



First, take note of the definitions of “SIC” and “NAICS” (see the “Definitions” page) and then determine which system to use. Your assignment may require you to investigate one system specifically. Read your assignment carefully or ask your instructor for guidance.

Remember, the industry you select may be part of a larger industry or within an “Industrial Family Tree.” The following “family tree” list results when conducting a search for “retail” in industry keyword in the [Hoover’s](#) database:

- [Retail](#)

- [Apparel & Accessories Retail](#)

- ⇒ [Footwear & Related Products Retail](#)

- [Auto Parts Retail](#)

- [Automobile Dealers](#)

- [Building Materials Retail & Distribution](#)

- [Camera & Optical Goods Retail](#)

- [Computer & Software Retail](#)

- [Consumer Electronics & Appliances Retail](#)

- [Convenience Stores & Truck Stops](#)

- [Cosmetics, Beauty Supply & Perfume Retail](#)

- [Department Stores](#)

- [Discount & Variety Retail](#)

- ⇒ [Warehouse Clubs & Superstores](#)

- [Drug Stores & Pharmacies](#)

- [Floor & Window Coverings Retail](#)

- [Floral & Gifts Retail](#)

- [Gasoline Retailers](#)

- [Grocery Retail](#)

- ⇒ [Natural & Specialty Foods Retail](#)

As you can see, there are several subsets of the “retail” classification. At times, the industry you are searching for may not have its own individual classification. For example, natural food grocery stores, such as “Whole Foods” may fall under the SIC, “Miscellaneous Food Stores” (5499) and the NAICS, “All Other Specialty Food Stores” (445299).

The following are links to various sites that can help you classify the industry you are researching:

INTERNET SITES

- [U.S. Census Bureau's North American Industrial Classification System page](#)
- [SIC System Search](#)
- [Industry Code Crosswalk](#)
- [2002 NAICS Codes and Titles](#)
- [1987 SIC matched to 2002 NAISC correspondence tables](#)
- [1997 NAICS and 1987 SIC Correspondence Tables](#)
- [2002 NAICS matched to 1997 NAICS Correspondence Tables](#)
- [SIC Manual](#)
- [NAICS Search](#)

PRINT MATERIALS (Available through the Franklin University library)

- [*North American Industrial Classification System 2002*](#)
- [*Standard Industrial Classification Manual*](#)

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