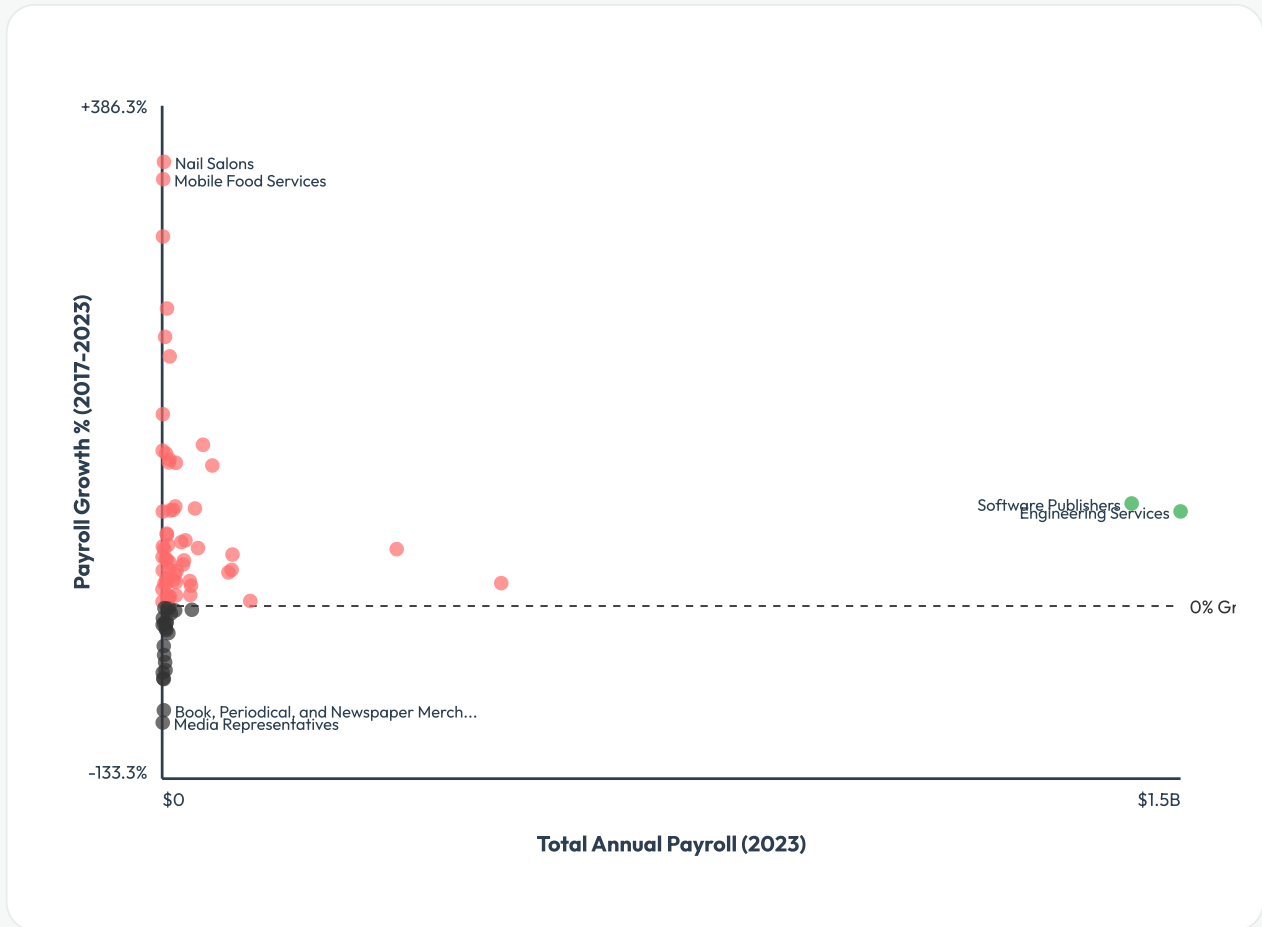


INDUSTRY GROWTH VS. SIZE

MARION

2017-2023

NAICS2017



Understanding the Plot:

Top-Right:

Large industries growing fast.

Top-Left:

Smaller industries growing fast.

Bottom-Right:

Large industries declining/stagnating.

Bottom-Left:

Small industries declining/stagnating.

Only includes industries with at least \$100,000 annual payroll in 2017.

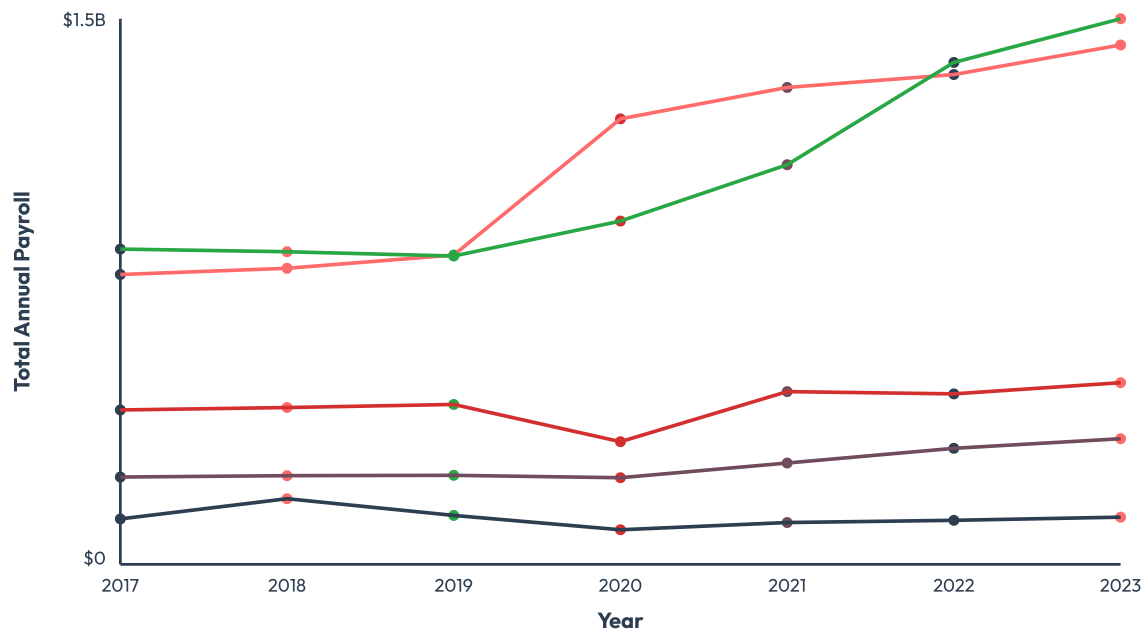


TOP 5 INDUSTRY PAYROLL TRENDS

MARION

2017-2023

NAICS2017



- Commercial Printing (except Screen and Books)
- Software Publishers
- Engineering Services
- Full-Service Restaurants
- Limited-Service Restaurants

This chart shows how the total annual payroll for the county's current Top 5 largest creative industries (by 2023 payroll) has changed between 2017 and 2023. It helps visualize if these key industries are still growing, have plateaued, or are declining.