How to look up industries using the Mergent Online database

**Mergent Online does not provide industry-level data!** However, you can look up companies that are within industries.

First, access the Mergent Online database. You can get to the database by visiting the Business research guide here: [http://libguides.uttyler.edu/business](http://libguides.uttyler.edu/business) and hover your cursor over the “Additional Resources” tab. A dropdown menu will appear; click on the option labeled “Industries” to be taken to the Industries page. Click on the “Mergent Online” link in the “Databases” section.

Once you are logged in, you will be taken to the Mergent search screen. On this screen, look at the area labeled “Classification Search” as shown in Figure 1.

Click the radio button labeled “Primary NAICS” and type in the NAICS code for which you want information. In this example, I’ll be using NAICS code 445310.

**Figure 1**

![Classification Search](image)

NOTE: If you’re not sure which NAICS code to use, click the “Use Code Lookup” link to find the NAICS code(s) that most interest you.
You will be taken to a list of companies that fall within the industry code you searched. In this example, a list of companies in the 445310 Beer, Wine, and Liquor Stores NAICS code will appear. You can click on any of the companies that appear to be taken to that company’s profile.

You can sort your results using the options provided at the top of the listing as shown in Figure 2.

Figure 2

In general, you’ll find that profiles for public companies contain a lot more information than those for private companies. This is because public companies are required to report their data, whereas private companies are not.

FINAL NOTE: Remember, in Mergent you are not obtaining industry-level information! Instead, you are obtaining company-level information for companies that fall within specific industries.