First Research – Industry Surveys

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Another database:  
First Research  
Locate industry surveys & research
About First Research:

- Access to hundreds of industry groupings with in-depth information on the industry.
- The database is regularly updated.
- Featured information --
  - Industry statistics
  - Industry trends
  - Industry profiles
  - Prep questions
Ways to search in First Research:

- **SIC code**
  - Standard Industrial Classification
- **NAICS code**
  - North American Industry Classification System
- **Keyword**
- **Industry Segments**
  - By major grouping
  - By alphabet
  - By metrics
- **State Profiles**
Getting to First Research

- http://www2.indwes.edu/ocls
- Click on: Business (under Article Databases)
- Click on: First Research – Industry Studies
- Enter your last name and your 14-digit library access number.
Business

ABI/Inform Complete - Proquest
Business Source Complete - EBSCOHost
Cabell's Directory of Publishing Opportunities - Cabell Publishing
Corporate ResourceNet - EBSCOHost
Dissertations & Theses - Proquest
Emerald Insight - Emerald
First Research: Industry Studies - Dun & Bradstreet
Gale Directory Library - Gale
Global Road Warrior - Country Studies
Health Business FullTEXT - EBSCOHost
You will be linked to an IP Authentication screen. Click continue...
You will be linked to the First Research authentication screen. Click continue...
Access First Research

Welcome to First Research

Mergent and First Research have partnered to deliver you critical knowledge tools that equip you with the targeted understanding needed to engage key prospects and deepen client relationships. First Research’s knowledge tools (Industry Profiles, Call Prep Sheets, State & Province Profiles) are essential for call preparation, enhancing presentations, underwriting credit, and for quickly learning a company's key business issues. This site provides you with access to:

First Research delivers clear, consistent and timely Industry Intelligence via:

- Over 900 Industry Segments, updated constantly with monthly statistics and indicators as well as quarterly trend updates, giving you the knowledge you need to win and keep engagements.
- Call Prep Sheets to quickly prepare for sales calls when time is limited.
- State Profiles to monitor monthly employment, business and real estate trends in each of the 50 US states.

Now click Submit...
You are now at the main screen of First Research. You can search by keyword, SIC code, NAICS code, or you can browse the industry profiles. Click Browse Industry Profiles.
You are now on a screen that lists industries by broad subject category. Click the down arrow to open a list of the specific industries in that category...
Choose your industry. By clicking on Home Health Care Services...
You are linked to an industry overview page containing industry growth rates, forecasts, challenges.
To search geographically, click on North America at the top of the screen...
A map appears. Click on the state or Canadian province of your choice. If you click on Indiana...
You will get a state profile with employment data, major industries, website resources, etc.
You can also search for industry metrics* by clicking on the Industry Prospector option at the top of the screen...

*A metric is a standard unit of measurement, such as net cash flow, return on investment, etc.
You can choose from a variety of metric options on the left side of the screen...
If you choose the gross margin financial metric...

- HR Metrics - Employment growth and average worker wages.
- Industry Drivers - 7 industry drivers that have a positive or negative economic impact on an industry.
- Forecast - Predicted industry growth for the next two years.
- International Trade - U.S. imports & exports in total $ annual value and % growth.
...you will be able to automatically download the information into an Excel spreadsheet. Click Download list.
And here is the Excel Spreadsheet. You can now chart, graph, compare, etc., the data as you choose.
When you need industry information, use First Research

- **Practice makes perfect!**
  - Try looking up the industry of your employer.
  - Try looking up the employment data of your state.
  - Try looking up the NAICS code: 451211
    What industry group does this number locate?
When you need help, contact Off Campus Library Services!

- **OCLS**
  - 1-800-521-1848
  - [http://www2.indwes.edu/ocls](http://www2.indwes.edu/ocls)
    - Use the “Contact OCLS” option on the bottom, center, of the OCLS homepage to e-mail the library for research help!
  - [http://www2.indwes.edu/ocls/oclsform.html](http://www2.indwes.edu/ocls/oclsform.html)
Gale Virtual Reference Library & First Research

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