

## IBISWorld Data & Sources

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### Where does IBISWorld source its data?

As anyone that relies on accurate and up-to-date business intelligence will attest – the internet has revolutionized the speed with which we can access information.

But with billions of internet pages, finding the right information can be like looking for a needle in a haystack. Even if you have the good fortune to locate that information the chances are that it is out-of-date, incomplete or biased. Sourcing such material in a business report is fraught with problems.

IBISWorld is a world-leading provider of business information. We start with official and publicly available sources. Where those sources end an IBISWorld analyst can call on industry contacts and non-public sources. They are further supported by in-house data and modeling that provides the most accurate revenue and profit data and forecasts available.

#### Getting Started

When an analyst starts an industry report, he/she will first collate the statistics – only with the data can the analyst identify and analyze key industry trends. Information will generally come from four distinct sources; ‘Catch-all’, ‘Industry Specific’, ‘Industry Contacts’, and ‘IBISWorld In-House Databases’.

#### Catch-all Sources

These are the analyst’s first point of contact when analyzing an industry. The U.S. Census Bureau will provide the ‘backbone’ of the key statistics. The Economic Census occurs once every five

years (1997, 2002 and 2007) and captures an industry’s revenue, wages, number of firms and employees.

The Census Bureau also provides information on non-employing firms, which can often make up a significant proportion of an industry’s operators.

The U.S. Census Bureau’s County Business Patterns and the Bureau of Labor Statistics help to fill in some of the gaps between Census years, and also provide data for the geographical segmentation section of our reports.

The U.S. International Trade Commission provides an industry’s trade numbers (imports and exports) and tariff data, which is used to determine industry globalization and domestic market size.

The data from these official sources provides the foundation for analysts to build upon, especially when they begin to compile five-year data forecasts.

#### Industry Specific Sources

Industry and Trade Associations are a vital source when looking for comment on current issues and trends (such as regulation and taxation), collecting statistics on production values, or on market and product segmentation.

Industry federations or regulators (such as the National Retail Federation, the Federal Reserve Board, or the Federal Deposit Insurance Corporation) provide data on specific sectors.

Reports from major industry players (such as SEC 10k filing) can also provide useful intelligence.

Industry specific sources are a good

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complementary provider of industry information, but the perspective is that of one company, or a representative body and not necessarily typical (or balanced).

Further, in many small industries there are no associations or listed companies, which is when IBISWorld industry information comes into its own.

### Industry Contacts

Often a direct industry contact will be required to shed light on a challenging problem, or to provide immediate feedback on trends yet to be reflected in official data.

By attending conferences, visiting clients, giving presentations or through previous work experience, analysts have

in-field contacts and connections to call for 'real world' advice on operating conditions.

### IBISWorld In-House Databases

IBISWorld has a database of statistics and analysis on 700 U.S. industries (which provide our supply chain data). IBISWorld also writes Global industry reports, as well as industry reports on China and Australia.

Moreover, IBISWorld has over 2,000 Business Environment reports on U.S. and world macroeconomic variables and demographic and consumer trends. Our company database contains financial data on over 8,000 U.S. companies and 2,500 Australian companies.

Most statistics are sourced from U.S. Economic Census at the 6-digit-NAICS level. This allows for in-depth product segment analysis. County Business Patterns and IBISWorld estimates are used for years when no Census data is available.

Many industries have non-employers that is sourced from U.S. Census non-employer data. Often this data does not drill down the 5-digit NAICS level, so IBISWorld estimates are used.

Imports and Exports are sourced from the USITC.

Production volumes differ across industries. Analysts will use their own industry knowledge to determine the most appropriate measure.

A YEAR IN STATISTICS – 33232		2009
Revenue (\$m)	Total	39,881.3
Metal Window and Door Manufacturing	332321	13,079.1
Sheet Metal Work Manufacturing	332322	19,814.6
Ornamental and Architectural Metal Work	332323	5,901.3
Non-employer	33232	1,086.3
Industry Gross Product (\$m)	Total	11,742
Wages		8,153.5
Profit		1,994.0
Depreciation		1,595.0
Establishments (units)	Total	8,025
Revenue per Establishment (\$m)		4.9
Profit per Establishment ('000)		249
Employment (units)	Total	219,807
Revenue per Employee ('000)		181
Employees per Establishment (units)		27
Wages (\$m)	Total	8,154
Average Wage		37,096
Wages / Revenue (%)		20.4
Imports (\$m)	Total	852.7
Imports / Domestic Demand (%)		2.1
Exports (\$m)	Total	371.5
Exports / Revenue (%)		0.9
Domestic Demand (Imports – Exports + Revenue)		40,362.5
Production – tons of output	Total	11,359.1

IGP is the industry's contribution to GDP. Wage data is sourced from the Census. Profit and Depreciation are IBISWorld estimates based on official, major player, and trade association sources.

ESTIMATES: Official data sources are rarely up-to-date. Many are one, or even two years behind the calendar year. As such, you may see an IBISWorld estimate even for past years.

IBISWorld derives key performance ratios for 700 industries. These create operating benchmarks and guide forecasting.

FORECASTS: Revenue forecasts are produced using key driver correlation tests (a story for another information sheet). IGP is determined by the expected values for depreciation, wages, and profit. Key ratios ensure a reliable outlook for wages, employment and establishment numbers.