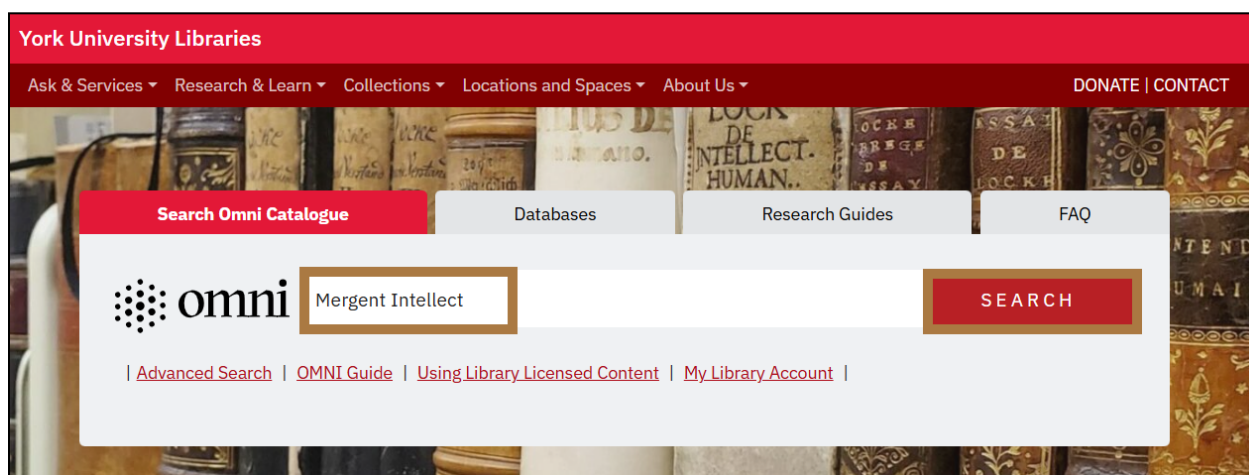
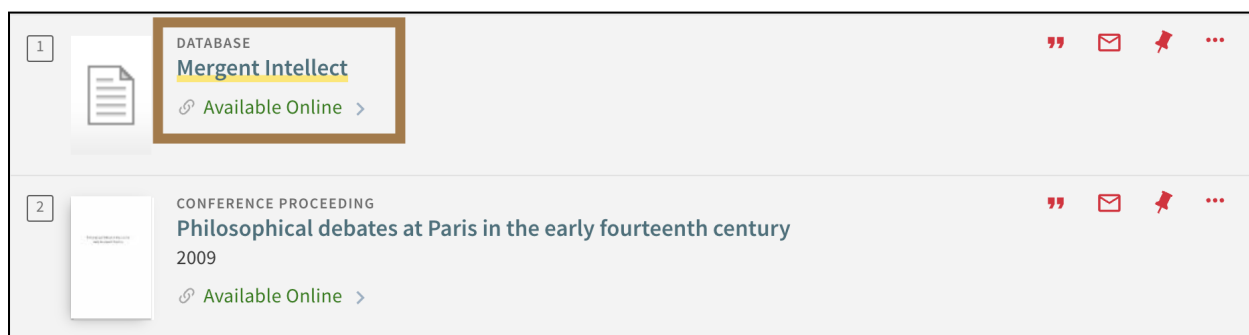


Step-by-Step: Locate First Industry Research Reports in Mergent Intellect

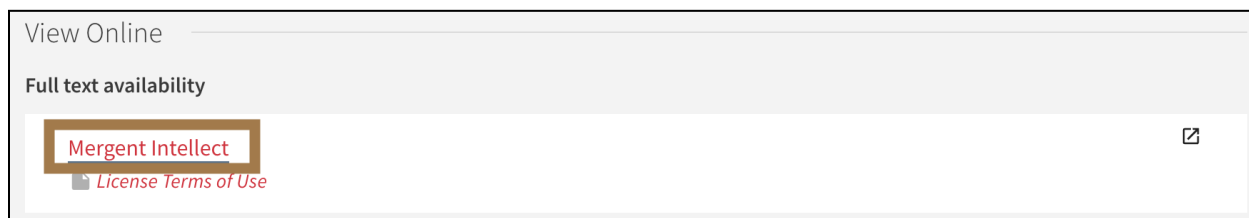
1. Go to the [York University Libraries' homepage](#), type **Mergent Intellect** into the Omni search bar and click **Search**.



2. **Mergent Intellect** should be the first result in your search results list. Click **Available Online** in the record.



3. In the database record, scroll down to the **View Online** section. Click the **Mergent Intellect** link. You will be asked to enter your Passport York to log in.



Locate First Industry Research Reports in Mergent Intellect

4. Scroll down to the middle of the page, click **First Research**



FIRST RESEARCH

First Research industry reports offer extensive industry research written from a objective business perspective to help you become a trusted industry advisor...



KEY BUSINESS RATIOS

Key Business Ratios on the Web (KBR) provides immediate online access to competitive benchmarking data in North America. This powerful tool lets...



CONSUMER DATA

Data on individual's lifestyles, hobbies, purchasing habits, etc

5. On First Research's landing page, search for industry profiles in one of the following ways:
 - a. Enter Keyword of the industry into the Title search box
 - b. Enter Keyword(s) or phrase into the Search Term box. Combine search terms by: AND, OR. Place quotations around search terms to find documents that contain that exact phrase.
 - c. Browse industries by **clicking "Browse"** under the D&B Hoovers Industries search box.

Locate First Industry Research Reports in Mergent Intellect

D&B First Research

Search Reports

Browse Report Categories



Search for First Research Reports

0 Results

Clear All

View Results

Search for Reports

Title

Add

Report Text

Add

D&B Hoovers Industries [\(change\)](#)

Browse

Search Term

Use Keyword Search to find results that contain your search term. For more targeted results combine or exclude search terms by applying the Boolean Operators in CAPITAL LETTERS: AND, OR and NOT. Place quotations around your search term to find documents that contain that exact phrase.

Add

6. **Still need help?** Go to the [Ask Us page on the Libraries' website](#) to access our:

- chat service
- email help
- in-person research help hours
- or to book an in-depth research consultation with a librarian.