

## GuideMe!

# Using the *IBISWorld Industry Market Research* database

## What is IBISWorld?

IBISWorld Industry Market Research is a database providing access to market research reports covering 700 US Industries.

## How do I get to the reports?

IBISWorld's home screen allows you to scroll through a listing of available reports or search reports using one of two available search boxes:

SEARCH All Databases FOR [ ]

SEARCH Industry Market Research [ ]

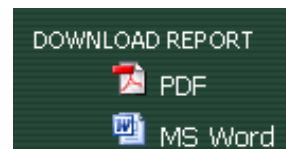
## How do I navigate reports?

Navigate reports using the Inside this Report menu on the left of the screen:

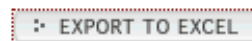


## How do I download reports and charts?

Full reports can be downloaded by clicking PDF or MS Word under DOWNLOAD REPORT in the left hand menu:



All charts in the reports can be downloaded by clicking on



## How do I cite reports in APA style?

In APA style, you want to follow the citation format for Technical and Research Reports that have been retrieved online. IBISWorld is the author and you would need to indicate that you retrieved the report from the IBISWorld Industry Market Research database. An example is:

IBISWorld. (2009, August 3). *Cable, Internet & Telephone Providers in the US*. Retrieved from IBISWorld Industry Market Research database.