Industry ratios are financials that look at an overall industry or market instead of specific corporations. Databases such as Mergent, Gale Business Insights: Essentials and Business Source Complete are great for company financial ratios.

The database Factiva will be a useful resource for industry ratios. Mergent Key Business Ratios will also be a useful resource.

Factiva
From the library’s website, www.utdallas.edu/library, click on the Databases tab. Remember, from off-campus you will be prompted to enter your NetID and password.

In the next screen, click on the letter F. Factiva (Dow Jones and Reuters) will be the first database in the list. Click on the name to enter database.

In the next screen hover your mouse on the tab for Companies/Markets to open the list of available choices. Next, click on Industry.

In the next screen there will be an alphabetical listing of industries. Not all possible industries will be listed so it will be necessary to choose one that matches closely to the one you are researching. Click on the selected industry. For example, Biotechnology.

In the next screen, on the left column there will be links to the available information. These will show:

- **Industry Snapshot** – this is the current screen. Here will be companies, subjects, industries, regions. As you scroll down there will be the **Industry Averages and Ratios**. Additional information will be industry news and links to trade association web sites.

- **News** – current industry news that is updated daily. The right column features categories of topics which are displayed in a hierarchy of the
number of news items available on particular companies, subjects, industries or regions.

- **Peer Comparison** – presents competitor rankings of the top ten through 100 or the bottom ten through 100 of companies within the industry. The comparisons are by sales, employees and market cap in the Dow Jones Industry Classification or the North American Industry Classification System (NAICS) industry number. Use the dropdown arrows to make selections then click the Go button. It is possible to save the results to an Excel spreadsheet.

- **Analysis & Profiles** – presents industry analysts reports from companies such as Business Monitor International, Marketline, Mergent Industry Reports, MarketResearch.com and Standard & Poor’s Industry Investment Reviews. The Detailed reports cover analyses and reviews that include industry tables with performance and valuation statistics.

**IBISWorld**
From the library’s website, www.utdallas.edu/library, click on the Databases tab. Remember, from off-campus you will be prompted to enter your NetID and password.

In the next screen, click on the letter I then scroll down to click on IBISWorld. In the database type a keyword for your industry or select one by clicking on the list under **US Industry Reports (NAICS)** or **US Industry Archives**. In the report, **Key Ratios** will be listed under **Key Statistics**.

**Mergent Key Business Ratios**
From the library’s website, www.utdallas.edu/library, click on the Databases tab. Remember, from off-campus you will be prompted to enter your NetID and password.

In the next screen, click on the letter K then scroll down to click on Key Business Ratios.
Key Business Ratios on the Web (KBR) provides immediate online access to competitive benchmarking data. This powerful tool lets researchers examine industry benchmarks compiled from D&B®’s database of public and private companies, featuring 14 key business ratios (users choose a one-year or three-year set of ratios) for public and private companies in 800 lines of business.

KBR Mergent Archives provides access to historical industry benchmarks back to 1979.

Click on the name to enter database. In the next screen click on Continue to enter the database. Next, click on the tab for Ratios to display the list of industries and the related ratios.

It is possible to also use the dropdown arrow for NAICS, SIC or Line of Business to make your selection.

**Standard & Poor’s NetAdvantage**
From the library’s website, [www.utdallas.edu/library](http://www.utdallas.edu/library), click on the Databases. Remember, from off-campus you will be prompted to enter your NetID and password.

In the next screen, click on the letter S then scroll down to click on Standard & Poor’s NetAdvantage. In the database click on Industries in the upper blue toolbar. Select an industry from the list and click on HTML or PDF. In the HTML version of the report click on Key Industry Ratios and Statistics on the left.

Contact the JSOM Library Liaisons by email for assistance.
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