

# Vertical IQ Industry Reports

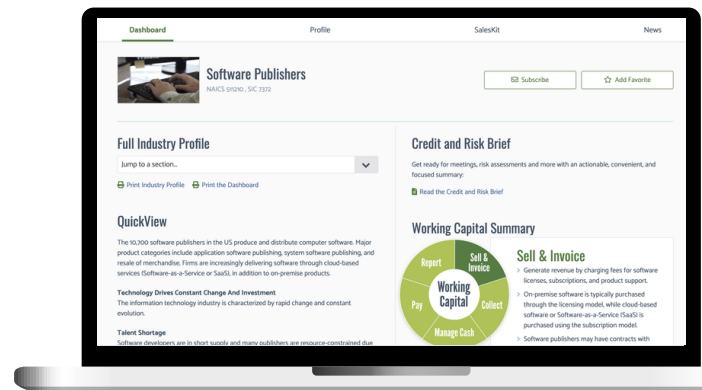
**\$1,200  
USD/year**

## Hard-to-find industry intelligence on small and medium-sized businesses.

Vertical IQ quickly turns you into an industry expert with hard-to-find intelligence on small- and medium-sized businesses in 575+ industries. Designed to help valuation practitioners, Vertical IQ profiles dive into the details of risks, trends, cash flow, operations, and financial challenges inherent to niche businesses of all types. Save time and attract more clients by gaining a clearer picture of a business's main challenges with financial benchmark data and a 'sort and target' feature that quickly compares metrics across industries.

## Benefits of Vertical IQ

- **Save time with hard-to-find small- and medium-sized business intelligence at your fingertips:** Access 575+ full industry profiles to get a closer look into a company's challenges, industry risks, trends, cash flow, and more
- **Easily access local economic data:** Vertical IQ tracks local economic data, business growth, startup activity, and current real estate data for more than 400+ metro areas and 3,400 counties
- **Quickly locate relevant industry benchmarking data:** Clearly understand the ins and outs of profit drivers, how firms operate, and how the company you are valuing fits into the larger picture



Year introduced at BVR:  
**2019**

Full-Industry Profiles:  
**575+**

**Information Sources:**  
Hundreds of sources used to gather relevant details

**Product Updated:**  
Monthly

**Data Type:**  
Industry Intelligence

**Delivery Method:**  
Interactive online database with PDF downloads

# Sample Reports

## Industry Forecast and Structure

### Industry Forecast

Sales for the US pest control services industry are forecast to grow at a 4.74% compounded annual rate from 2016 to 2022, faster than the growth of the overall economy.

Vertical IQ forecasts are based on the Inforum inter-industry economic model of the US economy. Inforum forecasts were prepared by the Interindustry Economic Research Fund, Inc.

Last Update: September 2018

Sample page from U.S. Industry Report on Pest Control Services.

### Portland-Vancouver-Beaverton, OR-WA

LAST UPDATE: 11/07/2018

POPULATION: 2,389,228  
GROWTH IN 2018: 1.2%

#### Local Business Growth

NAICS	INDUSTRY	LOCATIONS	JOBS	GROWTH
212	Mining	36	565	35.17%
3255	Paint, Coating & Adhesives			
3324	Tank & Shipping Containers			
487	Sightseeing Transport			
3366	Ship & Boat Building			
3371	Furniture & Cabinet Mfg			
3111	Animal Food Mfg			
5629	Waste Remediation			
3353	Electrical Equipment Mfg			
5324	Commercial Equipment			
313	Textile Mills			
3113	Sugar, Chocolate, Confectionery			
4931	Warehousing & Storage			
3342	Communications Equipment			
5418	Advertising & Public Relations			

Sample page from U.S. Local Economies Report (Portland, OR)

## Petroleum Refineries

### Canadian Market

#### Canadian Petroleum Refineries

Canada is home to about 54 companies with petroleum refinery operations that employ about 8,500 workers and generate total revenue of just under \$50 billion. The country ranks 11<sup>th</sup> in the world in refining capacity. Domestic consumption accounts for the majority of Canada's refined petroleum production, although some Atlantic refineries export products. Canada is the seventh largest producer of crude oil in the world and has the world's third largest reserve of crude.

The mix of refined petroleum products varies by region. In the Atlantic provinces, furnace oil (light heating oil) is the primary source of home heating, and distillate fuels (jet fuel, diesel, stove oil, kerosene, furnace oil) make up 40% of demand; heavy fuel oil, used to generate electricity, accounts for another 24%. In Quebec, natural gas and hydroelectricity are prevalent, and distillate fuel accounts for 34% of sales, gasoline about 40%. In Ontario, gasoline sales account for more than 45% of total product demand, with distillates at less than 30%. Regional differences in product demand affect the configurations of the related refineries.

Most refineries are strategically located near major waterways, population centers, and sources of crude oil supply, which include the Western Canada Sedimentary Basin (Alberta, Saskatchewan, parts of British Columbia and Manitoba) and offshore eastern Canada. Ontario and the Northwest Territories also produce modest volumes of oil. Most Canadian refineries were built to process conventional light crude oil and not originally configured to process the growing volume of heavy crude oil extracted from the Canadian oil sands. Over time, the industry has evolved, and Canadian refineries generally run a mix of light and heavy crude oil. Firms have increasingly installed upgraders to handle the heavier crudes that have become prevalent in domestic supply.

Supply of domestic light crude continues to be limited for Atlantic Canadian refineries. While the Enbridge Line 9 pipeline connects Ontario to western Canadian light crude supply, no pipeline access exists between western Canadian light crude and Atlantic Canadian refineries, and firms must rely on imports. In Atlantic Canada, refineries primarily receive crude oil via tanker or rail.

The complexity of a refinery is a measure of secondary refining capacity or refining that goes beyond simple distillation and has the capacity for cracking, coking, and other processes used to produce a broader range of products. The Nelson index is an indicator of complexity that ranges from between two and five for simple refineries to eight and higher for more complex facilities. Canadian has primarily cracking refineries, with a Nelson index between 7 and 13, although complexity varies by region, according to a report by the Kent Group. Central and western refineries have more complex capacity compared to refineries in Atlantic Canada.

#### Quick Facts

- Canada had 15 full refineries and 2 asphalt refineries with a total refining capacity of 295,000 cubic metres per day or 1.9 million barrels per day in 2017, according to the National Energy Board.
- Refining capacity in Quebec and Atlantic Canada totaled 124,000 metres per day or 782,000 barrels per day; capacity in western Canada totaled 109,000 metres per day or 683,000 barrels per day; capacity in Ontario totaled 62,000 metres per day or 390,000 barrels per day.
- Key product categories include motor gasoline (39% of industry sales); diesel fuel oil (26%); aviation turbo fuel (6%); heavy fuel oil (4%); and petro-chemical feedstocks (4%). Other product categories include light fuel oil, asphalt, and still gas.
- In 2017, Canadian petroleum refineries operated at 84% capacity.
- The majority of petroleum refineries are located in Alberta (48%), followed by Ontario (15%), British Columbia (13%), Quebec (7%), and Manitoba (7%).
- The industry is characterized by medium- to large-size businesses; 19% employ more than 500 workers and 48% employ between 100 and 499 workers.
- Major firms include Imperial Oil, Shell Canada, and Suncor Energy. Most refineries in western Canada are owned by integrated oil companies that have crude oil production, refining, and product marketing operations. In addition, western refineries are able to achieve lower production costs because of their close proximity to crude supplies and connection to pipelines for crude and refined products.
- Canadian refineries process less than 30% of Canadian crude oil, due to the size of the industry relative to the resource, the location of refineries, and lack of cross country pipeline connectivity.
- Refiners own most of the primary distribution terminals in Canada – facilities that typically serve as the first point of storage and distribution after the refinery process.

Sample page from Canadian Industry Report (Petroleum Refineries)