

## Locating Industry Ratios and Industry Norms in Hoovers/Dun & Bradstreet Database

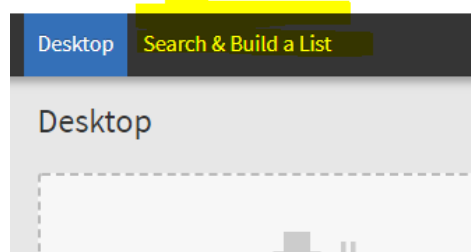
RMA's Industry Norms (also known as Annual Statement Studies) is a credible source of financial benchmarking figures broken down by NAICS, are available via Hoovers. For each NAICS, the data includes balance sheet and income statement line items, multiple standard industry average ratios such as the current ratio, quick ratio, and turnover ratios, and more. Updated daily, the data is gathered from small and medium-size US businesses. The print copy resides in the Goizueta Business Library's Reference Collection: HF5681.B2 R6.

NOTE: there might not be an RMA report for every industry, particularly if the industry is very niche. If you run into this issue, then select a broader industry NAICS code.

Follow these steps to locate an **RMA Industry Norms** report for your industry.

### [Hoovers/Dun & Bradstreet](#)

Once logged in, click **Search & Build a List** at the top of the page. Then click **Industries** from the drop-down menu.



That brings you to the **Industries** search template.

Click **(change)** and select **NAICS 2022**. Make sure **Primary Only** is selected.

### Industries

NAICS 2022 [\(change\)](#)

Primary Only

You have 2 options for locating your industry:

1. Type 1-2 words in the search box; relevant industry labels will display; click the best match, then click **View Results** on the upper right of the page.
2. If keyword searching doesn't work, leave the search box empty and click **Browse** to the right of the search box; expand the industry options, select the industry, click **Submit**, then click **View Results** on the upper right of the page.

Clear All

Find Filter



## Industries

NAICS 2022 [\(change\)](#)

Exclude

x 7224 - Drinking Places (Alcoholic Beverages)

Search for Industries by Name or Code

Browse

Primary Only

On the returned page, click the link to NAICS2022 for your industry.



NAICS2022 Code: 7224

Drinking Places (Alcoholic Beverages)

D&B Hoovers Sector: Entertainment, Travel and Leisure, Food and Beverage

D&B Hoovers Industry: [Restaurants and Bars](#)

Parent Industry: [Food Services and Drinking Places](#)

On the next page, on the left click **RMA Industry Norms** under Market Research.

MARKET RESEARCH

Analyst Reports

All Market Research

Freedonia Focus

RMA Industry Norms

MarketLine Industry Profile

Euromonitor Industry Reports

Click on the **Title** to view the PDF of the RMA Industry Norms page for that industry.

RMA Industry Norms

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Country/Region	Title	Date	Source	File Format
United States	<a href="#">Drinking Places (Alcoholic Beverages)</a>	Oct-23	RMA Industry Norms	PDF

