

## The Basics

To access the business library electronic resources, go to [ucblibraries.colorado.edu/business](http://ucblibraries.colorado.edu/business)  
You can access many business library e-resources 24/7 anywhere in the world. The instruction for remote access is on our website.

If you have spent more than 15 minutes on a single search, do ask for assistance! Reference desk hours are 10:00 am to 12 noon and 1:00 pm to 5:00 pm Monday through Friday or by appointment. You can also contact librarians if you have specific questions or need further assistance.

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## **Market and Industry Analysis**

### Industry Code

NAICS (North American Industry Classification System) is the new version of SIC (Standard Industry Classification) code. You can search for NAICS codes on the web at [www.census.gov/epcd/naics02/](http://www.census.gov/epcd/naics02/)

In many cases, information service companies are still using SIC codes. For an online conversion, go to [www.census.gov/epcd/www/naicstab.htm](http://www.census.gov/epcd/www/naicstab.htm)

If you cannot find the code for your topic, try different keywords or synonyms; or consult the paper version available at the circulation desk (*North American Industry Classification System: United States, 2002* (business library circulation desk))

For more information on NAICS, go to [www.census.gov/epcd/www/naics.html](http://www.census.gov/epcd/www/naics.html)

Alternatively, you can search on a company in the industry you are interested and see what SIC/NAICS codes are assigned to it. Each database may not assigned the same set of SIC/NAICS codes to the same company.

### Industry Survey/Market Research

- *Business and Company Resource Center*
  - Industry Survey
  - Market Research (the same report is in PDF format in *Business Source Premier*)
  - Market Share
- Standard and Poor's *NetAdvantage*

- Industry Survey
- *Business Source Premier*
  - > In the first search box, type in “industry profile and united states” and in the second search box, type in your industry.
- *Business and Industry* (also accessible through *Business Reference Suites*)
- *Marketresearch.com Academic*
- *Frost and Sullivan*
- *Gartner Advisory*
- *Wall Street Transcripts*
- *Investext Plus* (also in *Business and Company Resource Center*)

#### Trade Publications

- *ABI/INFORM Global*
- *Business Source Premier*
- *Business and Industry* (also in *Business Reference Suites*)
- *PROMT* (also in *Business and Company Resource Center* article search)
- *Business Index ASAP* (also in *Business and Company Resource Center* article search)
- *LexisNexis Academic*

#### Industry Associations

- *Associations Unlimited* (also in *Business and Company Resource Center*)

#### Demographics

##### General

- Census bureau and other government websites are excellent sources for demographic and economic data. We also subscribe to *Stat-USA*.
- *LexisNexis Statistical*
  - > Search Abstracts (do not limit by criteria unless you get too many hits).

### Market

- *Lifestyle Market Analyst* (business library circulation desk)
- *Demographics USA* (business library circulation desk)
- *Consumer Dimensions* (business library circulation desk)
- *Tablebase* (also accessible through *Business Reference Suites*)
- *Sports Business Research Network*

### Consumer

- *Simmons Study of Media and Markets* (dedicated terminals only—CD-ROM stations)
- *MRI/Mediamark Research* (dedicated terminals only—CD-ROM stations)

### Competition

- *ReferenceUSA*

## **Financial Plan**

### Industry Ratios

- *Annual Statement Studies* by Risk Management Association [Robert Morris Associates]  
(Latest volume at Circulation Desk, earlier volumes in Reference HC14 .R65)
- *Almanac of Business and Industrial Financial Ratios* by Leo Troy  
(Latest volume at Circulation Desk, earlier volumes in Reference HF 5681.R25 A44)
- *Industry Norms and Key Business Ratios* by Dun & Bradstreet  
(Latest volume at Circulation Desk, earlier volumes in Reference HF 5681.R25 I53)
- *Moody's Industry Review*  
(Latest volume at Circulation Desk or generate the report online through *Mergent Online*.  
*Mergent Online* is accessible within the business building, including wireless network, only)
  - In "create multiple company report" option, there is a feature to create comparison reports against industry or custom group.
- *S&P Analysts' Handbook* (This includes S&P 500 industries only and uses S&P's Global Industry Classification Standard)  
(Latest volume at Circulation Desk HG 4537 .S73)
- *Financial Studies of the Small Businesses*  
(Latest volume at Circulation Desk HD 2346 .U5 F55a)
- bizstats.com

### Company Financials

You can use the first two listed below to compile and download specific financial data from public companies into spreadsheets.

1. *Mergent Online*
2. *Thomson Research/Compact Disclosure* (business library access only)
3. *LexisNexis Academic* is accessible off-campus but users have to search company one by one. The Compare Companies feature is very limited in terms of searchable fields.
4. *Hoover's Online* (now part of D&B) includes private companies and quite a few entries have income statement, balance sheet, cash flow statement ... etc. Users need to click on the financials option on the left hand side for annual and historical data. Our subscription is at the Pro level so users can generate a list based on various options but cannot download selected data into a single report.
5. Search by ticker symbol in Google (result will include data from Yahoo! Finance, Fool.com, MSN MoneyCentral and Clear Station) or any other free websites.

### **Funding**

- *The Directory Of Venture Capital & Private Equity Firms, Domestic & International* (business library Reference HG4961 .F58)
- *Pratt's Guide To Private Equity Sources* (business library Reference HG65 .G83)

### **Operations and Distribution**

- *Thomas Register of American Manufacturers* (paper copy is in the Buck Room in the business library).
- *American Wholesalers and Distributors Directory* (online version is accessible through *Business and Company Resource Center* database; paper version is in business library Reference HF5421 .A43)