

BARNES *Reports*

U.S. Libraries & Archives Industry (NAICS 51912)

- Market Reports
- Industry Trends
- Demographic Data

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LIBRARIES & ARCHIVES INDUSTRY (NAICS 51912)

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USERS' GUIDE

The Barnes Reports are the leading publications on U.S. industries and estimates and forecasts on sales and employment demographics. As a way of making the most of this information, we have included a few suggestions and tips to aid you in processing and using this information.

Managers, planners, and market researchers use this information for a variety of activities:

- Sizing markets and segments – You can estimate the size of the regional markets you sell in and your company's market penetration into that market. You can do the same with the market segments in which you participate.
- Sales territory potential – You can estimate your market penetration and also the market potential in any regional area or market segment.
- Sales forecasting – With the estimates on the size of the industry, market researchers supporting a sales force can then estimate and forecast the future size of the industry.
- Advertising strategies – You can use this information for forecasting and estimating sales potential and target advertising campaigns.
- Competitive analysis – You will use the information to locate your possible competitors (if it is not already known), to estimate their size, growth and strengths and weaknesses and to see what market segments in which they participate.

We recognize that many managers today are asked to provide detailed analysis of their markets, sales territories, distribution channels, and product placements. We have organized these reports in a logical format making your market analysis and research tasks easy to accomplish.

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LIBRARIES & ARCHIVES INDUSTRY (NAICS 51912)

INDUSTRY DEFINITION AND RELATED INDUSTRIES

NAICS 51912: Libraries & Archives. This industry comprises establishments primarily engaged in providing library or archive services. These establishments are engaged in maintaining collections of documents (e.g., books, journals, newspapers, and music) and facilitating the use of such documents (recorded information regardless of its physical form and characteristics) as are required to meet the informational, research, educational, or recreational needs of their user. These establishments may also acquire, research, store, preserve, and generally make accessible to the public historical documents, photographs, maps, audio material, audiovisual material, and other archival material of historical interest. All or portions of these collections may be accessible electronically.

Related Industries

- Universities & Colleges
- Book Publishing
- Newspaper Publishing
- Magazines & Periodicals Publishing

U.S. Census Categories

NAICS 51912 – Libraries & Archives is 100% comparable to
SIC 8231 – Libraries & Archives

Sub-Industries

Libraries	General public libraries
Specialized libraries	Circulating library
Law library	Government library
Medical library	Lending library
Religious library	Public library
College and military post libraries	Library services
College or university library	Book rental
Junior college library	Documentation center
Military post library	