Resource Guide

Summary information for each database

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ABI/Inform Collection [URL]
- Dateline covers a number of marketing journals such as Advertising Age, Marketing Week, Industrial Marketing Management, Journal of Marketing, International Journal of Internet, Agri Marketing, Bank Marketing, Direct Marketing, and so on.
- Abi/Inform Global is a cross-searchable database providing several thousand business magazines and journals (peer-reviewed and trade journals too). Also carries the Wall Street Journal full-text, stories only, no stock prices.
- ABI/Inform Trade & Industry uses a classification code that helps users pick up all relevant articles in this area. On the search interface, set the drop down to “Classification code” and enter 5???. Along with a company name. For other tricks, contact your librarian.


American Factfinder [URL] is the Census website with data for population and housing. Economic data is being added. The American Community Survey is the census report that is updated annually.

Barron’s [URL] is a well-respected business newspaper available through ABI/Inform Collection.

Bizminer [URL] is an industry database primarily comprised of industry data for more than 10,000 lines of business. It gives industry financial profiles, ratios, and profit & loss statements. It covers micro firms, startups and sole proprietorships in addition to the largest business classes. Find U.S. market research, sales per square foot, a competitive market analyzer and local market research for 250 metro area markets.


Business Source Premier [URL], like ABI/Inform, carries several thousand business magazines and journals (peer-reviewed and trade journals too). In addition it loads Datamonitor’s Marketline company, industry and market reports and SWOT analysis.

Businesswire [URL] and PR Newswire [URL] are two well known newswires for business developments.

CNNMoney, MSNBC and Bloomberg are several good Web resources for timely, breaking business news coverage.

Country Reports [URL] are reports generated by Country Watch, ICON Group International, the Defense Department, and Business Monitor International found in the Business Source Premier database. These reports combined over political conditions and stability, government effectiveness and structure, national
security, economic overview, economic competitiveness, emerging markets overview, trade highlights and imports, and foreign investment culture.

**Esri Business Analyst Online** [URL](BAO) is a web-based, user-friendly GIS mapping application. BAO combines detailed demographic and business data to enable users to explore site location, run reports for a specific address, and do market research. BAO provides business locator and business summary reports. Map data by state, market area, congressional district, metropolitan area, county, city, town, zip code, census tract or block group. Run studies using ring studies, drive times and donuts. Compare sites. Data includes: Demographic variables, housing, income, financial, house and home, medical, retail goods, recreation expenditures, health and beauty market potential, household budgets, major shopping center locator, net worth profiles, restaurant market potential, retail market potential, Tapestry market segmentation profiles and traffic count data. Uses: urban planning, business decision analysis, site selection, business location, market research. Export data to Excel or PDF, screen snapshots.

**Esri Community Analyst Online** [URL](CAO) is a web-based, user-friendly GIS mapping application. CAO combines detailed demographic and housing data to enable users to explore a community or neighborhood and run reports for a specific address or location. CAO provides community summary reports. Map data by state, designated market areas, congressional district, metropolitan area, county, city, town, zip code, census tract or block group. In addition to the demographic and housing data CAO offers many social data: access to Care (CHSI), Adult preventive Service Use (CHSI), birth measures, building permits, death measures, enforcement cases, food access (USDA), Food Stamps, Health Insurance (SAHIE) poverty, infectious disease cases, crime indices, etc. Compare sites using any of these variables. Export data to Excel or PDF; export high resolution images to word processing or presentation software.

**Google Finance** is a good, quick place to look for currently active public company financials.

**GuideStar** [URL] is a source for nonprofit financials. Nonprofits with revenue over a certain amount are required to file a 990 tax form. These 90s are scanned into PDF files and appear in *GuideStar*.

**IBISWorld** [URL] is an industry report database covering 700+ U.S. industries, 72 global industry reports and 184 Chinese industry reports. Reports include key statistics, segmentation, market characteristics, industry conditions, products and markets, demand determinants, key factors for success, industry ratios, key competitors, cost structure benchmarks, industry life cycle, industry performance. The database also features Outlook reports examining the business environment with 300 key indicators which explain how the external environment impacts businesses.

**Industry Concentration Ratios** are found at the Economic Census website. Concentration ratios show the “percent of output accounted for by the largest 4, 8, 20 and 50 companies in an industry.” The Census website organizes these by NAICS codes. “This may also assist in determining the market structure of the industry.”

**Industry Surveys** cover 52 major industries and more sub-industries. This database is available with remote access with a borrower’s card – find this database under the name *Standard & Poor’s NetAdvantage* at Johnson County Public Library.
Investext URL (IE Browser only) is famous for its financial banking analyst’s reports. Find these in the ThomsonOne Investment Banking database. Look for “Screening and Analysis.”

Kansas City Business Journal online URL is part of the Business Journals collection of 40+ cities. Great source for researching local business development. Access includes the Book of Lists.

Kansas City Star, URL the local newspaper for the Kansas City metro, covers local area business; library subscribes to the full text from 1880-1949; 1991-current. See Mid-Continent Public Library.

Market Research.com URL database provides market research reports for the U.S. and global markets for 200 countries from sources such as Packaged Facts, Kalorama Information, Icon Group International, Simba, Specialists in Business Information and Market Looks. Reports include the full text including graphs, charts and tables. There are approximately 1,100 full-length market research reports, and more added daily, giving qualitative industry analysis and quantitative research on market trends include data on market segmentation, size and growth. Designed for academic projects. Market reports often include: major research findings, market size and forecasts, market share information, competitive profiles, distribution trend analyses, demographic analysis and much more.

Mergent Online URL provides a comprehensive look at a public company. Covers domestic and international companies, currently active and this is the only place that maintains defunct company records. Company records provide: equity pricing going back decades, financials, company ratios, subsidiaries, segment data, debt situation, analyst reports, annual reports going a decade back, lists of competitors, history, joint ventures, property, and executive bios.

NAICS URL (North American Industry Classification System) is the standard used by Federal statistical agencies in classifying business establishments for the purpose of collecting, analyzing, and publishing statistical data related to the U.S. business economy. NAICS codes are helpful for collecting data in some resources by industry. The site has a search engine to help you find the right code. Many online and print resources also give the NAICS code for a business.

Purchasing Power is a pre-constructed search which will pull up the latest article on consumer buying power and purchasing power from the Business Source Premier database.

RefUSA U.S. Business URL (ReferenceUSA) is similar to Million Dollar Directory. It covers 24 million businesses, most of which are private. Sales figures for private companies generally are estimated and appear in broad ranges. Identify corporate hierarchy and subsidiaries, find NAICS, number of employees, location type, credit rating, number of computers on site, ad spending, sq. footage, nearby businesses, and competitors. Create your own search form. Identify home-based businesses, foreign parents, executives. Create mailing lists, prospects, suppliers, competitors.

RefUSA New Businesses URL (ReferenceUSA) is a companion the U.S. Businesses. It covers the newest 4 million businesses, most of which are private. These businesses stay in the database for 6 months to one year. Information is very brief. Address, location, industry codes, executive names sometimes.

RefUSA Consumers/Lifestyles URL (ReferenceUSA) gives market research data on more than 266 million U.S. consumers. Locate individuals, research neighborhoods, zip codes, counties, cities and states. Search on any of the variables below: name, address, phone, years lived in home, median home value,
median neighborhood income, percentage owner occupied, census value of home, consumer snapshot including marital status, ethnicity, gender, language spoken at home, grandparent present, veteran present, personal preferences, hobbies, recreational interests, religion, political persuasion.

**SEC EDGAR URL** is the database of company filings and reports maintained by the Securities and Exchange Commission. This database is fully searchable for 10Ks, 10Qs, proxy statements, beneficial ownership and every other required form. Freely available on the Web. Public companies only. Annual reports print much of the same information that one finds in the 10K. The 10K is much longer, more comprehensive and detailed.

**Statista** – a database of data and statistics covering industries, digital markets, consumer spending, population, the economy, forecast studies, marketing, social media use, mobile commerce, e-commerce and much more. Statista covers 26 major countries. Data is sourced from 18,000 sources such as GfK, Harvard, Nielsen, Comscore, Population Reference Bureau, IMF, PricewaterhouseCoopers, Gallup, TimeWarner, Foresee, Google, Financial Times, Citibank and much more. Available thru Mid-Continent Public Library See their database source list Sources

**U.S. Census Bureau** URL is the agency that creates the NAICS (North American Industry Classification System) codes. Use their site to find the appropriate NAICS codes and older SIC (Standard Industry Classification) codes. [http://www.census.gov](http://www.census.gov)

**U.S. Economic Census, BLS and BEA**
U.S. Bureau of Labor Statistics
U.S. Bureau of Economic Analysis
U.S. Economic Census Concentration Ratios
U.S. Economic Census Annual Survey of Manufacturers
U.S. Economic Census Current Industrial Reports
U.S. Economic Census Monthly Sales and Inventories
U.S. Economic Census Manufacturing and Trade Inventories and Sales
U.S. Economic Census Manufacturing Shipments, Inventories and Orders

**Wall Street Journal URL** is the leading newspaper for business journalism. The full text is included in ABI/Inform Global back to 1984. No stock prices, just news stories.

**Yahoo Finance**, like Google Finance, is a good, quick place to look for current active public company financials.

**Local Libraries with good business collections and online resources:**
Use Control-C to access website hotlinks

Mid-Continent Public Library (MCPL) Resources
Johnson County Public Library (JCPL) Resources
Kansas City Public Library (KCPL) Resources

UMKC Libraries Home Page: [http://library.umkc.edu/](http://library.umkc.edu/)
UMKC Libraries business databases
UMKC Libraries economics databases
UMKC Libraries finance databases
UMKC Libraries public administration databases
UMKC Libraries Research Guides: http://libguides.library.umkc.edu/entrepreneurship

Updated Sept. 2017