Industry Profiles offer a guide to over 900 industry segments updated quarterly; the summaries include information on trends and factors affecting the industry:

- Competitive landscape
- Industry employment growth
- Products, operations, technology
- Recent developments
- Sales and marketing
- Quarterly industry updates
- Finance and regulation
- Business challenges
- Regional & International issues
- Trends and opportunities
- Human Resources
- Executive insight
- Call prep questions – suggested questions to consider
- Financial information
- Industry forecast
- Industry drivers

The database offers a variety of ways to search for industry profiles. See numbers 1, 2, 3.

Enter the SIC, NAICS, or name of the industry in the search box at the top of the screen if you know it.

Quick search for industries by keyword, SIC Code, or NAICS Code

Click the Browse Industry Profiles link. Enter SIC code, NAICS code or keywords; for example: sic 3711, naics 33611, or the keywords, automobile manufacturing.

You can also browse an alphabetical list of industry profiles.

You can also click on the blue boxes ➔ before a sector to expand the list of profiles in it.

Available sectors:
- Construction and real estate
- Government, Education, Recreation
- Finance & Insurance
- Retail
- Food & Agriculture
- Services
- Healthcare
- Manufacturing
- Technology and Communications
- Transportation, Energy, Storage
- Wholesale
NAVIGATION TABS;

- **Industries: Your Starting Place**
  Find industry profiles for over 900 industries.

- **North American Regional Information**
  Select a state or Canadian province to access concise industry statistics, employment data, real estate information, and web resources.

![State & Province Profiles](image)

- **Sales & Marketing: Customize Communication**
  Access sample templates so you can customize your communication to customers in email, voicemails, and prospect letters.

- **Industry Prospector**
  Rank industries based on key economic and financial metrics. Drill down into industries that best fit your research needs. Industry Prospector gives you the power to select and rank industries based on 34 financial metrics, 2 human resources metrics, 7 industry drivers, forecasted growth, and international trade growth and dollars. Use the following search metrics to find business opportunities and identify risks:

  - **Financial Metrics** – 34 metrics derived from income statements, balance sheets, and financial ratios
  - **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

- **International Global Content**
  - Access a list of Canadian industry profiles.
  - Read international news.
  - View top industries for US imports.
  - Explore global web links.
  - Access international acronyms.

OTHER OPTIONS

**Call Prep Questions**
Call Prep Sheets are one-page “Executive Summaries” designed to give you strategic insight into your prospect's business issues before you pick up the telephone. Call Prep Sheets are located as a link within of each of our Industry Profiles covering 900 industry segments available to you through your First Research subscription. Just click on the “View Call Prep Sheet” button at the bottom of the Industry Profile chapter list to dig in.

**MP3 Podcasts** (Located on the bottom of the Industries page under Intelligence On the Go)
Listen or download industry profiles. Each five-minute podcast provides a quick industry overview.

**Self-Paced Training Sessions** (under the Tools and Resources heading on the Industry page)
View detailed modules with search tips on how to make maximum use of the database.