



INDUSTRY RESEARCH

What is the Standard Industrial Classification?

Standard Industrial Classification Manual (SIC) 1987 Ref HF1042 .A55 Business Reference. 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 Business Reference. 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?

Standard and Poor NetAdvantage Database

See "Industries" tab at top. The *Industry Surveys* present detailed statistical and analytical data for over 50 industry categories. You can also search by company. This is an **essential resource for industry research!** Issues for 2008 and earlier in paper in stacks HC106.6 .S74.

IBISWorld Database

Over 700 detailed reports on industries organized by NAICS code. Search by key words or open reports from listing. Note Table of Contents in left column. Reports reference and link to other reports of similar industries. These are very detailed and evaluative reports.

Mergent Online Database

See "Industry Reports" tab at top. Industries **worldwide** (select a region of the world, North America, Europe, Asia Pacific) going back to 2003.

Manufacturing and Distribution U.S.A. Ref HD9721 .M364 Business Reference.

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 Database

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.

Value Line Investment Survey Ref HG 4501 .V26 Business Reference. *Value Line* includes a valuable, succinct "Industry Timelines" report of one page on each of 92 industries.

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*:
http://www.csupomona.edu/~library/tutorials/business_databases.html):

ABI/Inform Global **Databases**

Articles 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 **Database**

Mostly full text articles from some 9,000 publications worldwide.

Where do I find the financial ratios for industry groups?

D&B Industry Norms and Key Business Ratios Ref HF5681 .R25 K48 (Business Reference)

CCH (Troy) Almanac of Business and Industrial Financial Ratios Ref HF5681 .R25 T68 (Business Reference) This source includes the ratios for banking.

RMA Annual Statement Studies® Financial Ratio Benchmarks Ref HF5681 .B2 R6 (Business Reference)