Resource Guide

Summary information for each database

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ABI/Inform Complete

- **Dateline** covers a number of marketing journals such as Advertising Age, Marketing Week, Industrial Marketing Management, Journal of Marketing, International Journal of Internet Marketing and Advertising, Advertising Age, Adweek Magazine’s Technology Marketing, Agri Marketing, Bank Marketing, Direct Marketing, Innovative 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. Into 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 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.

Annual Report Gallery is a website offering free annual reports. It claims to be the largest supplier of annual reports. From IR Solutions.

Annual Stockholder Reports offers free annual reports for 5,300 companies back as far as 1994.

Barron’s is a well-respected business newspaper.

Bizminer 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.

BizStats.com is a website offering free industry statistics and ratios for approximately 19 industries. It does not include “non-profitable firms” or “corporations with negative net profit.” This is another place to find business expenses as a percent of revenues. The site gives some data for free, then offers reports for sale.

Business Insights: Essentials
A business portal combining company profiles and financials, brand information, industry information and rankings, investment reports, company histories, and chronologies. Topical coverage also includes legal issues, management, operations and technology, sales, marketing, strategy and planning. Includes more than 5700 full text journals, magazines, newsletters, newswires, newspapers, and country reports. Also includes content from noted reference sources.
**Business News Publications** is a category for a number of business news publications in Lexis Nexis Academic.

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

**Businesswire** and **PR Newswire** are two well known newswires for business developments.

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

**Conference Board** - This is a collection of Conference Board publications and the Board's economic analysis. Studies cover topics including business ethics, human resources and diversity, accounting, risk, leadership, innovation, performance metrics and supply chain. The Conference Board is noted for the following:
- The Conference Board Review and archive back to 2000
- Executive compensation annual report see Annual Studies
- Consumer Confidence Index
- Corporate governance and corporate contributions
- StraightTalk (economic analysis)

**Country Reports** 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 cover 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** (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** (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 current active public company financials.

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

**Hoover’s Company and Industry Reports** covers 12 million companies with in-depth coverage of 40,000 of the world's top business enterprises, the majority are private. Hoover's is a good source for product/brand name listings, finding competitors, officer names and salaries, product segmentation data, subsidiaries, and three years of brief financial data. Hoover's also profiles industries. Note: Hoovers.com requires a fee for full information; *Hoovers* in LNAcademic provides the full record thru the Library’s subscription.

**IBISWorld** 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, 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 News and Markets and Industry News** also are categories for reading about industry and market trends. Very timely.


**Industry Surveys** cover 52 major industries and more sub-industries. (Standard and Poor’s). They are located in print at the Miller Nichols Library in the Information Commons – Business Alcove. This source is also available in database format (called NetAdvantage) via Kansas City Public Library.

**Investext** is famous for its analyst’s reports. Find these in the ThomsonOne Investment Banking database. At the bottom of the left column, click on “Screening and Analysis.”

**Kansas City Star** covers local area business; library subscribes to the full text back to 1991.

**Lexis Nexis Academic** is a multi-purpose, comprehensive database. For business it features a Company Dossier approach which pulls company information from a variety of sources, creating a unified file of company information. Use the “Business” tab to create your Company Dossier of information. The Dossier provides company descriptions, NAICS codes, financials, ratios and stock performance, legal cases, directors and officers – everything you need to know about a company to get you started. There is also the Company Profiles search interface for finding company profiles from particular sources. LNA also contains the full record for companies from *Hoover’s* – great for private companies. LNA is heavy on trade journals, law reviews, national, regional, international newspapers, industry newsletters,
business newswires, company directories and financials. Other hidden gems in LNA: Standard & Poor’s Corporate Descriptions, Corporate Register, CoreData, Disclosure, ICC Directories and Market Reports, and Worldcope.

**Lexis Nexis Academic Federal and State Cases** provide the text of lawsuits involving individual businesses. It may be useful to know the legal entanglements of a business when evaluating a company’s situation.

**Market Research.com** 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 MarketLooks. 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.

**Market Share Reporter** is a unique resource that tracks market share specifically, reproducing charts and tables and lists from primary and secondary sources. Print resource at Miller Nichols Library, Reference Business Alcove REF HF 5410 .M35. Also available in the Business Company and Resource Center database available through the area public libraries.

**Markets and Industry News** is a searchable portion of the Lexis Nexis Academic database covering hundreds of industry trade journals and newswires.

**Mergent Online** 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, executive bios.

**Mergers and Acquisitions Reports** pinpoint the latest news in this area.

**Million Dollar Directory (D&B-Mergent)** This is the Global Reach edition of the well known Million Dollar Directory. Look up one business or compile lists of businesses, competitors, or suppliers. Filter searches by more than 40 fields of information such as geographic regions, public or private ownership, minority-owned, women-owned, employment size, sales, facility size, job functions, NAICS and SIC codes and more. Search corporate tree structure. Includes executive biographies.

**NAICS** (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.

**New York Times** is full text in Lexis Nexis Academic back to 1980. The full text from 1851-2004 is a different UMKC subscription database.

**Plunkett Research Online** profiles 32 major industries. Plunkett aggregates market information; reports include market research, trends analysis, industry statistics and charts, profiles of industry-leading
companies (public and private), and industry associations and organizations are included within each Industry Center. Available through Mid-Continent Public Library.

**PRS Group Political Risk Service** is a reporting service from *Lexis Nexis Academic*.

**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** (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** (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** (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.

**Regional and local business news** from cities across the nation is covered by: ABI/Inform Dateline (KC Business Journal ’99-’04, Daily Record ’03-present, Ingram's til ’03); Regional Business News (Daily Record-Kansas City ’03 – present); Kansas City Business Journal.

**RMA eStatements (RMA Annual Statement Studies)** - Industry ratios and averages are calculated from balance sheet and income statements and presented by both size of sales and assets. Gives data on the national level and by 6 major regions of the U.S. Includes: 760 industries presented using the North American Industry Classification System (NAICS) codes; 19 classic financial statement ratios and trend data available for the past four years

**SEC EDGAR** 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.

**U.S. Census Bureau** 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


**Value Line** provides reports on 1,700 equities from 100 industries, 1,800 small and mid-cap companies, 1,900 mutual fund reports, 130,000 options, emerging companies, convertibles and ETFs. Small industry reports are included. Public companies only.

**Wall Street Journal** 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.

**Zack's Equity Research Reports** in *Lexis Nexis Academic*.

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

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

UMKC Libraries Home Page: http://library.umkc.edu/
UMKC Libraries business and public administration databases
UMKC Libraries LibGuides: http://libguides.library.umkc.edu
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