



Resources for Industry Analysis

[Http://www.regis.edu/library](http://www.regis.edu/library)

Introduction:

The following guide is organized according to common tasks involved in finding and interpreting the statistical, financial, and qualitative information required to create a comprehensive industry analysis.

Finding the NAICS or SIC codes for an Industry:

Before you begin your research, it's helpful to identify your industry's NAICS and SIC codes by using one or more of the following resources.

NAICS Codes:

[North American Industry Classification System Search](http://www.census.gov/pub/epcd/www/naics.html) –
<http://www.census.gov/pub/epcd/www/naics.html>

North American Industry Classification System.
DML Ready Ref PREX 2.6/2:IN27/2002 (PRINT).
(Behind the Dayton Memorial Library Reference Desk).

SIC Codes:

[Standard Industrial Classification System Search](http://www.osha.gov/oshstats/sicser.html) -
<http://www.osha.gov/oshstats/sicser.html>

Standard Industrial Classification Manual. DML
Ready Ref PREX 2.6/2:IN27/1987 (PRINT).
(Behind the Dayton Memorial Library reference desk).

NAICS and SIC What's the difference?

The six-digit NAICS was developed by Mexico, the U.S. and Canada to represent modern North American industries. In 1997 it replaced the somewhat antiquated and U.S.-centric SIC as the official system of the U.S. Government. A few federal agencies still employ the four-digit SIC, as does Dun and Bradstreet's Key Business Ratios.

Finding industry reports and analyses:

[Business Source Premier](#) -

<http://www.regis.edu/library.asp?page=research.fulldatabaselist>

Business Source Premier includes Data Monitor Industry and Market Research Reports, Plunkett Research Industry Almanacs, and Global Insight Industry Yearbooks. Enter key words or descriptors for your industry, (e.g. banking, snack foods, engineering) into the search box, or search by NAICS code. You can refine your search by selecting “Industry Profiles” as a publication type.

[Standard and Poor’s NetAdvantage](#) -

<http://www.regis.edu/library.asp?page=research.fulldatabaselist>

S&P’s NetAdvantage includes current, detailed analysis of 55 industries, from advertising to wireless communication. Each report has statistical tables and business ratios for industry leaders. To access industry information, select “Industries” from the top menu bar, and choose an industry from the dropdown list. Use links on the left side of the page to view different parts of the report.

[Mergent Online](#) - <http://www.regis.edu/library.asp?page=research.fulldatabaselist>

Mergent offers detailed reports on the structure and competitiveness of 29 core industries in Asia, North America, and Europe. Select the “Industry Reports” tab at the top of the Mergent homepage, and choose from the list of industries.

[Mergent’s Industry Review DML REF HG 4961 .M68 \(PRINT\)](#).

This semi-annual publication provides summaries of companies in 100 industries. Summaries include growth rates, revenues, return on equity, and business ratios.

[Business & Company Resource Center](#) -

<http://www.regis.edu/library.asp?page=research.fulldatabaselist>

Use the “Industry” icon to search by industry key word or industry classification code (NAICS or SIC). Then, select the tabs at the top of the screen to navigate through industry overviews, news and journal articles, market share information, company profiles, company litigation, products, financials, and rankings.

[Value Line Investment Survey](#) -

<http://www.regis.edu/library.asp?page=research.fulldatabaselist>

Value Line ranks 100 industries for their investment prospects. The reviews are brief (one page compared to 40 or 50 in Standard & Poor’s), but offer good insight. Select the “Industry Lookup” link from menu on the left side of the page. Then, click the appropriate icon in the “Industry Report” column.

Finding Industry Ratios:

[RMA Annual Statement Studies.](#)
[DML REF HF5681 .B2 R58 \(PRINT\).](#)

This annual print source provides industry ratios in retail, wholesale, manufacturing and construction industries. The most detailed of industry ratio sources, RMA looks at cost of sales, collection cycle, revenue per employee, management effectiveness and other measures. RMA presents industry data by quartile.

[Almanac of Business and Industrial Financial Ratios.](#)
[DML HF5681.R25 A45 \(PRINT\).](#)

Financial ratios for almost 200 North American industries are included in this annual print source. Fifty financial data points, distilled from IRS corporate tax returns, are presented by NAIC code and company-asset size.

[Key Business Ratios](#) - <http://www.regis.edu/library.asp?page=research.fulldatabaselist>
[Industry Norms and Key Business Ratios](#) [DML REF HF5681.R25 I53 \(PRINT\).](#)

Dun & Bradstreet's Key Business Ratios provides industry ratios in SIC code arrangement. The array of financial ratios covers industry solvency, efficiency, and profitability. To find ratios for a SIC code using the online version, click the small downward-pointing arrow beside the SIC column heading.

Creating a Mergent report that compares companies within an industry:

[Mergent Online](#) - <http://www.regis.edu/library.asp?page=research.fulldatabaselist>

Mergent's database includes financial data for 15,000 U.S. public companies, and 20,000 public international companies. You can use this company data to create custom industry reports with your choice of business ratios and financials.

To create an industry report including competitors of a specific company:

1. Conduct a basic search to find your target company, and open the company report.
2. Select the "Create Reports" tab and then, "Comparison Reports" sub tab.
3. Select "Compare Company Against Industry."
4. Check the "Use Extended Items" option to include industry ratios and financials in your report.

What are Quartiles?

Quartiles are three values that divide a set of data into four equal parts. In *RMA Annual Statement Studies* and *Key Industry Ratios*, a value will be given for:

- The average of those companies at the 75th percentile of an industry (upper quartile),
- at the 50th percentile (the mean), and
- at the 25th percentile (lower quartile).

Need help using Mergent's advanced search feature?

There's a tutorial at:
<http://www.regis.edu/content/lib/pdf/lib.handouts.MergentOnlineAdvancedSearch.pdf>

5. Choose your report criteria. (Note that, under the “Peer Group selection” heading, you can change the scope of your report to include US companies only).
6. Check the “Include average in heading” box.
7. Click the “Create Report” button to generate your report.

To create an industry report using NAICS or SIC codes:

1. Use Mergent’s advanced search feature to find companies belonging to a specific industry classification (NAICS or SIC code).
2. After you’ve generated a list of companies, select “Click here to add all the companies from this search,” (or select a subgroup of the company results).
3. Move your cursor to the “Company Analysis List” (upper, right-hand corner) and click the “(expand)” link. Choose “Create Comparison Report” from the menu.
4. Select your search criteria.
5. Check the “Include average in heading” box.
6. Click the “Create Report” button to generate your report.

Finding current industry news:

There are several article databases listed on the Regis Libraries’ [Resources for Business](#) webpage (<http://www.regis.edu/library.asp?page=research.sg.business&interest=20>). The following are particularly useful for industry news research:

[Business Source Premier](#) -

<http://www.regis.edu/library.asp?page=research.fulldatabaselist>

Business Source Premier includes the full text of trade publications that offer news, analysis, and product reviews intended for industry professionals. To limit your results to trade publications, enter key words or descriptors for your industry, (e.g. banking, snack foods, engineering) into the search box, and select “Trade Publication” as a publication type.

[LexisNexis Academic](#) - <http://www.regis.edu/library.asp?page=research.fulldatabaselist>

An excellent source for current business news, LexisNexis Academic includes popular business news sources, as well as hundreds of niche business and industry titles in the “Industry & Market” section. Company profiles and financial data are also available. To access business news, select the “Business” link from the menu on the upper-left side of the database homepage, and a business information menu will appear.

[Business & Company Resource Center](#) -

<http://www.regis.edu/library.asp?page=research.fulldatabaselist>

This is a good source for industry news, press releases, and contact information for industry associations. Use the “Advanced Search” icon to limit your search by industry and type of document. Or, use the “Industry” icon to search by industry key word or industry classification code (NAICS or SIC).

[Associations Unlimited](http://www.regis.edu/library.asp?page=research.fulldatabaselist) - <http://www.regis.edu/library.asp?page=research.fulldatabaselist>

Associations Unlimited is an online directory of about 460,000 international and U.S. nonprofit associations. Included are business and industry organizations, which can be an excellent source of current industry news. To limit your results to business and trade organizations, try using the Subject/Any Word Search. Then, select “Business, Trade and Commercial Organizations” from the “Subject Category” field.

Finding information about Colorado industries:

[Colorado Business Economic Outlook 2007](#) -

http://leeds.colorado.edu/uploadedFiles/Faculty_and_Research/Research_Centers/Business_Research_Division/BEOF/BEOF2007_Full_Document.pdf

Intended for state policy makers, this annual publication of C.U. Boulder’s Leeds School of Business provides economic analyses and forecasts of Colorado industries.

[Colorado Office of Economic Development and International Trade](#) -

<http://advancecolorado.com/index.cfm>

Find information about emerging industries, local economies and employment demographics, industry organizations, infrastructure, and business development incentives. Each year the Office of Economic Development publishes the [Colorado Data Book](#) (<http://www.oed.state.co.us/oed/business-development/colorado-data-book.cfm>), a statistical profile of the state, which includes industry data.

[Colorado Labor and Industry Focus](#)

<http://www.coworkforce.com/lmi/clif/mar01/clifhome.asp>

Colorado employment and wage information by industry from the Colorado Department of Labor & Employment.