First Research

First Research contains detailed industry profiles on 1,000 industry segments with critical analyses, statistics, and forecasts.

1. Once you are in First Research, click **Continue**

2. Click **Continue** again

3. Then click **Submit**

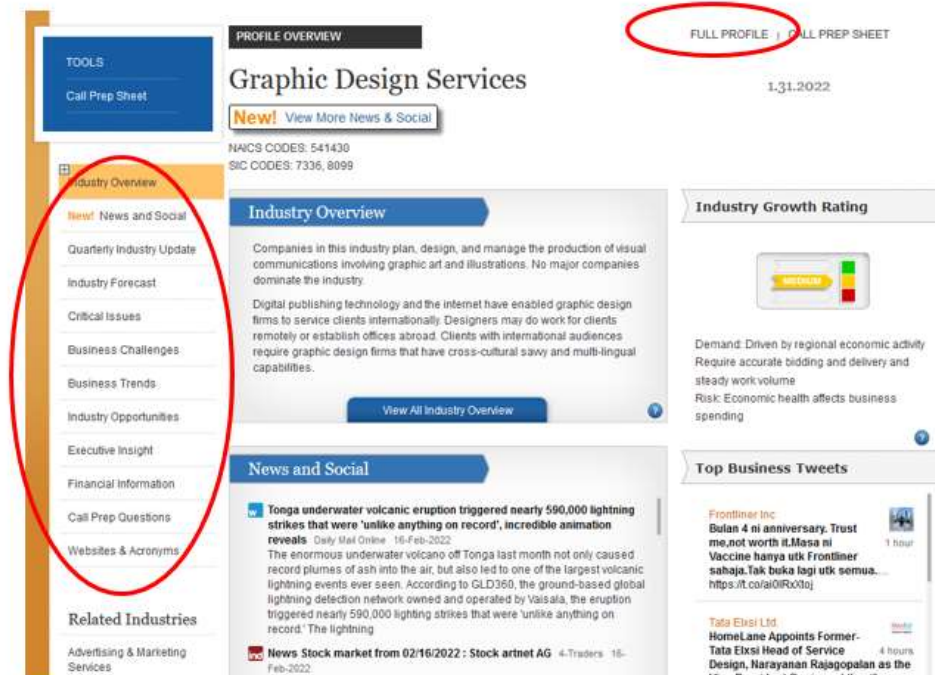4. You can search by **keyword**, **NAICs**, or **browse** a list of industry profiles.

5. A keyword search for "graphic design" retrieves several matches, including **Graphic Design Services.**

6. Click on **Graphic Design Services** to open an industry profile.

   Use the links on the far left to access more detailed information on a specific category (industry forecast, financial information, etc.).

7. If you can't find an industry with a keyword search, be sure to try the **browse** option. It's possible First Research uses a different word or phrase for an industry than the keywords you are using.

   You can browse an **alphabetical list** of all industries or browse by **category** (Construction and Real Estate, Health Care, Technology and Communications, etc.).