

# Marketing and Demographic Information for Business

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# ReferenceUSA

<http://www.scls.info/resources/index.html#bus>

The screenshot shows the ReferenceUSA website interface. At the top left is the logo "ReferenceUSA An infoUSA Company". At the top right are links for "Questions?", "800.808.1113", and "E-mail Us". Below the logo is a navigation bar with "Version 2007.7", a dropdown menu set to "U.S. Business", and links for "Home", "About Us", "Our Quality", "Contact Us", and "Help". The main content area features two tabs: "Quick Search" and "Custom Search". The "Custom Search" tab is active, displaying a search form with the instruction "Select one or more criteria and click 'Create Search Form.'". The form is organized into several categories, each with a bolded header and a list of checkboxes:

- Name**:  Company Name,  Executive Name
- Business Type**:  YP Heading or SIC,  Primary SIC,  NAICS - 2002,  Major Industry Group
- Geography**:  Street Address,  ZIP Code,  State,  MSA (Metro Area), State,  City, State,  County, State
- Phone**:  Business Phone,  Area Code
- Business Size**:  Employees,  Sales Volume
- Ownership**:  Public Companies/Stock Exchange,  Foreign Parent,  Home-Based Business,  Headquarters/Branch
- Special Selects**:  Executive Title,  Executive Gender,  Government Offices,  Year Established,  # of PCs,  Ticker Symbol,  Years in Database/Yellow Page Ad Size,  Web Address,  Fortune 1000 Companies,  SQ. Footage

At the bottom of the form are two buttons: "Create Search Form" and "Clear Search Form".

# ReferenceUSA database

- 14 million businesses listed for US, Canada, and Mexico, updated frequently
- Find lists of businesses for marketing purposes or supplier/partnership purposes
- Searchable by over 20 criteria
- Print or download lists
- Find key persons in an organization

## ReferenceUSA database

- I need a list of medium-sized businesses in Verona.
- How many florists are there in Dane County?
- What businesses are within a one mile range of Swagat (restaurant in Madison)?
- Which boutiques or women's specialty stores in Dane County might buy my beaded jewelry?

# EBSCO magazine article database

<http://www.scls.info/resources/index.html#bus>

The screenshot displays the EBSCO Research Databases search interface. At the top, there are navigation links for "Sign In", "Folder", "Preferences", "New Features", and "Help". Below these are buttons for "Basic Search", "Advanced Search", and "Choose Databases". A "Need help? Ask a Librarian" link is also present. The main search area includes a "New Search" tab, a "Keyword" input field, and a "Language" dropdown menu. A "Find:" search bar with "Search" and "Clear" buttons is located below. The search is set to be performed in "Multiple Databases". A status message indicates the search is running across "Business Source Elite, McClatchy-Tribune Collection, Corporate ResourceNet, Regional Business News" and notes that the "Folder is empty".

**Refine Search** | Results

**Limit your results:** [Limiters](#) | [Expanders](#) | [Reset](#)

- Full Text**
- Published Date from** Month: [Month] Year: [Year] to Month: [Month] Year: [Year]
- Publication** [Text Input]

**Special limiters for Business Source Elite**

- Scholarly (Peer Reviewed) Journals**
- Publication Type**
  - All
  - Periodical
  - Newspaper
  - Book

# EBSCO magazine article database

- 24 different databases, including four business-related databases – see breakdown on <http://www.scls.info/resources/index.html#bus>
- Research a company, industry, market trends, business topic, demographics, and more through searches
- Read current issues of journals or magazines (Advertising Age, Sales and Marketing Management, trade journals in specific industries)
- Print or email results, set up journal alerts via email

# EBSCO magazine article database

- I want to open an Indian restaurant, is there interest?
- Are vacation home sales increasing or decreasing?
- How's the "home decorating" trade?
- Can I read Best's Review online?
- How can I market my product/store to tweens?

# ProQuest newspaper article database, <http://www.scls.info/resources/index.html#mag>

ProQuest

Basic

Advanced

Publications

My Research  
0 marked items


Databases selected: ProQuest Newspapers, Ethnic NewsWatch (ENW)


Basic Search

Tools: [Search Tips](#)

Database:  [Select multiple databases](#)

Date range:

Limit results to:  Full text documents only 

Scholarly journals, including peer-reviewed  [About](#)

[More Search Options](#)

# ProQuest newspaper article database

- Similar to EBSCO, but newspaper articles
- 300+ titles nationwide (some international)
- Wisconsin Newsstand features 12 Wisconsin newspapers including Capital Times, Wisconsin State Journal, Milwaukee Journal-Sentinel
- Research a company, industry, market trends, business topic, demographics, and more through searches
- Read current issues of newspapers
- Print or email results, set up search alerts via email

# ProQuest newspaper article database

- Is the Wisconsin real estate outlook as bad as the national outlook?
- My bank would like to reach out to the Hispanic market. Where can I find information on the Hispanic/Hispanic American market?
- Has my business or my competitors' business been mentioned in the news lately?
- I want to read any article about consumer behavior that is printed in the Wall Street Journal.

# Consumer Expenditure Survey

<http://www.bls.gov/cex/>



**U.S. Department of Labor**  
Bureau of Labor Statistics  
*Consumer Expenditure Survey*



[www.bls.gov](http://www.bls.gov)

[Advanced Search](#) | [A-Z Index](#)

[Home](#) | [Programs & Surveys](#) | [Get Detailed Statistics](#) | [Glossary](#) | [What's New](#) | [Find It! In DOL](#)

The **Consumer Expenditure Survey (CE)** program consists of two surveys collected for the Bureau of Labor Statistics by the Census Bureau — the quarterly Interview survey and the Diary survey — that provide information on the buying habits of American consumers, including data on their expenditures, income, and consumer unit (families and single consumers) characteristics.

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### People Are Asking...

1. [What is the most recent Consumer Expenditure Survey Annual Report?](#)
2. [What types of data are available and in what form?](#)
3. [How do I contact the CE group?](#)
4. [How can I get on the CE mailing list?](#)
5. [Are CE standard error tables available?](#)
6. [How do you use the standard errors in the CE?](#)

Table A. Average annual expenditures of all consumer units and percent changes, Consumer Expenditure Survey, 2003–2006

Item	2003	2004	2005	Percent Change	
				2003–2004	2004–2005
Number of consumer units (in thousands) .....	115,956	116,262	117,959		
Income before taxes <sup>1</sup> .....	\$51,129	\$54,459	\$58,712		
<b>Averages:</b>					
Age of reference person .....	48.4	48.5	48.6		
Number of persons in consumer unit .....	2.5	2.5	2.5		
Number of earners .....	1.3	1.3	1.3		
Number of vehicles .....	1.9	1.9	2.0		
Percent homeowner .....	67	68	67		
<b>Average annual expenditures</b> .....	<b>\$40,817</b>	<b>\$43,995</b>	<b>\$46,409</b>	<b>6.9</b>	<b>6.9</b>
Food .....	5,340	5,781	5,931	8.3	2.6
Food at home .....	9,129	9,347	9,297	7.0	-1.5
Cereals and bakery products .....	442	401	445	4.3	-9.5
Meats, poultry, fish, and eggs .....	825	890	764	6.7	-13.1
Dairy products .....	328	371	379	13.1	2.0
Fruits and vegetables .....	595	561	552	4.9	-1.7
Other food at home .....	999	1,075	1,158	7.6	7.7
Food away from home .....	2,211	2,494	2,694	10.1	8.2
Alcoholic beverages .....	391	459	426	17.4	-7.1
Housing .....	19,432	19,918	15,167	3.6	-9.0
Shelter .....	7,887	7,998	8,905	1.4	10.1
Utilities, fuels, and public services .....	2,611	2,927	3,183	4.1	8.8
Household operations .....	707	753	801	6.5	6.3
Housekeeping supplies .....	529	594	611	12.0	2.9
Household furnishings and equipment .....	1,497	1,546	1,767	10.0	7.4
Apparel and services .....	1,640	1,816	1,995	10.7	9.8
Transportation .....	7,791	7,801	8,344	0.1	7.0
Vehicle purchases (net outlay) .....	9,732	9,997	3,544	-9.0	4.0
Gasoline and motor oil .....	1,353	1,598	2,013	19.9	25.0
Other vehicle expenses .....	2,381	2,365	2,299	1.5	-1.1
Public transportation .....	365	441	448	14.5	1.6
Healthcare .....	2,416	2,574	2,694	6.5	3.5
Entertainment .....	2,000	2,218	2,388	7.7	7.7
Personal care products and services .....	527	591	541	10.2	-9.9
Reading .....	127	130	126	2.4	-2.7
Education .....	769	906	940	15.6	3.8
Tobacco products and smoking supplies .....	280	288	319	2.7	10.8

# Consumer Price Index

<http://www.bls.gov/cpi/home.htm>



**U.S. Department of Labor**  
Bureau of Labor Statistics

Consumer Price Indexes

[www.bls.gov](http://www.bls.gov)

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## News

United States  
Department  
of Labor



Bureau of Labor Statistics Washington, D.C. 20121

FOR TECHNICAL INFORMATION: (202) 691-7000  
 CPI QUICKLINE: (202) 691-6994  
 FOR CURRENT AND HISTORICAL INFORMATION: (202) 691-1200  
 MEDIA CONTACT: (202) 691-5802  
 INTERNET ADDRESS: <http://www.bls.gov>

USDL-07-1094  
 TRANSMISSION OF MATERIAL IN THIS RELEASE IS EMBARGOED UNTIL 8:30 A.M. (EDT) Wednesday, July 18, 2007

### CONSUMER PRICE INDEX: JUNE 2007

The Consumer Price Index for All Urban Consumers (CPI-U) increased 0.2 percent in June, before seasonal adjustment, the Bureau of Labor Statistics of the U.S. Department of Labor reported today. The June level of 206.352 (1982=100) was 2.7 percent higher than in June 2006.

The Consumer Price Index for Urban Wage Earners and Clerical Workers (CPI-W) increased 0.1 percent in June prior to seasonal adjustment. The June level of 203.906 (1982=100) was 2.7 percent higher than in June 2006.

The Chained Consumer Price Index for All Urban Consumers (C-CPI-U) increased 0.2 percent in June on a not seasonally adjusted basis. The June level of 120.221 (December 1999=100) was 2.3 percent higher than in June 2006. Please note that the indexes for the post-2005 period are subject to revision.

### CPI for All Urban Consumers (CPI-U)

On a seasonally adjusted basis, the CPI-U advanced 0.2 percent in June, following a 0.7 percent increase in May. The index for energy, which had increased sharply in each of the preceding three months, declined 0.5 percent in June. The index for petroleum-based energy decreased 0.6 percent and the index for energy services fell 0.1 percent. The food index rose 0.5 percent in June with grocery store food prices up 0.6 percent. The index for all items less food and energy advanced 0.2 percent in June, following a 0.1 percent rise in May. A large increase in the index for clothes and an upturn in the index for new and used vehicles were responsible for the large advance.

Table A. Percent changes in CPI for Urban Consumers (CPI-U)

Expenditure Category	Seasonally adjusted						3-mo. ended June '07	Un-adjusted 12-mo. ended June '07
	Changes from preceding month							
	2006 Dec	Jan	Feb	Mar	Apr	May		
All items	0.4	0.7	0.4	0.4	0.4	0.3	3.0	3.7
Food and beverages	-1.1	0.7	0.5	0.3	0.4	0.3	4.9	4.0
Housing	-0.2	0.3	0.4	0.2	0.2	0.3	3.0	3.4
Apparel	-2.4	0.3	0.7	-1.0	-0.3	-0.6	-4.8	-1.4
Transportation	1.7	-0.8	0.1	2.8	1.2	2.8	2.2	0.9
Medical care	0.2	0.8	0.5	0.1	0.4	0.2	3.8	4.0
Recreation	-0.3	0.1	0.0	0.0	0.1	0.0	1.1	0.3
Education and communication	0.2	-0.1	0.3	0.5	0.3	0.6	3.5	2.4
Other goods and services	0.6	0.8	0.2	0.2	0.3	0.3	3.4	3.7
Special indexes	4.2	-1.5	0.9	5.9	2.4	5.4	32.9	4.6
Energy	0.0	0.7	0.8	0.3	0.4	0.3	3.1	4.1
All items less food and energy	1.1	0.3	0.2	0.1	0.2	0.2	2.3	2.2

The **Consumer Price Indexes (CPI)** program produces monthly data on changes in the prices paid by urban consumers for a representative basket of goods and services.

July 2007 CPI data are scheduled to be released on August 15, 2007 at 8:30 am Eastern Time.

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### GENERAL OVERVIEW:

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### Latest

#### CPI-U, US City Items:

▲ (NSA) +

▲ (SA) +0

▲ (NSA) +

#### CPI-U, US City Items Less F:

▲ (NSA) +

▲ (SA) +0

▲ (NSA) +

#### CPI-U, US City Care:

▲ (NSA) +

▲ (SA) +0

▲ (NSA) +

#### CPI-W, US City Items:

▲ (NSA) +

▲ (SA) +0

▲ (NSA) +

# American Factfinder

<http://factfinder.census.gov>

The screenshot shows the American Factfinder website interface. At the top, there is a banner with the text "U.S. Census Bureau" and "American FactFinder" next to a collage of diverse people. Below the banner is a navigation menu with links: Main, Search, Feedback, FAQs, Glossary, Site Map, and Help. The main content area is titled "Your source for population, housing, economic, and geographic data" and is divided into several sections:

- POPULATION FINDER**: A section for finding population data.
- FACT SHEET**: A section for getting a fact sheet for a community. It includes a form with fields for "city/town, county, or zip" and "state" (with a dropdown menu), and a "GO" button. Below the form is a link: "or select a state using a map »".
- HOUSING**: A section for housing data.
- BUSINESS AND GOVERNMENT**: A section for business and government data.
- ABOUT THE DATA**: A section for information about the data.
- DATA SETS**: A section for data sets.
- DOWNLOAD CENTER**: A section for downloading data.
- MAPS**: A section for maps.
- TOOLS AND REFERENCES**: A section for tools and references.

On the right side of the interface, there are several featured sections:

- Population Data**: A section for population data.
- Population Finder**: A section for using the Population Finder to view population trends for a community.
- U.S. Population Clock**: A section showing the current time (15:23 GMT (EST+5) Aug 02, 2007) and the population count (302,501,850) with a link to "more population clocks »".
- What's New**: A section for new data releases, including:
  - 2006 Population Estimates**: Data for cities and towns available from the Data Sets page.
  - 2005 Nonemployer Statistics**: Data available from the Data Sets page.
  - 2005 County Business Patterns**: Quick Reports and Thematic Maps and ZIP Code Business Patterns data available from the Data Sets page.
  - 110th Congressional District Summary Files (Sample and 100-Percent)**: Data from the Census 2000 Summary Files 1 and 3.

At the bottom left, there is an "Address Search..." section with a text input field and a "GO" button. Below it are links for "Browser Notes" and "Confidentiality".

# More Information

- Ross, Celia. "Online Resources for Business Research." CHOICE. April 2007. p. 1271-1285. Reviews and overviews of online business research resources. Extensive bibliography of sources.
- "Consumer Behavior." MIT Libraries, Dewey Library. Last updated 8/24/06, accessed 7/29/07. <http://libraries.mit.edu/guides/subjects/marketing/consumer.html>
- "Market Research Resource List." Cornell University, Johnson Library. Last updated date not known, accessed 7/29/07. [http://www.library.cornell.edu/johnson/library/faq/market\\_research.html](http://www.library.cornell.edu/johnson/library/faq/market_research.html)
- "Market Research and Internet Market Research." KnowThis.com. Last updated date not known, accessed 7/29/07. <http://www.knowthis.com/research.htm>
- "Market Segmentation: A Guide to Sources of Information." Ellen Terrell. Library of Congress, Business Reference Services. Last updated 9/2/06, accessed 7/29/07. <http://www.loc.gov/rr/business/marketing/intro.html>
- KnowThis.com - <http://www.knowthis.com/>  
A goldmine of resources for advertising and marketing, from creating a good yellow pages ad to how to do a market study.

# Thanks for coming!

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