

# Researching an Industry

To effectively research an industry, there are several different types of resources you can use:

- Magazine, newspaper and journal articles
- Standard reference sources
- The Internet

To find the resources listed in this guide, as well as other industry resources, first go to the library home page at: <http://www.usfca.edu/library>. Click on the link next to Start Your Research: **Research by Subject**. Then, click on the link **Business & Management**. Once within this section, you can choose databases from the alphabetical **Database List**, choose search engines from the **Web Search** link, or browse the featured business resources.

## How to Begin

**When researching an industry, consider the following:**

- Is your industry a segment of a larger industry? For example, men's shoes is part of the larger segment called apparel, which is part of the larger industry of retail.
- What kind of industry are you studying? Is it service, manufacturing, retail, etc.?
- Do you know the SIC and NAICS codes for your industry?

### Article and General Industry Databases

**ABI/Inform Global:** <http://www.usfca.edu/library/databases/abi.html> Includes citations and summaries and full text from about 1000 business periodicals that contain company and industry information, as well as products, services and notable people.

### Business and Company Resource Center:

<http://www.usfca.edu/library/databases/busandcom.html> In addition to news, this database contains company profiles, brand information, rankings, investment reports, stock quotes, consumer marketing data, corporate chronologies and histories and analysts' reports.

**Business & Industry:** <http://www.usfca.edu/library/databases/bni.html> Focuses on facts, figures, events and market information about companies, industries, products and markets. It covers all industries and is international in scope.

### GMID: Global Market Information Database:

<http://www.usfca.edu/library/databases/gmid.html>

**For companies:** Short overviews of many companies, including strategic information, company background, and contact information. **For industries:** Full-text market reports, global industry information, consumer demographics, comment from expert industry and country analysts, and much more.

**LexisNexis Academic:** <http://www.usfca.edu/library/databases/academicuniv.html>  
Search the **Business > Industry & Market** section for industry data from numerous sources. Or do a general news search on your industry.

**Net Advantage:** <http://www.usfca.edu/library/databases/netadvantage.html> Includes research, data, and commentary on companies, industries, stocks, bonds, and funds, from popular Standard & Poor's research products such as Industry Surveys, Stock Reports, Corporation Records, The Register of Corporations, Directors and Executives, The Outlook, and Mutual Fund Reports among others.

**TableBase:** <http://www.usfca.edu/library/databases/tablebase.html> Used for finding statistical information, including market share from journals and reports on companies, industries, products, countries and markets.

### **Print Reference Sources**

All of these resources can be found in the Reference Area, Gleeson first floor.

### **Industry Profiles, Overviews, and Trends**

#### **Handbook of North American Industry**

Overviews and statistics for North American industries. Includes maps, charts and graphs. Call number: **Ref HF1746 .H37**

#### **Market Share Reporter**

Provides the market share for many companies within an industry, shown with pie charts and graphs. Call number: **Ref HF 5410 M35**

#### **Standard & Poor's Industry Surveys**

Contains overviews of the current state, trends and prospects for about 35 U.S. industries. Includes statistics for revenue, income and profitability.  
Call number: **Ref HC 106.6 S74, also ONLINE in Net Advantage database.**

#### **Value Line Investment Survey**

Includes reports on companies in about 95 industries. Industry information includes financial statistics and charts, updated quarterly. There is also a general weekly review and financial outlook summary. Call number: **Reserve Desk (request at Circ Desk, first floor Gleeson)**

### **Industry Codes**

#### **NAICS: North American Industry Classification System, United States**

Many online and print resources can be searched by NAICS codes. Find your industry's code here and then use the code to search for information about your industry in other reference materials. Call number: **Ref HF 1041 N67 (Located at Reference Desk)**  
**Also available online as: NAICS (North American Industry Classification System) through Databases (alphabetical list) on the library web site**

#### **SIC: Standard Industrial Classification Manual**

Many online and print resources can be searched by SIC codes. Find your industry's code here and then use the code to search for information about your industry in other reference materials. Call number: **Ref HF 1011 U 613 (Located at Reference Desk)**  
**Also available as: SIC (Standard Industrial Classification) online through Databases (alphabetical list) on the library web site**

## Industry Associations

Use these resources to find the associations for your industry, then go to the associations' web sites for industry overviews, statistics, and more.

### Encyclopedia of Associations

**PRINT:** Call number: *Ref AS 22.5 G15*, also available **ONLINE** in Business & Company Resource Center database.

### National Trade and Professional Associations of the United States

**PRINT:** Call number: *Ref HD 2425 D53*

### American Society of Association Executives' Gateway to Associations Directory:

[http://www.asaenet.org/cda/asae/associations\\_search/1,3200,MEN3,00.html](http://www.asaenet.org/cda/asae/associations_search/1,3200,MEN3,00.html)

Choose "Gateway to Associations" then use the pull down menu "Category or Keyword" to choose your industry from the list and retrieve associations.

## Industry and Company Ratios

### Almanac of Business and Industrial Financial Ratios

Contains financial ratios arranged by SIC codes. Includes banks and financial industries. Includes graphs. Call number: *Ref HF 5681 R25 T68 (Located at Reference Desk)*

### Industry Norms and Key Business Ratios

Includes financial ratios for a variety of industries, arranged by SIC codes. Call number: *Ref HF 5681 R25 I525 (Located at Reference Desk)*

### RMA Annual Statement Studies

Includes financial statistics and ratios, as well as comparative historical data and current data ranked by sales. Call number: *Ref HF 5681 B2 R6 (Located at Reference Desk)*

## Statistics

### Business Statistics of the United States

Contains various industry statistics. Call number: *Ref HC 101 A14*

### Statistical Abstract of the United States

General statistics for many industries. Call number: *Ref HA 202 Un58 (Located at Reference Desk)* *Also available online through Databases (alphabetical list) on the library web site.*

## Selected Useful Websites for Industry Information

Bizjournals.com (industry news): <http://www.bizjournals.com>

BizStats.com: <http://www.bizstats.com>

CEO Express: <http://www.ceoexpress.com/html/indinduspages.asp>

County Business Patterns (industry information on the sub-national level):

<http://www.census.gov/epcd/cbp/view/cbpview.html>

Industry Research Desk: <http://www.virtualpet.com/industry/>

Price's List of Lists: <http://www.specialissues.com/lol/>

SPGMedia.com: <http://sites.spgmedia.com/>

U.S. Census Bureau Current Industrial Reports: <http://www.census.gov/cir/www/>

Valuation Resources.com: <http://www.valuationresources.com/industryreport.htm>

Yahoo: <http://biz.yahoo.com/industry/>