Searching for an Industry Survey in the Database S&P NetAdvantage

About S&P NetAdvantage

*S&P NetAdvantage* is a terrific source for finding information on an industry. Its Industry Surveys provide in-depth views of trends, outlooks, issues, factors, & competitors within industries.

How to Connect to the Database S&P NetAdvantage

- Select Business from the “Filter by subject” menu
- Select S&P NetAdvantage

Logging in from off campus?

You will need (1) your last name and (2) the last 7 digits of your ODU ID. Need help? Go to [https://www.ohiodominican.edu/library/off-campus-access](https://www.ohiodominican.edu/library/off-campus-access)

How to Search for Industry Surveys

1. From the top of your screen, click **Industry Survey**.
2. Then select your industry in the search box to the left of the from the drop-down menu.

<table>
<thead>
<tr>
<th>Companies</th>
<th>Research</th>
<th>Markets</th>
<th>Screening</th>
<th>Charting</th>
<th>Industry Survey</th>
</tr>
</thead>
<tbody>
<tr>
<td>Interest Rates</td>
<td>Overview</td>
<td>Government Debt</td>
<td>Interbank Rates</td>
<td>Major Rates</td>
<td>Interest Rate Derivatives</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Deposit Rates</td>
<td>Swap Rates</td>
<td>Commercial Paper Rates</td>
<td></td>
</tr>
<tr>
<td>Watch Lists</td>
<td>Create a Watch List</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tbody>
</table>

**TIP:** If your industry does not appear among the drop-down options, you may need to look at a survey of a larger industry in which yours might operate.

**BE ADVISED:** This database does not provide industry surveys for every industry.

3. Once you’ve chosen an industry, you will then have the option to choose your Industry Survey (i.e., Industry Overview).

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**TIP:** Look at the date the Industry Survey was published to make sure you get the most current information you need.

Click on the Headline. In the above example, you would click on *Hotels, Restaurants, & Leisure*. Note that in the above example the survey of this industry for December 2015 has 71 pages (see above example)! Note also that it is a PDF.

**Citing an Industry Survey from S&P NetAdvantage?**

For resources to help with citing business sources, visit ODU Library’s [Quick Reference](http://www.ohiodominican.edu/library/quickref) at [www.ohiodominican.edu/library/quickref](http://www.ohiodominican.edu/library/quickref) and click on APA, MLA, & Other Styles.
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