Hoover’s
User’s Guide

Welcome to Hoover’s. This user guide will show you everything you need to know to access and utilize the wealth of information available from Hoover’s.

This is an Internet-based database that may be accessed by using one of the network computers in the McLeod Business Library in Alan B. Miller Hall.

Mason School of Business graduate students, undergraduate students with a business major, faculty and staff may also access this program through the Mason School of Business network.

Introduction

Hoover’s provides a business-oriented perspective on topics such as company, industry and people information. There is data on more than 80 million companies and 85 million people. This program includes company profiles, lists of competitors, key people, competitive landscapes, comparison data, detailed annual financials, detailed quarterly financials, historical financials, and market data.
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The Opening Screen

The Hoover’s program opens with a transitional screen: the Mergent screen. Click on the Continue button. This will take you to the Hoover’s Home page.

Home Page

The Home page for Hoover’s offers a search function and links to various areas within the database. This page is opened whenever Home is selected within the database.

The Home page consists of a header (see page 4), search function box (see page 7), the Build A List quick search box (see page 14), Support Center box (see page 4), and links in the footer bar at the bottom of the page (see page 6).
Header Links and Tabs

The top of the screen consists of a header that is used on every screen throughout the database. The header includes the Hoover’s logo, a line of links, a simple search function, and five tabs. See page 7 for information about the search box.

Header Links

The line of links has selections for Support Center and Log Out. The Log Out link will close the database.

The Support Center link will open the Support Center page. This page has a menu column on the left and display area with four large tool boxes: Training, Help, Resources and Contact. (These are the same tools in the Support Center box on the Home page.)

The Menu column on the left is divided into four sections with the topic headers being the same as the tool boxes in the display area.

The tool boxes open to display selections. These are the same selections listed in the menu column on the left.

The training section has links to training videos and online training. These options are not scheduled through the Business Library.

The help section has links that will connect you to a frequently asked questions page, glossary and a product overview page.

The Resources section has selections for information on the latest updates for the program, site features, webinars, and upcoming sales workshops.

The contact section has selections for various ways to contact the company.
Header Tabs

The five tabs are **Home, Build A List, Optimizer, Support Center, and Give Us Feedback.**

The **Home** tab will return you to the opening page from any location in the database.

The **Build A List** tab will open the **Build A List** page. See page 15 for information about using the Build A List feature.

The **Optimizer** tab will open the **Optimizer** page. This page has information about using the Hoover’s Optimizer. The Hoover’s Optimizer is not part of the current subscription.

The **Support Center** tab will open the **Support Center** page. This is the same page that is opened using the **Support Center** link in the header. See page 4 for information about the **Support Center** page.

The **Give Us Feedback** tab will open a window with an e-mail form. If you need help with this database please contact a member of the Business Library staff. If the company must be contacted the staff will perform this task.
Footer Links

The footer appears on every page in Hoover’s. The footer has numerous links to Copyright information, Hoover’s Privacy Policy, Hoover’s Terms and Conditions, and a link to Hoover’s Mobile Site.

The Mobile Site link opens a page that requires a login. This is not part of the Business Library subscription.
Search Function Box

The search function box is located on the Home page of the Hoover’s database. The search function box has four tabs and one data entry box. The four tabs are All Categories, Companies, People, and Industries. The data entry box is used for each of these tabs.

The Industries tab includes a Browse Hoover’s Industries link below the data entry box. This link will open the Browse Hoover’s Industries page. See page 32 for information about this page.

The search function box in the program header may be used to create the same searches as the search function box. This search function has two boxes. One has a drop-down menu with selections for All Categories, Companies, People, and Industries. You may conduct a search by selecting the type of search (Companies, etc.), entering a term into the box, and clicking on the Go button. This will open a Search Results page, please go to page 8 for information about Search Results pages.

Conducting a Search

To conduct a search using the search function box on the Home page, select a tab and enter a search term into the box. When finished click on the Search button to start the search. This will open a Search Results page specific to the tab selected.

All tabs work in a similar manner. As you type letters into the box a list of suggested items appears below the box (after typing the third character—a one letter stock ticker may still display suggested items by typing two blank spaces after the letter).

Clicking on one of the suggested items will open the page for that item (Company Record page, Industry Record page, etc.).

Clicking on the Search button will open a Search Results page. The Search Results pages are specific to the tab used in the search.

The All Categories tab is the default display in the search function box. See page 8 for information about the All Categories Search Results page.

The Companies tab allows you to search using company names (or part of a name) and stock tickers. See page 9 for information about the Company Search Results page. See page 22 for information about the Company Record page.

The People tab allows you to search for executives. See page 11 for information about the People Search Results page.

The Industries tab allows you to search by industry name. This tab also has a link that allows you to browse industry pages. See page 32 for information about the Browse Industries page. See page 13 for information about the Industry Search Results page.
Search Results Pages

The Search Results page for your specific search type (All Categories, Companies, People, or Industries) is displayed after a search has been completed. The Search Results page will have different formats depending on the type of search you have conducted.

All Categories Search Results

Once you have made a search using the All Categories tab in the search function box a Search Results page with three sections will be displayed. Your current search term is displayed in the search box in the program header. You may make another search from this search function but it will be a new search, not a search within a search.

The Search Results page lists the search term at the top of the page. The left side of the page has a Refine Results box where there is a list of categories that you may select to limit the search results to that category. See below for information about the Refine Results box.

The main part of the page displays the results of your search in a table format. The table is divided into three sections: Companies, People and Industries. Each section will list the top items that meet your search criteria.

The bottom of each section has a link that will display all the items in that section. The Search Results page for the type of item (Companies, People, or Industries) selected will be opened. See page 9 for the Company Search Results page, page 11 for the People Search Results page, and page 13 for the Industry Search Results page.

The name of each item is a link that will open the page for that item (e.g., Company Record page, Industry Record page, etc.).

Refine Results

The Refine Results box lists the three sections (Companies, People, and Industries). Clicking on one of these will change the Search Results page to display only the type of items selected. The Search Results page for the type of item (Companies, People, or Industries) selected will be opened. See page 9 for the Company Search Results page, page 11 for the People Search Results page, and page 13 for the Industry Search Results page.
Company Search Results

Once you have made a search using the Companies tab in the search function box the Company Results page will be displayed. The page header will have a search function so that you may conduct another search. This will be a new search, not a search within the current results. Your current search term is displayed in the search box.

The Company Results page lists the search term at the top of the page. The left side of the page has a Refine Your Search column where there is a list of categories that you may select to limit the search results to that category. See page 10 for information about the Refine Your Search column.

The main part of the page displays the results of your search in a table format. Each company name in the table is a link to that company’s Company Record page. See page 22 for information about the Company Record page.

The top and bottom of the table lists the number of results and where you are in the list (e.g., 1-25 of 1,486). There are also some navigation tools that allow you to page through the pages by clicking on the page number or the Previous or Next link.

The top and bottom of the list also has a box where you may select the number of items to display on a page. The drop-down menu in this data field has three selections (10 per page, 25 per page and 50 per page). Click on your selection and the page will be modified to display the number of items you want.

The column headings of the table (Company Name, Location, Location Type, and Sales) will sort the table according to the heading. Clicking on the active heading name will sort the results.
Refine Your Search

The *Company Results* page allows you to narrow your original search results according to categories that are listed in the Refine Your Search column on the left side of the page.

The column is divided into six sections: Refine by Location, Refine by Sales, Refine by Employees, Refine by Company Type, Refine by Location Type, and Refine by Industry.

Each section has a list of selections. The number beside each selection indicates how many records are included in that selection. Clicking on the selection will limit the search to display only the records included in that selection.

The first section, Refine by Location, has two types of selections, one for U.S. states and another for countries. The **Filter by US State** box has a drop-down menu listing the states. Each state has a number beside it indicating how many records are included in each state listing. Clicking on a state name will limit the search to display only the records included in the selection.

The top of the Refine Your Search column has a link, **View Original Results**, that will return the display to include all companies found in the original search.
People Search Results

Once you have made a search using the People tab in the search function box the People Results page will be displayed. The page header will have a search function so that you may conduct another search. This will be a new search, not a search within the current results. Your current search term is displayed in the search box.

The People Results page lists the search term at the top of the page. The left side of the page has a Refine Your Search column where there is a list of categories that you may select to limit the search results to that category. See page 12 for information about the Refine Your Search column.

The right side of the page displays the results of your search in a table format. Each active name and company name in the table is a link to that company’s Company Record page. The person’s name will open the Company Record page to the People selection with that person’s information displayed. See page 22 for information about the Company Record page.

The company name for each row is the name of the company for which the person works.

The top and bottom of the table lists the number of results and where you are in the list (e.g., 1-25 of 8,250). There are also some navigation tools that allow you to page through the pages by clicking on the page number or the Previous or Next link.
Refine Your Search

The *People Results* page allows you to narrow your original search results according to categories that are listed in the Refine Your Search column on the left side of the page.

The Refine Your Search column is divided into three sections: Refine by Job title, Refine by Location and Refine by Industry.

Each section has a list of selections. The number beside each selection indicates how many records are included in that selection. Clicking on the selection will limit the search to display only the records included in the selection.

The Refine by Location section has two types of selections, one for U.S. states and another for countries. The *Filter by US State* box has a drop-down menu listing the states. Each state has a number beside it indicating how many records are included in each state listing. Clicking on a state name will limit the search to display only the records included in the selection.

The top of the Refine Your Search column has a link, *View Original Results*, that will return the display to include all companies found in the original search.
**Industry Search Results**

Once you have made a search using the **Industries** tab in the search function box the *Industry Results* page will be displayed. The page header will have a search function so that you may conduct another search. This will be a new search, not a search within the current results. Your current search term is displayed in the search box.

The *Industry Results* page lists the search term at the top of the page.

The results are displayed in a table format. Each industry name is a link to that industry’s *Industry Record* page. See page 32 for information about the Industry Record page.

Each instance of the search term you used in your search is highlighted throughout the *Industry Results* page table.

The top and bottom of the table lists the number of results and where you are in the list (i.e., 1-25 of 179).

There are also some navigation tools that allow you to page through the pages by clicking on the page number or the **Previous** or **Next** link.
Build A List Box

The Build A List box on the Home page of Hoover’s is an interactive search function that allows you to see how many companies meet your search criteria as you select the criteria.

The number at the bottom of the Build A List box indicates how many companies in the database meet your search criteria. The number changes as you select criteria. The initial number (with no criteria selected) is all the companies in the database. (Note that the companies in the database are being continually updated so this initial number will change frequently.)

The Build A List box has only four criteria to use in your search: locations, industries, sales and employees. If you need more criteria click on the View More Criteria link. This will open the full Build A List search feature on the Build A List page. This is the same page that is opened when the Build A List tab is selected. See page 15 for information about the Build A List page.

The picture on the right shows how the number of companies in the pool has been reduced to only 93 with the selection of two criteria (the state of Virginia and the electronic component manufacturing industry). Additional selections will reduce the number even more.

If you select too many criteria so that no companies meet the criteria the number will go to zero. Simply remove some of the criteria until a number is again displayed.

Criteria may be removed from your search by clicking on the small round X icon next to the criteria you have selected for use in your search. Each criteria will have its own X icon.

After you have made your selections click on the Continue button. This will open a Company Search Results page (which is different from the Company Results page displayed when the Companies search function is used). The full Build A List feature will display results on the same type of Company Search Results page.

See page 21 for information about the Build A List Company Search Results page.
Build A List Page

The Build A List page takes a few moments to load because the program analyzes the database to configure the total number of companies being searched. This number is displayed at the bottom of the page. With no criteria selected you are looking at the total database. As you make selections the number changes to reflect the number of companies currently included in your results list.

There is a Clear Search button that allows you to clear all selections.

The My Criteria link in the Build A List header will open a box listing all the criteria you have selected. Clicking on the link will open the box. You may close the box by clicking on the link again.

The criteria are divided into groups under eight topics. You may display criteria by clicking on the topic name or + icon next to the topic name. You may have more than one topic open at a time.

The topics are Company Location, Company Information, Industry, Company Size, Financial Information, IPO Data, People, and Keywords.

Once you have selected the criteria you need, click on the View Results button at the bottom of the page to open the Company Search Results page. See page 21 for information about the Company Search Results page.
Company Location

The Company Location topic has five areas in which to make selections.

These are Add Locations, Browse and Add Locations by:, US & CAN Area Codes, Zip/Postal Codes, and Search for Companies by Zip Code Radius.

The Add Locations criteria allows you to include or exclude the location you select. Click on the radio button next to your selection.

The Select One box has a drop-down menu with seven selections. Select one by clicking on it. Next start typing the name of your selection in the box next to the Select One box. As you type a list of suggested locations will appear. You may select one from the list.

Once a location has been selected your selection will appear in a new section (Locations Added).

The Browse and Add Locations By: section has four selections: Metro Area (US), State (US & Canada), Country, and World Region. Each of these will open a box with a list of items. You select an item by clicking on the check box next to it. More than one item may be selected from each list.

Clicking on the Add to Criteria button will add your selected items to the Locations Added section.

The US & CAN Area Codes and Zip/Postal Codes sections have boxes where you may type in your criteria. More than one area code may be entered. Also, the Zip Code box allows you to enter a range of Zip Codes.

Click on the Add Criteria button next to the box when you are finished. A new section will appear below the box with your criteria listed.

The Search for Companies by Zip Code Radius section allows you to enter a number, select the units (Miles or Kilometers) and the Zip Code.

You may start your search after using this topic or you may go on to other topics to select more criteria.

The number at the bottom of the Build A List page changes as you select each criterion.
Company Information

The Company Information topic has a variety of areas where you may make selections. The areas are: Location Type, Ownership Type, Subsidiary Status, Diversity Status, Only Select Companies That:, Year of Founding, D&B Prescreen Score, Property Information, Foreign Trade, Exchange, D-U-N-S Number, and Upload a List of D-U-N-S.

Most of these areas have two or more selections. Selections are made by clicking on the check boxes by each selection.

The year of founding area has a box with a drop-down menu with three selections: Greater Than or Equal to, Less Than or Equal to, and Between. After making a selection, enter the year or years into the data field next to the menu.

The Foreign Trade area has a box with a menu with four selections: Imports, Exports, Imports OR Exports, and Imports AND Exports.

The Exchange area has a menu with a long list of exchanges. Select the one you want by clicking on it.

The D-U-N-S Number area allows you to enter a D-U-N-S number or numbers into the box.

The last area allows you to upload a list of as many as 5000 numbers. Enter the path to your list and click on the Upload Your File link.

As you make selections in each of these areas the number at the bottom of the page is updated to show how many companies meet all the criteria you have selected in all the topic areas.

Industry

The Industry topic allows you to select whether the criteria in this section applies to both Primary and Secondary or the Primary Only industry in which a company does business.
Select an industry by typing the industry name into the Add Hoover’s Industries section box. As you type a menu of suggested industries is displayed below the box. You may select one of the industries from this list. Selecting an industry will add it to a new box below this section.

Clicking on the **Browse the List of Hoover’s Industries** link will open the Browse Industries window. The industries are listed in a Table of Contents list that is expandable. Clicking on the + icon next to an industry will open the list to display sub-industries and sectors.

Select an industry by clicking on the check box next to the industry name. Selecting an industry also selects all the sub-industries and sectors included in it.

The Browse Industries window has three tabs, **Hoover’s Industries, US SIC Codes** and **NAICS Codes**. This allows you to browse for industries by SIC or NAICS codes as well as by industry name. The lists in the two Codes tabs are similar in appearance and operation as the Industries tab.

After you have finished selecting the items you want click on the **Add to Criteria** button. This will put the selected industries into the Add Hoover’s Industries section. If you had selected SIC and/or NAICS codes those will be added to the SIC Code and NAICS Code sections.

The Add US SIC Codes and Add NAICS Codes sections are similar in operation. Both have boxes where you enter numbers. Clicking on the **Add Criteria** button will add those numbers in a new box below the section.

Both sections also have **Browse** and **Search** links below the boxes. Clicking on the **Browse** link will open the same **Browse Industries** window as the link in the Add Hoover’s Industries section. The **Browse Industries** window will have the tab for the **US SIC Codes** or **NAICS Codes** open. See above for information about the use of these tabs in the **Browse Industries** window.
The **Search** link will open the **Search for US SIC Codes** or **Search for NAICS Codes** windows. Start typing a keyword into the box. A list of suggested SIC (or NAICS) codes will be displayed as you type. Selecting an item from this menu will display it in a new section below the box.

Click on the **Add to Criteria** button when you are finished and the criteria will be displayed in a box below the section (US SIC Codes or NAICS Codes) in which you are working.

**Company Size**

The **Company Size** topic has six sections. These are Annual Sales, Annual Sales Growth %, Market Cap, Number of Employees, Total Employee Growth %, and Facility Size.

Each section has a box with a drop-down menu with three selections: **Greater Than or Equal to**, **Less Than or Equal to**, and **Between**. Select one of these and enter a figure into the box next to it.

The number of companies meeting your criteria at the bottom of the page will change once you click out of the box.

**Financial Information**

The **Financial Information** topic has six sections: Net Income, Net Income Growth %, Fiscal Year-End, Auditors, Assets, and Rankings/Indices.

The Net Income, Net Income Growth % and Assets sections have boxes with drop-down menus with three selections: **Greater Than or Equal to**, **Less Than or Equal to**, and **Between**.
Than or Equal to, Less Than or Equal to, and Between. Select one of these and enter a figure into the box next to it.

The Fiscal Year-End, Auditors and Rankings/Indices sections have menus so that you may select one or more items from the list. More than one item may be selected by holding down the Control [Ctrl] key while clicking on the selections.

**IPO Data**

The IPO Data topic has four sections: IPO Offer Amount, IPO Underwriters, IPO Price Range, and IPO Date.

The IPO Offer Amount and IPO Price Range sections have boxes with drop-down menus with three selections: Greater Than or Equal to, Less Than or Equal to, and Between. Select one of these and enter a figure into the box next to it.

The IPO Date section has a box with a drop-down menu with three selections: Before, After and Between. Select one of these and enter a figure into the box next to it.

The IPO Underwriters section has a menu listing underwriters.

**People**

The People topic has five sections: Select Specific Job Function(s), Salary, Bonus, Total Compensation, and Age.

The Salary, Bonus, Total Compensation, and Age sections have boxes with drop-down menus with three selections: Greater Than or Equal to, Less Than or Equal to, and Between. Select one of these and enter a figure into the box next to it.

The Select Specific Job Function section has a box for you to enter a term. As you type a list of suggested terms is displayed. Selecting a term from this list will add it to a new box displayed below this section.

The Select Specific Job Function section also has a Browse the List of Job Functions link. Clicking on this link will open the Browse Job Functions window. Make a selection and click on the Add to Criteria button to add your selection to the box below the Select Specific Job Function(s) section.
Keywords

The Keywords topic has a menu with two selections: Company and Person.

Select one of the items from the menu and enter a search term into the box.

The number of companies at the bottom of the page changes as you type characters into the data field.

Company Search Results (Build A List Search)

To view the results of your search click on the View Results button at the bottom of the Build A List page.

This will open a Company Search Results page.

The Company Search Results page has a graphical representation of your search results at the top of the page. This allows you to view your results in various charts. These charts are: Country, Sales, Employees, Ownership Type, Location Type, State/Province and Industry. The Sales chart is pictured.

The lower part of the page lists the companies found in your search.

The name of each company is a link that will open that company’s Company Record page. See page 22 for information about the Company Record page.

If you made a search for a person using personnel search criteria you will have person search results in the lower section. This section lists the people found in your search. Each person’s name is a link to that person’s page. This page gives any information available and has a link to that person’s company’s Company Record page.
Company Record Page

Once you have located a specific company in your search you will be presented with the Company Record page. This page contains a large amount of information about the company that you are researching. In addition to the information on the page that first opens, there are links to all the information contained in Hoover’s about that company and its competitors.

The Company Record page has the Company Index menu box near the top of the page, below the company name. Please go to page 25 for information about the Company Index menu box.

The My Tools box is next to the Company Index box. See 23 for information about the My Tools box.

The rest of the Company Record page contains information about the company. The Company Overview selection from the About This Company drop-down menu is displayed. The company name, ticker symbol, and address are at the top of the page. If the text includes names of other companies, they are active links to that company’s Company Record Page.
My Tools Box

The My Tools box has a variety of tools that allow you to perform some functions on the company record. These tools are **Print Quick Report**, **Download Data**, Receive Alerts (this tool is not available with the Business Library’s subscription), and, under **More Tools**: View Company Tags (this tool is not available with the Business Library’s subscription), Find Similar, Print Preview, and Email This Page (the recipient must have a subscription to Hoover’s in order to view the page).

The **Print Quick Report** tool will open a report on the company in a new window. This report is in printer friendly format and contains a broad overview of the company. Use the browser controls to print this report.

The **Download Data** tool will open a page with numerous download links in various categories. The page pictured at the right has four topic areas: Download Basic Company Data, Download Competition Data, Download Printable Report, and Download Financial Statement.

The downloads are available in several formats. The title of the link will open the download process. The icon next to the link indicates the format of the download. Excel and PDF are the two pictured.

The links to Excel format downloads will open the File Download window where you have the option to open or save the file. If you want to save the file click on the **Save** button. This will open another window that prompts you to name the file and select where to download it.

Clicking on the **Open** button will open the report in a new window using Excel.

The PDF links will open the report in a new window using a PDF reader. This reader has controls that allow you to print or save the report.
More Tools

The More Tools selection will open a menu with four more selections.

The View Company Tags selection is not included in the Business Library’s subscription.

Find Similar

The Find Similar tool will open the Find Similar Companies page. Using the selections on this page allows you to select criteria for a search to find companies with similar characteristics to the company you are researching. When finished making your selections click on the Search button at the bottom of the page.

This will open a Company Search Results page (similar to the Company Search Results page when using the Build A List feature). Please go to page 21 for information about the Company Search Results page or page 14 for the Build A List feature.

Print Preview

Clicking on the Print Preview selection in the My Tools box will open a printer friendly version of the page currently being viewed. This page will have all the information from the original page but without the program header or advertisements.

Email This Page

The Email This Page selection will open the Email This Page feature in a new window. This allows you to e-mail a link to the current page to an e-mail address you select.

Note: The recipient must have a subscription to Hoover’s in order to view the page.
Company Index Menu Box

The Company Index menu box at the top of the Company Record page allows you to access the various areas of the Company Record. The menu consists of the following selections: About This Company (with three items in a submenu), Financials (with six items in a submenu – these are described starting on page 26), Competition (with two items in a submenu), Industry Information, Historical Events, Stock Quote & Chart, News & Press, Family Tree (not included in the Business Library’s subscription), Financial Market Data, Products & Operations, Earning Estimates, and People & Contacts.

Note: The Company Index menu varies depending on the company being viewed. Some companies may not have all the selections.

About This Company

The Company Record page opens with the Company Overview selection in the About This Company menu displayed. The other selections in the submenu are: Company Description and Company History.

The Company Overview has a brief description of the company, a listing of key information, key people and key financials. More information is included in other categories including stock quotes and competitors.

Company Description

The Company Description selection opens a Description page with a more detailed Company Description.

Company History

The Company History selection opens a History page with a detailed history of the high points of the company’s background.
Financials
The Financials selection of the Company Index menu box has a submenu with six items: Financial Summary, Balance Sheet, Cash Flow, Income Statement, Historical Financials, and SEC Filings.

Financial Summary Selection
The Financial Summary selection will open the Financial Summary page. This page lists a variety of general financial information.

The sections include:
Basic Financial Information,
a Revenue vs. Net Income chart,
a Revenue vs. Cash Flow from Operations chart,
Stock Quote—with a link (View Detailed Stock Quote & Interactive Stock Chart) to the Stock Quote & Chart page. See page 29.
Comparison to Industry & Market,
Annual and Quarterly Income Statement sections—with links to the Income Statement page (View Detailed Income Statement), the Balance Sheet page (View Detailed Balance Sheet), and the Cash Flow Statement page (View Detailed Cash Flow Statement). Each section has the same links, the pages will be opened to the annual or quarterly displays depending on the section in which the link is selected.
and a Top Competitors section—with links to the Competitive Landscape page (View Detailed Competitive Landscape) and Competitors List page (View Full Competitors List).

Balance Sheet Selection
The Balance Sheet selection will open the Balance Sheet page. This page has tables of data concerning Assets, Liabilities, and Stockholder’s Equity. You have the option to change the currency used in the tables. You also have the option to view Annual or Quarterly tables. The annual tables are the default opening display when the page first opens.
Cash Flow Selection

The Cash Flow selection in the Financials menu opens the Cash Flow Statement page. This page has the Cash Flow Statement table. You have the options to change the currency used in the table and to view Annual or Quarterly statements. The Annual display is opened when the page is first displayed.

Income Statement Selection

The Income Statement selection will open the Income Statement page. This page has two charts (Revenue and Net Income After Taxes) and a table of data. You have the options to change the currency used in the table and to view Annual or Quarterly statements. The annual charts and table is the default opening display when the page first opens.

Historical Financials Selection

The Historical Financials selection will open the Historical Financials page. This page has several graphs (Net Profit Margin and Employees) that cover five years of data and tables that cover ten years of data.

SEC Filings Selection

The SEC Filings selection will open the SEC Filings page. This page has a table showing all the SEC forms included in the database that pertain to the company you are researching. The title of the form in the Form Type column is a link to the actual form. The form will be opened in a new window.

The top and bottom of the table lists the number of results and where you are in the list (e.g., 1-25 of 2,667). There are also some navigation tools that allow you to page through the pages by clicking on the page number or the Previous or Next link.
There are two boxes on the left side of the page that have selections that allow you to narrow the list displayed in the table. The boxes are Refine by Form Type and Refine by Year.

The Refine by Form Type box has a long scrolling list of selections (e.g., Annual Reports–10K, Quarterly Reports–10Q, etc.) that you may select. Selections are made by clicking on the check box. The table changes as soon as you make a selection.

The Refine by Year box has a data entry box with a list of years. There are ten years of selections. The table changes as soon as you click on a year.

The two boxes may be used together to limit forms to a specific type and year.

**Competition**

The Competition selection in the Company Index menu box has a menu with two selections in it: Competitive Landscape and Competitor’s List.

**Competitive Landscape**

The Competitive Landscape selection will open the Competitive Landscape page. This page has two graphs and some tables with information about the company and its top competitors. The tables include Key Numbers, Profitability, Valuation, and Operations. The tables include market and industry information.

You may tailor the competitors used in these tables by clicking on the Select Competitors button. This will open the Competitors table with a list of the company’s competitors. You may select companies by clicking on the check box by the company. Only three companies may be selected.

Return to the comparison table by clicking on the Compare Companies button.

**Competitor’s List**

The Competitor’s List selection will open the Competitor’s List page. This is the same page that is opened when the Select Companies button on the Competitive Landscape page is selected. See above for information.
Industry Information

The Industry Information selection in the Company Index menu box will open the Industry Information page. This page lists the various industries and sectors in which the company does business.

The NAICS Codes and US SIC Codes boxes list all the industries and sectors in which the company does business, according to the pertinent code.

Each industry name in the Industry Information box is a link that will open the Industry Record page for that item.

Please go to page 32 for information about the Industry Record page.

Historical Events

The Historical Events selection will open the Historical Events page. This page has a list of recent events of significant importance to the company.

Stock Quote & Chart

The Stock Quote & Chart selection will open the Stock Quote & Chart page. This page has two sections: Detailed Quote and Interactive Chart.

The Detailed Quote section gives you current information (delayed 20 minutes) about the company’s stock performance.

The Interactive Chart section has a chart that you may change the time period, chart style, display moving averages, select two indicators, select a benchmark and a company to compare with the company you are researching.

Most selections take effect as soon as you make them. The Compare and Benchmark boxes have Go buttons that must be clicked on to refresh the chart.
News & Press

The News & Press selection will open the News & Press Releases page. The page opens with a list of news articles about the company.

Each entry includes the title, source publication, date, and a brief lead-in to the article. Each title is a link to a new page with the article.

You may limit the display by doing a keyword search or by selecting a range of dates.

Financial Market Data

The Financial Market Data selection will open the Market Data page. This page has several tables of market data.

Products & Operations

The Products & Operations selection will open the Products and Operations page, which has information about the products the company produces and its operations.
Earning Estimates

The **Earning Estimates** selection will open the *Earnings Estimates and Forecast* page. This page has one graph and one table of data.

People & Contacts

The **People and Contacts** selection will open the *People List* page. This page has a list of company executives. Each entry includes the person’s name, title, where the person works in the company and contact information.

The top and bottom of the table lists the number of results and where you are in the list (e.g., 1-25 of 1,097). There are also some navigation tools that allow you to page through the pages by clicking on the page number or the **Previous** or **Next** link.

The column on the left has functions that allow you to refine the list by family tree (their position in relation to the main company) or by job function. You may search the list by job title using the box in the Refine by Job Title section.

The list of people will change as soon as a selection is made.
Browse Industries

The **Industries** tab of the Search Function box on the **Home** page has a **Browse Hoover’s Industries** link that will open the **Browse Hoover’s Industries** page.

The **Browse Hoover’s Industries** page has a listing of all the industries included in the Hoover’s database.

The listing of industries may be expanded by clicking on the + icon next to those industries with sub-industries.

Clicking on an industry title will open the **Industry Record** page for that industry.

Industry Record Page

The **Industry Record** page contains information about the industry.

There is an Industry Index menu box and a Tools box at the top of the page.

The Tools box has two selections: **Print Preview** and **Print Report**. **Print Preview** will open a printer friendly view of the current page in a new window. This can then be printed. **Print Report** will open a window that gives you the choice to create a custom report or open a pre-made report (not every industry has one). Clicking on a pre-made report selection will open the report in a new window. The custom report selection will open the **Create a Custom Industry Report** window that gives you selections from which to choose. Click on the **Generate Report** button when finished.

Industry Index Menu Box

There is an Industry Index menu box at the top of the **Industry Record** page. This menu has selections for **Overview** (the default opening display when the page is first opened), **Financials, Quarterly Industry Updates, Description, Trends & Opportunities, Executive Insight, Associated Industry Codes, News & Press Releases, Business Challenges, Companies List, Call Preparation Questions, and Glossary of Acronyms.**
Not all of these selections are available for all industries.

Overview

The **Overview** selection is the default display when the *Industry Record* page is first opened. The information is divided into a number of topics that include Industry Description, Related Industries, Associated Industry Codes, Top Companies, and Current News. The Associated Industry Codes, Top Companies and Current News sections have links at the bottom of the section that will open the page for that Industry Index menu box selection. See below for information about these selections.

The Related Industries section has a list of industries that are related to the one you are researching. Each item on this list is a link to the Industry Record page for that industry.

Financials

The **Financials** selection will open the *Financials* page. This page gives you a variety of charts and graphs concerning the industry and other information. The information is divided into two sections. The Economic Statistics and Information section has the charts and graphs.

The Company Benchmark Information section has data including an income statement, balance sheet and financial ratios.

Quarterly Industry Updates

The **Quarterly Industry Updates** selection will open the *Quarterly Industry Updates* page. This page has a brief note on the condition of the industry. There are four updates (current and three previous) available.

Description

The **Description** selection will open the *Industry Description* page. This page has a long description of the industry. It is broken into sections: Competitive Landscape; Products, Operations, and Technology; Sales and Marketing; Finance and Regulation; Regional and International Issues; and Human Resources.

Each section header may be expanded by clicking on the plus icon in the header. Only one section may be expanded at a time.
Trends & Opportunities

The **Trends & Opportunities** selection will open the **Business Trends/Industry Opportunities** page. This page is divided into two columns, one for Business Trends and one for Industry Opportunities. Each column gives a brief description of the trends and opportunities for the industry being researched.

Executive Insight

The **Executive Insight** selection will open the Executive Insight page with brief insights from the perspective of various executives, including the CEO, CFO, CIO, HR and others.

Associated Industry Codes

The **Associated Industry Codes** selection will open the **Associated Industry Codes** page. This page has a listing of all NAICS and SIC codes that are used in the industry you are researching. There may be many or just one, depending on the industry.

News & Press Releases

The **News & Press Releases** selection will open the **News & Press Releases** page. The page opens with a list of news articles about the industry.

Each entry includes the title, source publication, date, and a brief lead-in to the article. Each title is a link to a new page with the article.

You may limit the display by doing a keyword search or by selecting a range of dates.

Business Challenges

The **Business Challenges** selection will open the **Business Challenges** page. This page will give a brief description of various challenges that face the industry being researched. The topics are divided into two sections: Critical Issues and Other Business Challenges.
Companies List

The **Companies List** selection will open the *Companies List* page. This page has a listing of all companies that do business within the industry you are researching.

The list includes the company name, sales, employees, gross profit margin (if available), and the location. Each company name in the listing is a link to the *Company Record* page for that company. See page 22 for information about the *Company Record* page.

Call Preparation Questions

The **Call Preparation Questions** selection will open the *Call Preparation Questions* page. This is a long page with questions pertinent to the industry you are researching.

The page is divided into sections: Conversation Starters; Operations, Products, and Facilities; Customers, Marketing, Pricing and Competition; Regulations, R&D, Imports and Exports; Organization and Management; Financial Analysis; and Business and Technology Strategies.

Each section header has a plus icon that will expand the section to display the information included in that section.

Many of the Industry Index Menu box selection pages also have a box with Call Preparation Questions pertinent to that particular aspect of the industry.

Glossary of Acronyms

The **Glossary of Acronyms** selection will open the *Glossary of Acronyms* page. This page will list many of the common acronyms used in the industry and an explanation of what they mean. The list may be very short with only a few acronyms or very long.