Researching an Industry

General/Basic

American FactFinder (website)
Business Insights: Global (Database)  Industries -> All
Industries
Business Source Premier (Database)
  Industry Profiles
Dunn and Bradstreet’s Million Dollar (Database)
  Industry Search Function
Economic Census (website)
Gale Directory Library (Database)
Gale Virtual Reference Library (Database)
  Includes Encyclopedia of American Industries and Encyclopedia of Emerging Industries
Morningstar- under Markets tab/Sectors (Database)
ReferenceUSA (Database)
  US Business Module
    Industry Search Function RMA Annual
Statement Studies
Small Business Collection (Database)
  Keyword industry in search term
S & P Global NetAdvantage (Database)
  Industry Survey and S & P Outlook –tabs
Statistical Abstract of the United States (Database)

Here are some examples of the industries that are covered by each database:

Morningstar Sectors (Database)
Industry Trends in Market (Under Markets Tab)
Morningstar has newsletters which feature what stocks, funds, or ETFs are selected for certain portfolios.
Morningstar DividendInvestor  Morningstar StockInvestor
Morningstar FundInvestor  Morningstar ETFInvestor
These can be found under the newsletters tab.

<table>
<thead>
<tr>
<th>Basic Materials</th>
<th>Consumer Defensive</th>
<th>Healthcare</th>
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<tbody>
<tr>
<td>Communication</td>
<td>Energy</td>
<td>Industrials</td>
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<tr>
<td>Consumer Cyclical</td>
<td>Financial Services</td>
<td>Real Estate</td>
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<tr>
<td>Technology</td>
<td>Utilities</td>
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</tr>
</tbody>
</table>
**Standard and Poor’s Global NetAdvantage Industry Surveys (Database)**

Industry Surveys (Tab)
The Outlook, S&P Capital IQ premier investment advisory newsletter, also features their own portfolios such as the Top Ten Model Portfolio feature of the Outlook. The Outlook is available every week except some holiday weeks like Christmas. (Tab)

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Food and Staples Retailing</th>
<th>Multiline Retail</th>
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</thead>
<tbody>
<tr>
<td>Aerospace and Defense</td>
<td>Food Products</td>
<td>Oil, Gas, Consumable Fuels</td>
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<tr>
<td>Agribusiness</td>
<td>Gas Utilities</td>
<td>Paper and Forest Products</td>
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<tr>
<td>Airlines</td>
<td>Health Care Equipment and</td>
<td>Pharmaceuticals</td>
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<tr>
<td>Automobiles</td>
<td>Supplies</td>
<td>Publishing and Advertising</td>
</tr>
<tr>
<td>Banks</td>
<td>Health Care Providers and</td>
<td>Real Estate Investment</td>
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<tr>
<td>Beverages</td>
<td>Services</td>
<td>Trusts (R.E.I.T.)</td>
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<tr>
<td>Biotechnology</td>
<td>Healthcare: Managed Care</td>
<td>Restaurants</td>
</tr>
<tr>
<td>Broadcasting, Cable, and Satellite</td>
<td>Heavy Equipment and Trucks</td>
<td>Road and Rail</td>
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<tr>
<td>Capital Markets</td>
<td>Homebuilding</td>
<td>Semiconductor Equipment</td>
</tr>
<tr>
<td>Chemicals</td>
<td>Hotels, Restaurants, and</td>
<td>Semiconductors</td>
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<tr>
<td>Chemicals Specialty</td>
<td>Leisure</td>
<td>Semiconductors and</td>
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<tr>
<td>Commercial Services and Supplies</td>
<td>Household Durables</td>
<td>Semiconductor Equipment</td>
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<tr>
<td>Communication Equipment</td>
<td>Household Products</td>
<td>Software</td>
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<tr>
<td>Computers: Networking</td>
<td>IT Products</td>
<td>Specialty, Retail</td>
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<tr>
<td>Computers: Storage and Peripherals</td>
<td>Insurance</td>
<td>Technology Software,</td>
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<td>Customer Finance</td>
<td>Insurance: Property-Casualty</td>
<td>Hardware, and Peripherals</td>
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<tr>
<td>Electric Utilities</td>
<td>Internet Software and</td>
<td>Telecommunications</td>
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<tr>
<td>Electronic Equipment and</td>
<td>Services</td>
<td>Telecommunications:</td>
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<tr>
<td>Instruments</td>
<td>Life Sciences Tools and</td>
<td>Wireless</td>
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<tr>
<td>Energy Equipment and Services</td>
<td>Services</td>
<td>Textiles, Apparel and Luxury</td>
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<tr>
<td></td>
<td>Machinery</td>
<td>Goods</td>
</tr>
<tr>
<td></td>
<td>Media</td>
<td>Thrifts and Mortgage</td>
</tr>
<tr>
<td></td>
<td>Metals and Mining</td>
<td>Financing</td>
</tr>
</tbody>
</table>
Value Line Investment Survey Industry Reports (Print publication limited availability at branches)
Consult table of contents for industry information
ValueLine has a feature with each Summary and Index section. This is updated weekly. For a recommended industry to invest in look at the table titled ‘Industries, in Order of Timeliness Rank’ (Outlook of 6 -12 months)
For a recommended stock to invest in look at the table titled ‘Timely Stocks’

<table>
<thead>
<tr>
<th>Advertising</th>
<th>Foreign Electronics</th>
<th>Petroleum (Integrated)</th>
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<tbody>
<tr>
<td>Aerospace/Defense</td>
<td>Funeral Services</td>
<td>Petroleum (Producing)</td>
</tr>
<tr>
<td>Air Transport</td>
<td>Furn/Home Furnishings</td>
<td>Pharmacy Services</td>
</tr>
<tr>
<td>Apparel</td>
<td>Healthcare Information</td>
<td>Pipeline MLPS</td>
</tr>
<tr>
<td>Automotive</td>
<td>Heavy Truck &amp; Equip</td>
<td>Power</td>
</tr>
<tr>
<td>Auto Parks</td>
<td>Homebuilding</td>
<td>Precious Metals</td>
</tr>
<tr>
<td>Bank</td>
<td>Hotel/Gaming</td>
<td>Precision Instrument</td>
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<tr>
<td>Bank (Midwest)</td>
<td>Household Products</td>
<td>Public/Private Equity</td>
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<tr>
<td>Beverage</td>
<td>Human Resources</td>
<td>Publishing</td>
</tr>
<tr>
<td>Biotechnology</td>
<td>Industrial Services</td>
<td>Railroad</td>
</tr>
<tr>
<td>Brokers &amp; Exchanges</td>
<td>Information Services</td>
<td>R.E.I.T.</td>
</tr>
<tr>
<td>Building Materials</td>
<td>IT Services</td>
<td>Recreation</td>
</tr>
<tr>
<td>Cable TV</td>
<td>Insurance (Life)</td>
<td>Reinsurance</td>
</tr>
<tr>
<td>Chemical (Basic)</td>
<td>Insurance (Prop/Cas.)</td>
<td>Restaurant</td>
</tr>
<tr>
<td>Chemical (Diversified)</td>
<td>Internet</td>
<td>Retail Automotive</td>
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<tr>
<td>Chemical (Specialty)</td>
<td>Investment Banking</td>
<td>Retail Building Supply</td>
</tr>
<tr>
<td>Computers/Peripherals</td>
<td>Investment Co.</td>
<td>Retail (Hardlines)</td>
</tr>
<tr>
<td>Computers Software</td>
<td>Investment Co. (Foreign)</td>
<td>Retail (Softlines)</td>
</tr>
<tr>
<td>Diversified Co.</td>
<td>Machinery</td>
<td>Retail Store</td>
</tr>
<tr>
<td>Drug</td>
<td>Maritime</td>
<td>Retail/Wholesale Food</td>
</tr>
<tr>
<td>E-Commerce</td>
<td>Medical Services</td>
<td>Semiconductor</td>
</tr>
<tr>
<td>Educational Services</td>
<td>Med Supp Invasive</td>
<td>Semiconductor Equip</td>
</tr>
<tr>
<td>Electrical Equipment</td>
<td>Med Supp Non-Invasive</td>
<td>Shoe</td>
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<tr>
<td>Electrical Util. (Central)</td>
<td>Metal Fabricating</td>
<td>Steel</td>
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<tr>
<td>Electric Utility (East)</td>
<td>Metals &amp; Mining (Div.)</td>
<td>Telecom. Equipment</td>
</tr>
<tr>
<td>Electric Utility (West)</td>
<td>Natural Gas Utility</td>
<td>Telecom. Services</td>
</tr>
<tr>
<td>Electronics</td>
<td>Natural Gas (Div.)</td>
<td>Telecom. Utility</td>
</tr>
<tr>
<td>Engineering &amp; Const</td>
<td>Newspaper</td>
<td>Thrift</td>
</tr>
<tr>
<td>Entertainment</td>
<td>Office Equip/Supplies</td>
<td>Tobacco</td>
</tr>
<tr>
<td>Entertainment Tech</td>
<td>Oil/Gas Distribution</td>
<td>Toiletries/Cosmetics</td>
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<tr>
<td>Environmental</td>
<td>Oilfield Svcs/Equip</td>
<td>Trucking</td>
</tr>
<tr>
<td>Financial Svcs. (Div)</td>
<td>Packaging &amp; Container</td>
<td>Water Utility</td>
</tr>
<tr>
<td>Food Processing</td>
<td>Paper/Forest Products</td>
<td>Wireless Networking</td>
</tr>
</tbody>
</table>

Advanced Research
These resources are available for more in depth research.

Researching an Industry Internationally
Business USA.gov Exporting Topic https://business.usa.gov/export#learn-consulting
Commerce https://www.commerce.gov/
Export.gov https://www.export.gov/welcome
Country Commercial Guides https://www.export.gov/ccg
Michigan’s Global Edge https://globaledge.msu.edu/
Organization for Economic Co-Operation and Development http://stats.oecd.org/
United Commerical Service http://www.trade.gov/cs/


Books
The airline industry
The American Beauty Industry Encyclopedia
The American film industry
The American steel industry: problems, challenges, perspectives
The Automobile industry, 1896-1920
The Automobile industry, 1920-1980
This business of music: the definitive guide to the music industry
Business Statistics of the United States
City and County Data Book
A chronicle of the aviation industry in America, 1903-1947. A salute to the aviation industry
Early iron industry in Youngstown
Economic history of the iron and steel industry in the United States
Glassmaking, America’s first industry
Harris Directory-Ohio
History of the coal-mining industry in Ohio
International Directory of Company Histories
Invention and innovation in the radio industry
Ohio Labor Market
The printing industry; an introduction to its many branches, processes, and products
The rise of industry, 1860-1900
RMA Annual Statement Studies
Small Business Sourcebook
St. James Encyclopedia of Labor History Worldwide
Standard & Poor's industry surveys
The steel industry in Ohio
Steel industry in Youngstown: miscellanea
Textile world's Leaders in the textile industry
The Value of Dollar
Value Line

Local
Vertical File (clipped Vindicator articles @ Main Library only)

Youngstown Warren Industry Facts and Figures
Youngstown Warren Economic Development

Youngstown Grocery Stores (book-clipped Vindicator articles)
Youngstown Industries 1 & 2 (book-clipped Vindicator articles)

Business Journal
Tribune Chronicle
Vindicator Business and Technology

Magazines that cover various industries (check with local branch for holdings)

ADVERTISING AGE
AUTOMOTIVE NEWS
BARRON’S
BLOOMBERG BUSINESSWEEK
BOTTOM LINE/PERSONAL
BROADCASTING AND CABLE
BUSINESS JOURNAL
*BUSINESS PERIODICALS INDEX
COMMUNICATION BRIEFINGS

CRAIN’S CLEVELAND BUSINESS
EDITOR & PUBLISHER
FAST COMPANY
FEDERAL BUSINESS OPPORTUNITIES
*FIRST-RATE CUSTOMER SERVICE
FORBES
FORTUNE
HR FOCUS
INC

INDUSTRY WEEK
INSIDE BUSINESS
MERGENT MANUALS ON MICROFICHE
MONTHLY LABOR REVIEW
MUSIC TRADES
OHIO CONTRACTOR
*OHIO STEEL REPORT
*ON THE MOVE (Eastgate Regional Council of Governments)
SALES AND MARKETING MANAGEMENT
*SHALE SHEET

Various Industry Sources of Information

Banks
Federal Reserve System
*SURVEY OF CURRENT BUSINESS
UNITED STATES PATENT OFFICE OFFICIAL GAZETTE
*UNITED STATES PATENT OFFICE OFFICIAL GAZETTE INDEX

*SHALE SHEET

Key banking and economic data available links to all 12 regional Federal Reserve Banks

Consumer
Catalog of Federal and Domestic Assistance
Used to identify federal sponsored organizations and assistance programs to individuals and all levels of government.

Consumer Price Index
Monthly data on changes in the prices paid by urban consumers for a representative basket of goods and services

**County and City Data Book**
Most comprehensive source of information about the individual counties and cities in the United States.

**Statistical Abstract of the United States**
Authoritative and comprehensive summary of statistics on the social, political, and economic organization of the United States.

**US General Service Administration**
Per Diem Rates, POV mileage reimbursement, GSA Advantage, GSA Recovery Act, GSA Schedules

**Economy**
**Budget of the United States Government**
Every government’s department budget released by the executive office of the president.

**Commerce Business Daily**
Awarded contracts

**Education**
**Digest of Education Statistics**
Compilation of statistical information covering the broad field of American education from prekindergarten through graduate school

**Supertracker**
Food-a-pedia, food tracker, physical activity tracker, weight manager, top goals...

**Environment**
**Endangered Species Bulletin**
Endangered Species Database

**Envirofacts**
Reports by area of interest including air, waste, facility, land, toxics, compliance, water, radiation, and others....

**Environmental Protection Agency**
Science research, human health research, pesticides and food, emergencies, hydraulic fracturing, lead, mercury, and more....

**Toxics Release Inventory**
Management of over 650 toxic chemicals that pose a threat to human health and the environment.

**Toxic Substances Portal**
ToxFAQs, medical education and training, toxicological and health professionals, substance list
**Farm**

**Census of Agriculture**
Fact sheets on: Demographics, economics, farm numbers, geographic practices, and production

**Foreign Agricultural Service**
Marketing, exporting US products, buying US products, data, commodities

**United States Department of Agriculture-Economic Research Service**
Animal products, crops, farm economy, farm practices, food and nutrition assistance, food choices and health, food markets and prices, food safety, international markets and trade, natural resources and environment, and rural economy and population

**USDA’s National Agricultural Statistics Service (NASS)**
Conducts surveys on production and supplies of food and fiber, prices paid, and received by farmers, farm labor and wages, farm finances, chemical use, changes in demographics of US producers and more....

**Food**

**Food and Nutrition Service**
SNAP, WIC, Food Safety, Child Nutrition, Disaster Assistance, Grants, USDA Food Facts

**Industry**

**NAICS (North American Industry Classification System)**
The standard used in classifying business establishments.

**Zip Business Patterns**
Business counts by size for hundreds of industries....plus summaries by zip code

**Investment**

**EDGAR (Electronic Data Gathering, Analysis, and Retrieval)**
What is going on inside your company? The SEC provides access to documents from company filings, mutual funds, and variable insurance products.

**SEC’s Investor**
Ready to invest, 5 questions to ask before investing, protect your money, ask and check (research). The SEC provides an introduction to the markets, investing basics, research and managing investments, employment to retirement, and life events. Life change-marriage, birth, inheritance? This is the place to start.

**US Securities and Exchange Commission**

**Law**

**Code of Federal Regulations**
A codification of general and permanent rules published by the department and agencies of the Federal Government.

**Utilities**

*Electric Power Monthly*
Statistics on net generation by energy source; consumption, stocks, retail sales, revenue, and cost of fossil fuels; and capability of new generation units by company and plant.

*Statistics of Communications Common Carriers*
Revenues, communication (local, national, and international), phone numbers assigned by type