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](http://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/](http://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**
  - MRL Reference Collection 332 Val
  - Analyzes stocks by industry, lists major events, concerns, trends, and future expectations.

- **Handbook of Industry Profiles 2010**
  - CMU Reference Collection
  - Analysis and trends for 300 industries.

- **Standard & Poors Industry Surveys, 2011**
  - CMU Reference Collection
  - Comprehensive reports on more than 50 industries.

- **Economic Census**
  - [www.census.gov/econ/census/](http://www.census.gov/econ/census/)
  - Provides statistical data on all industries, including industry snapshots & local data.

- **Encyclopedia of American Industries**
  - CMU Online Database

- **Encyclopedia of Emerging Industries**
  - CMU Online Database

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

- **Business Source Premier**
  - MRL Online Database

- **Lexis-Nexis**
  - CMU Online Database

- **Wall Street Journal Online**
  - CMU Online Database