Industry Research:
Plunkett Research Online
Plunkett Research Online is one of several databases that provides access to information about industries and markets. For industries, this database provides Data for Business Plans, Industry Research Centers, Business Trends & Opportunities.

Where you begin your search depends on your information need. If you have your NAICS code, click on the big “Research An Industry” button to begin.

You can also Select an Industry Group to browse available industries.

Or, Select a Major Industry Group: (e.g. Banking, Computers, Retail, etc.)

Select Industry Group

Unfamiliar with NAICS codes? Check this out.
You have many options for locating an industry. Try entering a keyword, topic, or NAIC Industry.

Then, choose to view either the Industry Research Center or Industry Analytics Reports.
In the **Industry Research** Center, you can search or browse to the information you need.

- **Market Research and Trends**
  Analysis of major trends.

- **Companies & Executives**
  Search, view, and export company data and executive contacts.

- **Industry Associations**
  Search, view, and export lists of industry associations and professional societies.

- **Industry Analytics (Beta)**

- **Statistics**
  Extensive data on many facets of the industry.

- **Build-A-Report℠**
  Create a custom industry summary in PDF format. Choose from trends, statistics, companies, and glossary terms.

- **Glossary**
  An industry-specific glossary.

- **Video**
  Video introduction to this industry.
The **Industry Analytics Reports** option allows you to choose the type of data you need.

### Industry Summary
Revenues, Chart of Revenue Growth, Employees, Top Companies List.

### Employment and Establishments
Current employee count and history, company and establishments count, sales per employee and sales per establishment.

### Industry Description
Brief description of the industry and its NAIC industry code.
More questions?

Ask a JWU librarian for help!

Or, check out the tutorial videos provided by Plunkett Research Online.