



## INDUSTRY RESEARCH

### What is the Standard Industrial Classification?

*Standard Industrial Classification Manual (SIC) 1987* Ref HF1042 .A55 (Table #1)  
The United States Standard Industrial Classification, or SIC codes, is a four-digit numerical system which classifies manufacturing and service industries. Industry information sources often present data arranged by SIC codes.

Internet: <http://www.osha.gov/pls/imis/sicsearch.html>

*North American Industry Classification System United States, 2007 (NAICS)*  
(Ref HF1042 .N677 2007 Table #1) The NAICS manual has tables comparing NAICS and SIC codes as well as alphabetical lists of both systems. The NAICS system has not fully replaced the SIC codes yet (in the real world anyway).

Internet: <http://www.census.gov/epcd/www/naics.html>

### What resources will I use for a detailed overview of an industry?

*Manufacturing and Distribution U.S.A.* 3v Ref HD9721 .M364 (Table #1)  
Data arranged by NAICS code for major industries. The leading companies are ranked for the industry. There is also location by state and regional concentration.

#### *Snapshot Series North America Databases*

Detailed online reports on over 630 US or Canadian industries. Search by industry or select the "Publications" tab, then the "By Industry" tab to see a listing of major industry groups. Open the "View Documents" link for the listing of individual reports. Open each for the **full text** of the report.

*Standard and Poor's Industry Surveys* 3v Quarterly Ref HC106.6 .S74 (Table #1)  
The *Industry Surveys* present detailed statistical and analytical data for fourteen broad industries. The indexes lead to smaller industry segment and company. This is an **essential resource for industry research!**

*Value Line Investment Service* (ask at Reference Desk) *Value Line* includes a valuable, succinct "Industry Timelines" report of one page on each of 92 industries.

*Ward's Business Directory* Ref HG4057 .A575 (Table #2)

*Ward's* ranks companies by sales within both the industry NAICS and SIC codes.

**Internet sites with Industry Data:**

*County Business Patterns* <http://www.census.gov/epcd/cbp/view/cbpview.html>  
Economic data for industries by US county.

*Current Industrial Reports (CIR)* <http://www.census.gov/cir/www/index.html>  
Surveys that measure manufacturing for important commodity areas.

*US Economic Census 2002* <http://www.census.gov/econ/census02>  
The essential census of industries, done every 5 years.

**Find these and others on the Library's *Internet Reference Sites*:**

Library Home Page: <http://www.csupomona.edu/~library/> Click on link for *Websites by Subject*. Select "Industries" from listing under Subjects A to Z.  
<http://www.csupomona.edu/~library/websites/industry.html>

**Where can I look for articles on a particular industry?**

**Do a literature search** (Consult *Business Subjects Databases* guide):

***ABI/Inform Global Databases***

Abstracts from some 1,800 US and international publications; from August 1971 to the present. Select **Advanced Search**.

***Business Full Text (Wilson Web) Databases***

Some 350 essential business periodicals are included in this index; abstracts, and some full text.

***Factiva Databases***

Access to 9,000 journals and other business publications, worldwide coverage.

**Where do I find the financial ratios for industry groups?**

*Industry Norms and Key Business Ratios* Ref HF5681 .R25 K48 (Table #1)

*RMA Annual Statement Studies* Ref HF5681 .B2 R6 (Table #1)

Troy. *Almanac of Business and Financial Ratios* Ref HF5681 .R25 T68 (Table #1)  
This source includes the ratios for banking.