

Sources for Industry Averages – Financial Ratios

USING ANY BROWSER (ON OR OFF CAMPUS):

www.reuters.com

then enter the stock symbol in the Search box at top right
then click on Financials

www.fidelity.com

<http://moneycentral.msn.com> (select Profile, then More Financial Ratios)

[peer competitor comparison:]

www.smartmoney.com and click on the Compare tab

[CNBC's industry comparison ratios, using Texas Roadhouse as an example:]

<http://data.cnbc.com/quotes/TXRH/tab/6>

[industry browser – restaurants:]

<http://biz.yahoo.com/p/712conameu.html>

MALONE LIBRARY RESEARCH DATABASES:

Hoovers

Mergent Online

Search for company

Select “Company Financials” tab

Then select the sub-heading “Ratios”