



Business Research

Industry Surveys

An analysis of the industry your business is in will help you identify the industry's outlook, trends, and challenges.

The Montrose Regional Library offers some basic resources for business research.

For more in-depth research, visit the Tomlinson Library at Colorado Mesa University.

Industries are assigned a classification number. Use this number to search for information in resources such as census data and market reports. Find the classification for your industry in these sources:

Standard Industrial Classification

www.osha.gov/pls/imis/sicsearch.html

also in print MRL Reference Collection
338.02 Sta

North American Industry Classification

www.census.gov/eos/www/naics/

also in print MRL Reference Collection
338.02012 Nor

Use these sources to get an overview of an industry:

Value Line Investment Survey

Analyzes stocks by industry, lists major events, concerns, trends, and future expectations.

MRL Reference Collection
332 Val

Handbook of Industry Profiles 2010

Analysis and trends for 300 industries.

CMU Reference Collection

Standard & Poors Industry Surveys, 2011

Comprehensive reports on more than 50 industries.

CMU Reference Collection

Economic Census

www.census.gov/econ/census/

Provides statistical data on all industries, including industry snapshots & local data.

Encyclopedia of American Industries

Encyclopedia of Emerging Industries

CMU Online Database

CMU Online Database

For articles about specific companies, people, and industries published in business magazines and journals:

Business Source Premier

Lexis-Nexis

Wall Street Journal Online

MRL Online Database

CMU Online Database

CMU Online Database



