

CCL Business INC

Chester County Library Business Information Connection

HOW DO I...

Research an Industry?

Industry Research is an important component in many business decisions including choosing a business to open, writing a business plan, making an investment decision, and planning a business expansion.

The first part of researching any industry is identifying the industry either by [SIC](#) or [NAICS](#) code.

1997 NAICS and 1987 SIC Correspondence Tables

<http://www.census.gov/epcd/www/naicstab.htm>

Use this page to determine the SIC code or NAICS code for a business type or to convert an SIC code to a NAICS code or vice versa.

To Find a Code: Type a keyword in the **Enter a Search Keyword Box** and click **NAICS Search**. An Index entry page will be returned with a **NAICS** code. Clicking on the **NAICS** code will bring up a definition that will include the corresponding **SIC** code.

SIC conversion to NAICS: Type **SIC [xxxx]** where **x=SIC** code in the **Enter a Search Keyword Box** and click **NAICS Search**.

NAICS conversion to SIC: Type **NAICS [yyy]** where **y=first 3 digits** of the **NAICS** code in the **Enter a Search Keyword Box** and click **NAICS Search**. Clicking on the **NAICS** code will bring up a definition that will include the corresponding **SIC** code.

Once you have found the SIC or NAICS code, use the following [databases](#), [web sites](#), and [print resources](#) below to find industry overviews and statistics. For additional resources, see our [Industry Research](#) page.

Databases

[Business and Company Resource Center \(BCRC\)](#) (access from home* or library)

[business.ccls.org](#) → **Business Databases** → **Industry Research**

The BCRC has a wealth of industry information. It contains material from several publications including the Encyclopedia of American Industries and the Encyclopedia of Emerging Industries. It is searchable by keyword, SIC or NAICS code.

The quickest way to search for an industry is to type a keyword describing an industry into the **Search Term** box. In the next box, choose **Industry Description Search**. **Click Enter**. A search results page will be displayed with matching **SIC** and **NAICS** codes. **Click** on the appropriate **SIC** or **NAICS** code. The **Industry Overview** for the industry will appear.

If you know the **SIC** or **NAICS** code of the industry, **click** on the **Industry** button under **Additional Search Options**. Enter the code in the box provided and choose either **SIC** or **NAICS**. **Click Search codes**. You will now see a search results page as mentioned above.

Within the **Industry Overview**, there will be tabs for other information on that industry. Clicking on **Company Profile** will bring up a list of companies in that industry. Clicking on **Rankings** will bring up a list of **Business Rankings** and a tab for **Market Share** appropriate to the industry. Clicking on **Associations** will bring up a list of relevant associations.

It is also possible to find magazine articles using **BCRC**. Articles are often a source of information for industry research. Enter a keyword in the **Search Term** box. In the next box, choose **Articles Search**. **Click Search**. A list of articles will appear. Click on the title to view the article.

[Business Source Premier \(BSP\) via EBSCOHost](#) (access from home* or library)

[business.ccls.org](#) → **Business Databases** → **Industry Research**

Search by keyword to find articles on a particular industry (for example: pharmaceutical industry). If you know the

NAICS code, you can search the code directly. Choose Advanced Search and scroll down to Limit Your Results. Enter the NAICS code in the NAICS/Industry Code box and click search.

*Home access requires valid Chester County Library System card.

Web Sites

[Industry Information](http://sbdcnetsbdcnet.utsa.edu/SBIC/industry.htm) from SBDCNET
sbdcnetsbdcnet.utsa.edu/SBIC/industry.htm

Excellent compilation of resources arranged by industry.

[Industry Resources Report](http://www.valuationresources.com/IndustryReport.htm) from Valuation Resources
www.valuationresources.com/IndustryReport.htm

Another compilation of industry resources; arranged by [SIC Code](#).

[Economic Census](http://www.census.gov/epcd/www/econ97.html)
www.census.gov/epcd/www/econ97.html

Conducted every five years, the Economic Census provides statistical information on business from the national to the local level. Search by [NAICS](#) code to find data on industries.

[Current Industrial Report](http://www.census.gov/cir/www) from the Census Bureau
www.census.gov/cir/www

Choose CIR by subject and choose appropriate industry. Contains statistics on production and shipments of certain products.

[Associations on the Net](http://www.ipl.org/div/aon) from Internet Public Library
www.ipl.org/div/aon

[Gateway of Associations](http://www.asaenet.org) from American Society of Association Executives
www.asaenet.org Directories Associations Gateway to Associations

Trade and professional associations are often good sources for information about an industry. These directories contain lists of associations with web pages. See [How Do I: Find an Association for Industry Research](#) for more information.

For more useful web sites for Industry Research, see the [Industry Research](#) page.

Print Resources

S&P Industry Surveys

R332.632 S

In-depth economic and business info on 51 major U.S. industries.

Encyclopedia of Emerging Industries

R338 E or via [Business and Company Resource Center \(BCRC\)](#)

This volume contains essays on business types considered to show “evidence of significant growth in the recent past or potential for exemplary growth in the near future.” Each essay may include an industry snapshot, organization and structure, background and development, pioneers, current conditions, industry leaders, work force, America and the World, research and technology, and further reading.

Encyclopedia of Business Information Sources

R338.0025 E

Use this source to find information resources on a particular industry. Generally, each topic may contain information on general works, directories, encyclopedias and dictionaries, financial ratios, Internet databases, online databases, periodicals and newsletters, research centers and institutes, statistics sources, and trade/professional associations.

Encyclopedia of Associations

R061.3 E (ask at the Reference Desk)

National Trade and Professional Associations of the U.S.

R 658.006 N (ask at the Reference Desk)

State and Regional Associations of the United States

R 061.3 O (ask at the Reference Desk)

Small Business Sourcebook

R658.002 S Use this source to find information resources on a particular business. It is especially helpful for finding relevant trade and professional associations.