How do I find business ratios?

Reference Books Available in the Library:

The following reference books, published annually, are excellent for locating industry ratios:

**Industry Norms and Key Business Ratios (REF HF5681.R25 I53)**

Published annually by Dun & Bradstreet, this reference book provides benchmark financial norm and business ratio data culled from company income statements and balance sheets. The information is arranged by SIC code and includes the number of establishments in each industry sample. Fourteen key ratios provide important information about industry performance -- solvency, efficiency and, profitability. You can use this book to compare a company's performance against its industry/competitors or to observe trends in industry performance over time. The library’s holdings begin with the 1989/90 edition.

**RMA Annual Statement Studies (REF HF5681.B2 R6)**


The entries in this reference book are organized by NAICS and SIC industry code. The reference work provides benchmark industry ratios for large, medium, and small-size firms, having assets less than $250 million. RMA provides ratios for the current year, but it also covers several prior years for historical comparison purposes. The 2008/2009 edition provides 19 ratios for over 755 industries collected from 244,000 annual financial statements of firms. Data is presented in columns in terms of total assets, liabilities, income data, ratios and more. Volume 2 provides information on the probability of default estimates, debt service, cash flow measures, and change in financial position of almost 700 industries. The library’s holdings begin with the 1979 edition.

Databases in the Portal

**FACTIVA database**

Under Get Company Snapshot, enter a company name or select ticker from the drop-down menu and enter the appropriate ticker symbol.

The Snapshot screen displays.

Select Reports from the links on the left side of your screen.
From Select a Template, choose Ratio Comparison Report.

Leave the default at PDF or select the HTML format and click the View Report button. The report compares key financial ratios of the company against its industry, sector, and the S&P 500 Index aggregates.

FIS Mergent Online Company Data

In the search box, enter the Company Name or Ticker symbol (preferred option) and enter the appropriate information.
Next, click on the Company name link from the list of results.
Select the Company Financials tab.
Select the Ratios link. Headings include profitability ratios, liquidity indicators, debt management, asset management, cash flow and book value per share.

Standard & Poor’s NetAdvantage
(1) Perform an industry search by selecting the Industry tab and then an industry under Industry Surveys. The industry report is available in html (default) or the pdf format.
Under the Comparative Company Analysis heading, you will see profit ratios, balance sheet ratios, equity ratios, etc. On the left side of your screen, you will see the **Comparative Company Analysis** link which includes in spreadsheet format a ratio tab: current ratio, debt/capital ratio %, debt as a % of net working capital; the P/E dividends tab includes P/E ratios, dividend payout ratios, dividend yield (high low, %). (2) Using the **Company** tab, perform a search, selecting stock reports from the drop-down menu. The report will include the P/E ratios. The navigation links on the left under **Financials** and **Valuation** also provide ratios.

**First Research**

First, perform a search for an industry; there are 4 methods: (1) enter keywords for the industry, (2) enter an SIC Code, (3) enter a NAICS code, or (4) expand an industry profile sector and select from the resulting list.
With the industry report displayed, scroll down to **Financial Information**; click on the View all Financial Information button to bring up the report.

### Business Insights: Global
Enter a company name; for example: ford motor.
Select the **Financials link** that displays after the company name and description.

Select the **Ratios** tab for the available ratio reports.
On the Internet

Go to [http://www.money.msn.com](http://www.money.msn.com)

Scroll down to Quote Search and enter a ticker; for example: f.

Under the **Analysis** tab you will find Profitability and Price Ratios.

---

**NB16**