



Business Tools

***At Your Local Library – Kathy Key
King County Library System 9.28.17***

Public libraries provide:

- Free access to expensive databases
- Free access to books, eBooks, audiobooks, & videos
- Free help with information
- Confidentiality
- Information that is virtually ad free
- Meeting spaces
- Educational, useful & fun programs & events

Eligibility for a public library card

- Usually determined by residence or property ownership
- Often available to neighboring cities or counties through reciprocal agreements (for instance King County has agreements with Seattle, Sno-Isle, Pierce, Tacoma, & Timberland among others)
- Some libraries offer services for a fee if you are not qualified by residence (for instance Spokane does)

Visiting another Library system

- Public Libraries allow nonmembers to visit and use the resources in the building if they are not eligible for a card
- Most public universities & colleges allow the public to use their libraries for research
- The University of Washington Libraries for instance lets visitors use visitor computer stations or get a temporary login for their personal device

Policies at libraries vary

- Most public libraries want to see a current driver's license or other proof of ID & residence to issue a card.
- Some libraries with reciprocal card agreements ask to see the patron's home library's card before validating their card

Online business tools

- When referring the public to libraries, you can check the online database lists on their website
- Since databases are large data files with their own software, the best access is usually a list on the library's website, instead of the catalog
- Finding lists for databases can be tricky
- Most large library systems have a list of databases with a business category

**Following are a few examples
of where to find a library's
databases.**

After picking the entry point, most libraries have research lists
by subject

King County Library System

- Select *Online Library*



King County
Library System



Books & More ▾

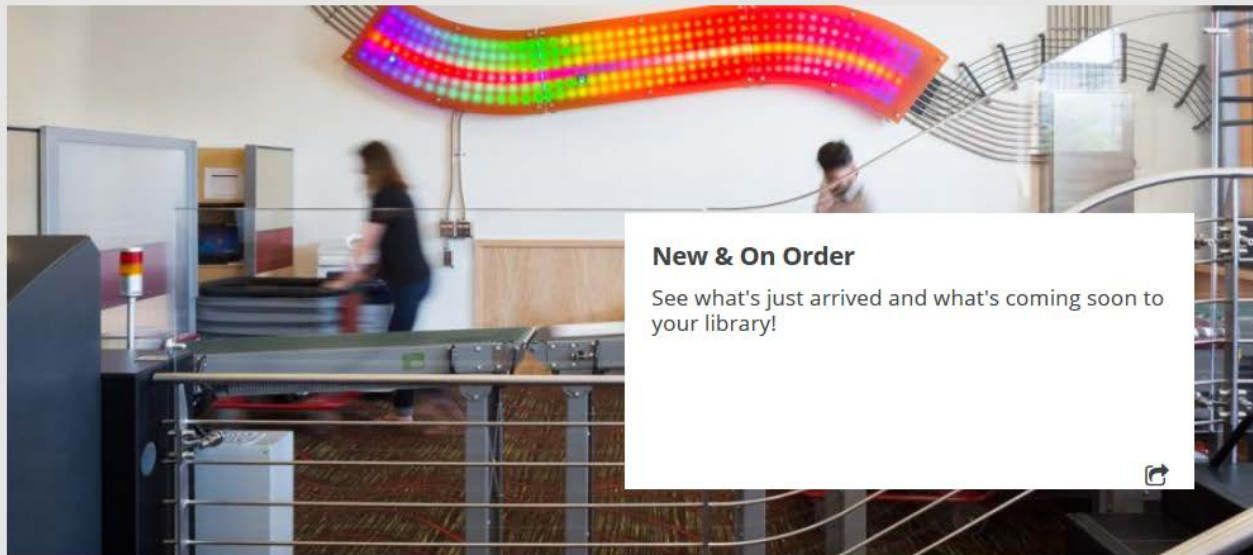
Online Library ▾



Calendar

Kids & Teens ▾

Search



New & On Order

See what's just arrived and what's coming soon to your library!



EVENT SPOTLIGHT

Art in the National Parks »
Newport Way
May 26 | 11:00AM **FULL**

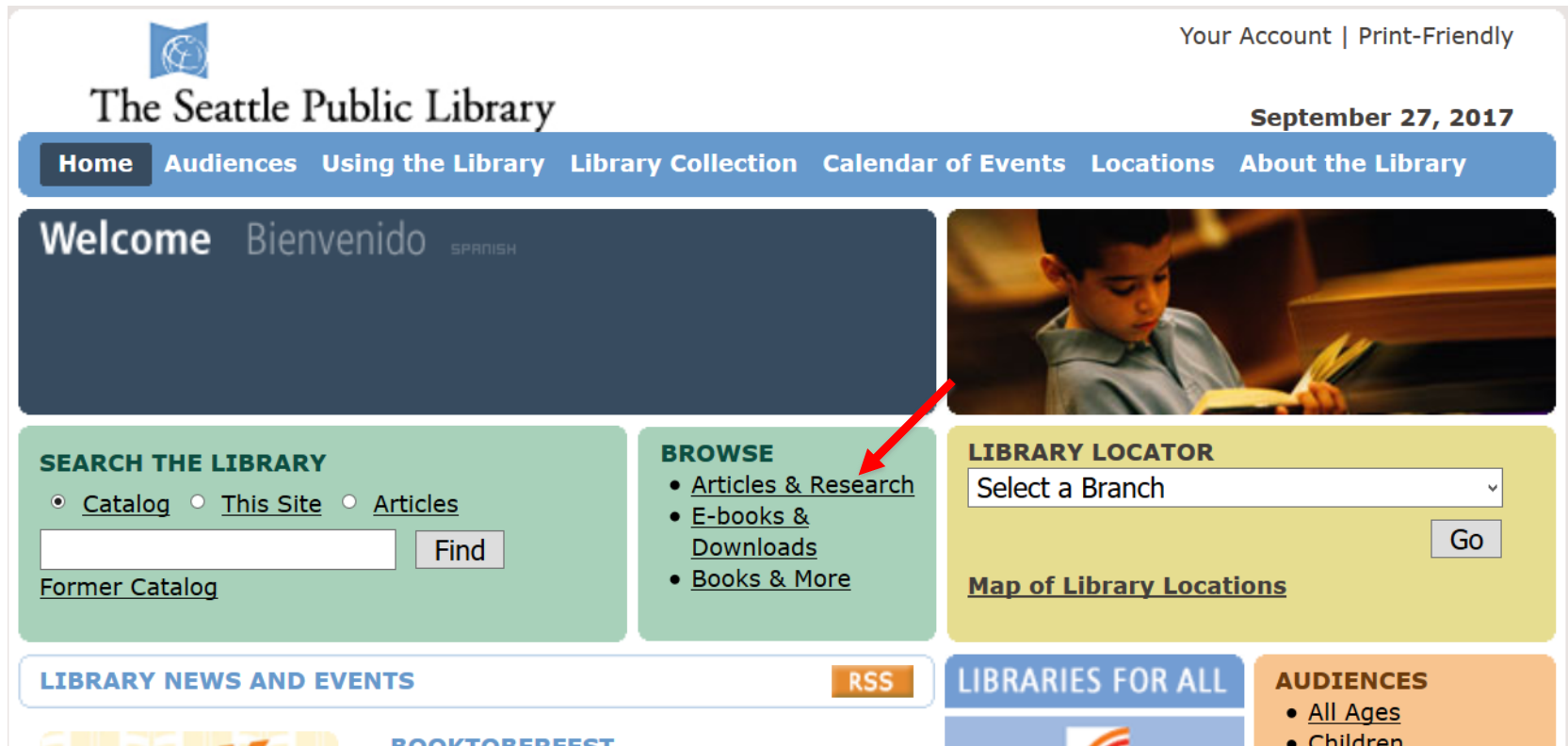
Mindful Tech: How to Bring Balance to Our Digital Lives »
Federal Way
May 26 | 7:00PM

Get Creative: Art in the National Parks »
Duvall
May 28 | 1:00PM

[View All Events »](#)

Seattle Public Library

- Select *Articles & Research*



The screenshot shows the Seattle Public Library website homepage. At the top left is the library logo and name. At the top right are links for 'Your Account | Print-Friendly' and the date 'September 27, 2017'. A blue navigation bar contains links: Home, Audiences, Using the Library, Library Collection, Calendar of Events, Locations, and About the Library. Below this is a dark blue banner with 'Welcome' and 'Bienvenido' (with 'SPANISH' in small text). To the right is a photo of a young boy reading. The main content area is divided into three columns. The left column is 'SEARCH THE LIBRARY' with radio buttons for 'Catalog', 'This Site', and 'Articles', a search input field, and a 'Find' button. The middle column is 'BROWSE' with a red arrow pointing to the 'Articles & Research' link, and other links for 'E-books & Downloads' and 'Books & More'. The right column is 'LIBRARY LOCATOR' with a dropdown menu 'Select a Branch', a 'Go' button, and a link for 'Map of Library Locations'. At the bottom, there are three sections: 'LIBRARY NEWS AND EVENTS' with an 'RSS' button, 'LIBRARIES FOR ALL', and 'AUDIENCES' with links for 'All Ages' and 'Children'.

The Seattle Public Library

Your Account | Print-Friendly

September 27, 2017

Home Audiences Using the Library Library Collection Calendar of Events Locations About the Library

Welcome Bienvenido SPANISH

SEARCH THE LIBRARY

Catalog This Site Articles

Find

[Former Catalog](#)

BROWSE

- [Articles & Research](#)
- [E-books & Downloads](#)
- [Books & More](#)

LIBRARY LOCATOR

Select a Branch

Go

[Map of Library Locations](#)

LIBRARY NEWS AND EVENTS

LIBRARIES FOR ALL

AUDIENCES

- [All Ages](#)
- [Children](#)

Pierce County Library

- Select *E-Sources*



HOME SERVICES BOOKS/MATERIALS CALENDAR LOCATIONS KIDS & TEENS ABOUT US

Search the Catalog Any Field Go!

Pierce County Conversations

New series to engage, empower people
[Find a workshop](#)

Get informed • Be empowered • Join the conversation

Library News and Updates













Technology resources help Pierce County residents Get Smart [More »](#)

Pierce County Library System closed Oct. 6, until 2 p.m. [More »](#)

Star Wars Reads returns and shows readers a journey on every page [More »](#)

Free in-library and online tools to help students succeed [More »](#)

Pierce County Conversations inform, activate residents [More »](#) [View All »](#)

 Get a Library Card	 Homework Help	 Online Classes	 Map of Locations
 Download Books	 Download Magazines	 Download Music	 Download Movies
 E-Sources	 Book a Librarian	 Job + Business Center	 STEM

Spokane Public Library

- Select *Digital Branch*



Home | Catalog | Downloads | Calendar | Contact | My Account

Facebook | Twitter | Instagram | Spokane Is Reading | News | Get a Library Card | Support Your Library!

Locations & Hours | Digital Branch | Library Services | Classes & Events

Search the: Catalog | Go

Digital Branch



ALWAYS OPEN, ALWAYS ON

- eBooks & downloads
- Research databases
- Mobile apps
- Technology training
- Microsoft Certification



Me

A fresh and read

Coming Up

HILLYARD
Thursday Brick Build
THURSDAY, SEPTEMBER 28th
4 - 5:30pm

Learn More →



Full Calendar →

Business research examples at KCLS

KCLS.org Select *Online Library*



King County
Library System



Books & More ▾

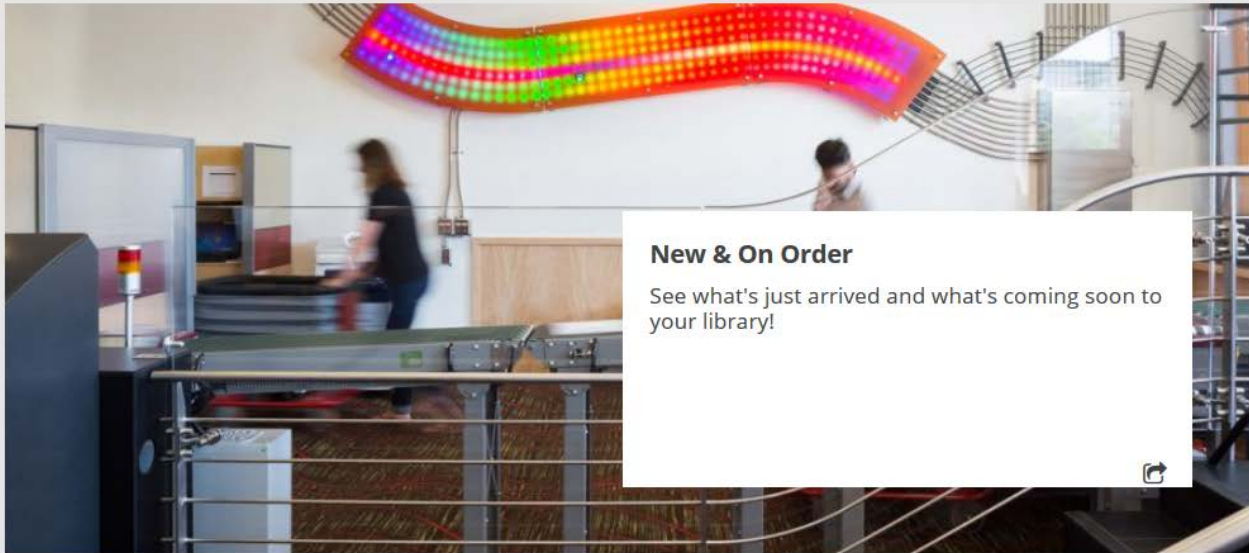
Online Library ▾



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Kids & Teens ▾

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Duvall
May 28 | 1:00PM

[View All Events »](#)

After selecting online library, select the subject *Business & Fundraising*

The screenshot shows the King County Library System website. The browser address bar displays 'kds.org/#'. The navigation menu includes 'Books & More', 'Online Library', 'Calendar', and 'Kids & Teens'. The 'Online Library' menu is expanded, showing three columns: 'FORMATS', 'SUBJECTS', and 'MORE'. The 'Business & Fundraising' subject is highlighted with a red arrow.

King County Library System | Books & More | **Online Library** | Calendar | Kids & Teens | Help

Online Library

- FORMATS**
 - Audiobooks
 - Courses & Training
 - Databases
 - Dictionaries & Encyclopedias
 - eBooks
 - Magazines & Newspapers
 - Mobile Apps
 - Movies & TV
- SUBJECTS**
 - 50+
 - Business & Fundraising**
 - Consumer & Automotive
 - eBooks & Downloads
 - Genealogy & Biography
 - History, Law & Culture
 - Job & Career Information
 - Reading & the Arts
 - Science & Health
- MORE**
 - Computers & Technology
 - Kids
 - Teens
 - A-Z list
 - Online Library Home

Business & Fundraising Databases at KCLS

ABI Business Trade & Industry Articles (ABI/Inform)

Articles that track business conditions, trends, management techniques, corporate strategies, and industry-specific topics worldwide.

Access Video: Business & Economics

Over 2,000 documentary and how-to videos covering business education, business technology, economics, ethics and business law, finance, accounting and taxation, marketing, and management.

Business Insights: Global

Information on companies, industries, and more. [Access to Business Insights will cease on 12/31/2016.](#)

Business Plans and Profiles Index

An index to business plans, many available online, from The Carnegie Library of Pittsburgh.

Business Plans Handbook

Sample business plans from entrepreneurs seeking funding for small businesses in the manufacturing, retail, and service industries.

Gale Virtual Reference Library

Cross-searchable full-text reference books on a wide variety of subjects.

Key Business Ratios on the Web

Industry benchmark data for public and private companies in 800 lines of business, with 14 key business ratios, industry balance sheets, income statement information, and ratios organized by SIC codes.

Mergent Intellect Business Research

Directory of over 245 million global businesses with data for over 100 million executives, First Research industry reports, KBR Business Ratios, Nielsen Popfacts, Prizm market segmentation, consumer lifestyle by zip code, Indeed job listings, and directory information for over 250 million residences with previously associated addresses and relatives.

Morningstar Investment Research Center

Investing data and reports on 23000+ mutual funds, 7000+ stocks, and investment management tools.

Puget Sound Business Journal

Articles and the Book of Lists from the Puget Sound Business Journal.

Business & Fundraising Databases at KCLS (continued)

ReferenceUSA

Business and residential listings of U.S. companies, Canadian companies, and U.S. residences. *Download up to 250 records at a time from a KCLS library or elsewhere.* [Instructional webcasts](#) and [video tutorials](#) are available.

Sage Stats

Statistical data from more than 200,000 government and non-government datasets, covering popular topics of research interest for U.S. states, counties, cities, metropolitan areas, and ZIP codes.

Social Explorer

Current and historical demographic data from the United States presented in easily downloadable maps and tables.

Value Line Investment Survey Reports

Stock analysis from Value Line.

Wall Street Journal

Articles from the Wall Street Journal (1984-present).

Seattle Daily Journal of Commerce New!

Articles on business, construction, real estate, money, technology, architecture, and the environment.

Competitor Research

- *Reference USA (example)*
- *Mergent Intellect (20,000 records can be downloaded)*

Both can be used to search an SIC/NAICS/keyword and a location with a radius, also you can limit other ways such as size & number of employees & sales

Competitor Research

for example a seafood market



[Photo: Pike Place Market – Wall of Crabs by Naotake Murayama on flickr CC attribution](#)

The premier source of information for reference and research

Offers Accurate Data on 49M Businesses and 281M Consumers

Available Databases

Select a Database to Get Started

U.S. Businesses

49 Million Businesses

2.6 Million Closed Businesses

[SEARCH](#) | [MORE INFORMATION](#)

U.S. Jobs / Internships

2.5 Million Job Postings

U.S. Standard White Pages

155 Million Residents

Canadian Businesses

1.9 Million Businesses

U.S. New Businesses

4.2 Million New Businesses

U.S. Consumers / Lifestyles

281 Million Individuals

U.S. Businesses

The U.S. Business database contains a total of 49 million businesses including 15 million verified and 34 million unverified businesses that are updated monthly. It is the only business database that is enhanced with more than 24 million phone calls per year providing you with the most accurate data possible.

Selection Criteria include:

Company name, Executive title, Business type, Sales volume, Employee size, Year established, And more...

Reference USA advanced search for businesses

- ▶ **U.S. Businesses**
24 Million Businesses
- ▶ **Canadian Businesses**
1.5 Million Businesses
- ▶ **U.S. Jobs / Internships**
2.5 Million Job Postings
- ▶ **U.S. New Businesses**
4 Million New Businesses
- ▶ **U.S. Standard White Pages**
89 Million Residents
- ▶ **U.S. Consumers / Lifestyles**
262 Million Consumers

U.S. Businesses Database

Quick Search **Advanced Search**

Fill out one or more of the following criteria boxes, then click "View Results" button.

Company Name

Executive First Name

Executive Last Name

City

State

Phone

Search for seafood NAICS codes and zip code radius, consider groceries as well

Quick Search | **Advanced Search**

Collapse All | **Select All**

Company Name

Company Name

Executives

Executive Name
 Executive Title
 Executive Gender
 Executive Ethnicity

Business Type

Keyword/SIC/NAICS
 Major Industry Group

Geography

Map Based Search
 City / State
 Metro Area
 ZIP Codes
 Radius
 County
 Street Address
 Neighborhood

Phone

Business Phone
 Area Code

Record Type Search Tips | Collapse

V Verified Businesses (Phone verified and quality checked)
 U Include Unverified Businesses (Not yet fully verified, may not be accurate)
 C Include Closed / Out of Business Records (Suspected to be out of business)

Keyword/SIC/NAICS Search Tips | Collapse | Remove

Search All SICs
 Search All NAICS
 Search Primary SIC Only
 Search Primary NAICS Only

SHOW 2 - 4 DIGIT CODES

ex Restaurants

Results:

445220 - Fish & Seafood Markets
424460 - Fish & Seafood Merchant Whlsrs
311710 - Seafood Product Preparation & Packaging

Selected:

445220 - Fish & Seafood Markets
424460 - Fish & Seafood Merchant Whlsrs
311710 - Seafood Product Preparation & Packaging

VIEW RESULTS

UPDATE COUNT

RECORD COUNT
10

BUSINESS HISTORY
[more info](#)







CLEAR SEARCH

[Back To Top](#)

View results, select items for details, downloading or printing

— NEW! —


[Review](#)
[Details](#)
[Map](#)
[Summary](#)
[Download](#)
[Print](#)
[Save Search](#)

<input checked="" type="checkbox"/>	Company Name	Executive Name	Street Address	City, State	ZIP	Phone	Corp. Tree
<input checked="" type="checkbox"/>	Pacific Catch	Ted Roy	4 102nd Ave NE # 202	Bellevue, WA	98004	(425) 451-2559	
<input checked="" type="checkbox"/>	Uwajimaya Inc	Hiroshi Hibi	699 120th Ave NE # A	Bellevue, WA	98005	(425) 747-9012	 
<input checked="" type="checkbox"/>	Jing International	Ningyi Ning	602 123rd Ave NE	Bellevue, WA	98005	(425) 462-1469	
<input checked="" type="checkbox"/>	Orca Bay Seafoods	Brad Comer	1121 124th Ave NE	Bellevue, WA	98005	(425) 454-1721	
<input checked="" type="checkbox"/>	East Aquatic	Alan Huang	2220 132nd Ave SE...	Bellevue, WA	98005	(425) 378-0608	
<input checked="" type="checkbox"/>	Direct Source Seafood LLC		840 140th Ave NE	Bellevue, WA	98005	(425) 452-8198	
<input checked="" type="checkbox"/>	Awers Inc	Gregory Fridman	12832 NE 14th PI	Bellevue, WA	98005	(425) 747-7866	
<input checked="" type="checkbox"/>	STI America	Shimji Ota	11911 NE 1st St #...	Bellevue, WA	98005	(425) 462-8898	
<input checked="" type="checkbox"/>	Chicken Of The Sea		13412 NE 37th PI	Bellevue, WA	98005	(425) 861-3866	 
<input checked="" type="checkbox"/>	Freshy's Seafood Market	Bryce Calwell	2411 76th Ave SE	Mercer Island, WA	98040	(206) 232-3028	
<input checked="" type="checkbox"/>	Qvd Aquaculture	Chris December	11400 SE 8th St #...	Bellevue, WA	98004	(425) 637-0090	
<input checked="" type="checkbox"/>	Mc Cormick & Schmick's Seafood	Paul Pierce	700 Bellevue Way ...	Bellevue, WA	98004	(425) 454-2606	 
<input checked="" type="checkbox"/>	Pescadores Products Inc	Susan Yen	1 Lake Bellevue D...	Bellevue, WA	98005	(425) 452-1135	
<input checked="" type="checkbox"/>	Marine Fishing Intl	Alex Kovelv	3 Lake Bellevue D...	Bellevue, WA	98005	(425) 974-4745	
<input checked="" type="checkbox"/>	Cascadia International Group	Jeong Chae	9 Lake Bellevue D...	Bellevue, WA	98005	(425) 283-1090	
<input checked="" type="checkbox"/>	North Pacific Corp	Larry Shegnagaev	5612 Lake Washing...	Kirkland, WA	98033	(425) 822-1174	

— NEW! —

[Review](#)
[Details](#)
[Map](#)
[Summary](#)
[Download](#)
[Print](#)
[Save Search](#)

Reference USA provides the number of employees, estimated sales volume, size, credit rating, executive names, est. expenditures, & competitor report

Business Demographics				Collapse ▾			
Location Employees	5-9	Location Sales Volume	\$1,424,000	Corporate Employees	Not Available	Corporate Sales Volume	Not Available
Type of Business	Private	Location Type	Single Loc	Affiliated Records	Not Available	Affiliated Locations	Not Available
Parent Company	Not Available	Foreign Parent	Not Available	EIN 1	Not Available	Fortune 1000 Ranking	Not Available
Years in Database	10	Last Updated On	February, 2015	Credit Cards Accepted	Not Available	Year Established	Not Available
Home Business	No	Credit Rating Score	B+	Full Credit Report	Buy from Experian		
							
Hours of Operation							
Mon	Tue	Wed	Thu	Fri	Sat	Sun	
Not Available	Not Available	Not Available	Not Available	Not Available	Not Available	Not Available	
Management Directory				Collapse ▾			
Name	Executive Title	Gender	Executive Ethnicity				
Brad Comer	Manager	Male	Western Europe				

Demographics & Psychographics Research

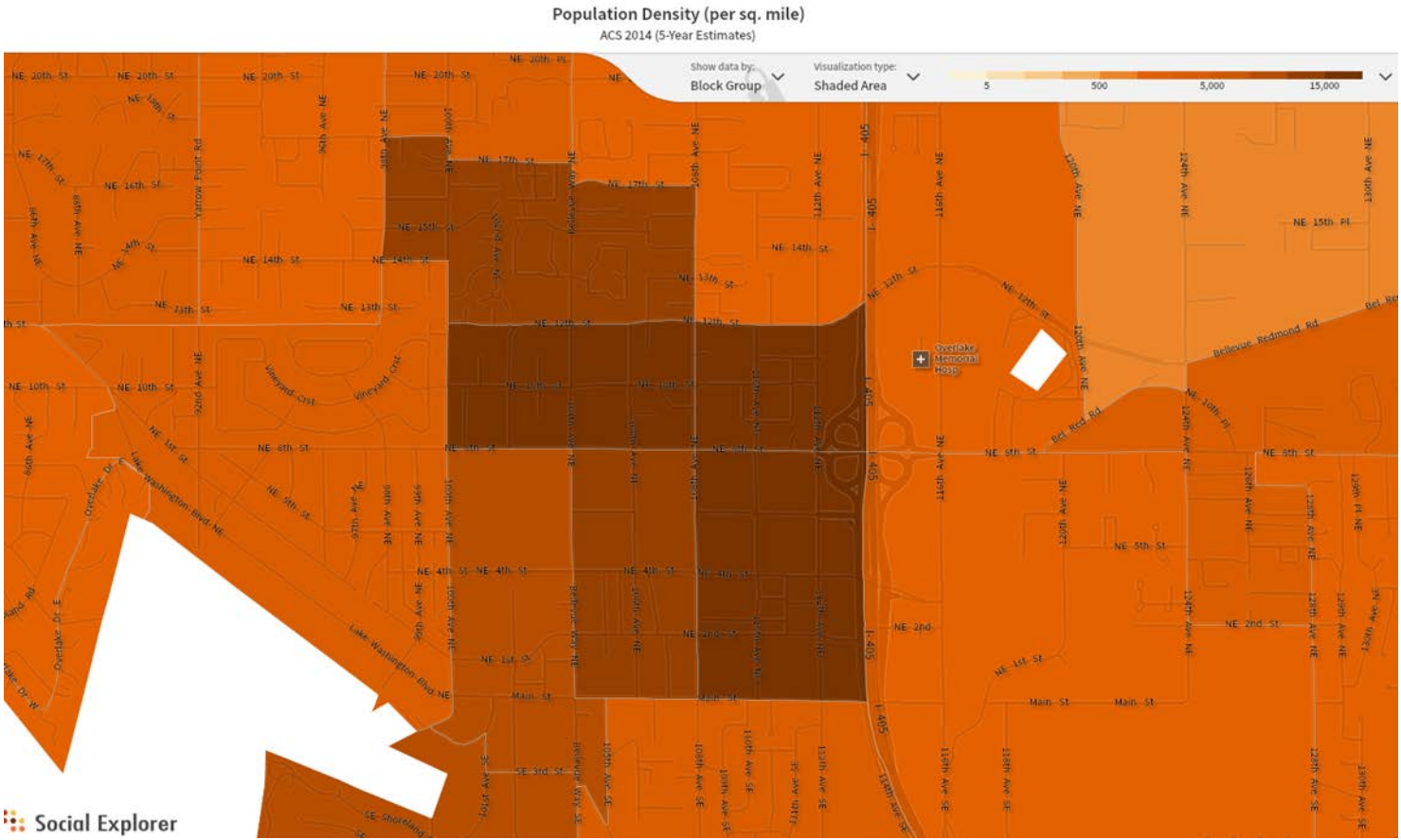
- *Social Explorer*
- *Mergent Intellect – Prizm data*
- *Best Customers in Gale Virtual Reference Library*
- *[Demographics Now database is not currently at KCLS, but at Seattle Public and Sno-Isle]*



Visually Explore Demographic Data

220 years of demographic data, 25,000 maps, hundreds of profile reports, 40 billion data elements and 335,000 variables

The *Social Explorer* database is an easy way to access US Census information for downtown Bellevue. It also offers maps that are customizable.



In *Social Explorer*, you can create a report for the block groups you are interested in

	Social Explorer - ACS 2014 (5-Year Estimates)							
Statistics	Block Group 1, Census Tract 238.03, King County, Washington		Block Group 2, Census Tract 238.03, King County, Washington		Block Group 3, Census Tract 238.04, King County, Washington		TOTAL (All Selected Block Groups)	
SE:T1. Total Population								
Total Population	2,206		2,315		2,825		7,346	
SE:T2. Population Density (per sq. mile)								
Total Population	2,206		2,315		2,825		7,346	
Population Density (per sq. mile)	17,357.0		25,537.3		16,400.8		18,836.1	
Area (Land)	0.13		0.09		0.17		0.39	
SE:T4. Sex								
Total Population:	2,206		2,315		2,825		7,346	
Male	1,152	52.2%	1,076	46.5%	1,392	49.3%	3,620	49.3%
Female	1,054	47.8%	1,239	53.5%	1,433	50.7%	3,726	50.7%
SE:T7. Age								
Total Population:	2,206		2,315		2,825		7,346	
Under 5 Years	133	6.0%	81	3.5%	201	7.1%	415	5.7%
5 to 9 Years	3	0.1%	31	1.3%	20	0.7%	54	0.7%
10 to 14 Years	5	0.2%	33	1.4%	18	0.6%	56	0.8%
15 to 17 Years	78	3.5%	42	1.8%	0	0.0%	120	1.6%
18 to 24 Years	87	3.9%	129	5.6%	371	13.1%	587	8.0%
25 to 34 Years	831	37.7%	965	41.7%	1,113	39.4%	2,909	39.6%
35 to 44 Years	334	15.1%	81	3.5%	578	20.5%	993	13.5%
45 to 54 Years	273	12.4%	196	8.5%	272	9.6%	741	10.1%
55 to 64 Years	150	6.8%	176	7.6%	172	6.1%	498	6.8%
65 to 74 Years	45	2.0%	128	5.5%	1	0.0%	174	2.4%

Mergent Intellect database demographics

The screenshot displays the Mergent Intellect website interface. At the top, the logo for Mergent Intellect is shown, with the tagline "Powered by Hoover's™, a D&B® Solution". Below the logo is a search bar with the placeholder text "Search by Company Name, Ticker" and a magnifying glass icon. To the right of the search bar is a "Help" link. Below the search bar are four navigation tabs: "COMPANY", "PEOPLE", "INDUSTRY", and "NEW U.S. BUSINESS". The background of the website is a cityscape at sunset, with the word "CHARLOTTE" overlaid in large, semi-transparent letters.

The interface features six main sections, each with an icon and a brief description:

- ADVANCED SEARCH**: The Advanced search page lets you refine your search in various ways. You can drill down into your search to get as granular as you may need.
- RESIDENTIAL SEARCH**: Gain immediate access to contact information for over 210 million U.S. consumers. A valuable tool that features name, address, previous address...
- JOB SEARCH**: Database has over 20 million employers in the U.S., over 400,000 employers in Canada, and over one million employers in Mexico. Allows career seekers...
- FIRST RESEARCH**: First Research Industry reports offer extensive industry research written from an objective business perspective to help you become a trusted industry advisor...
- KEY BUSINESS RATIOS**: Key Business Ratios on the Web (KBR) provides immediate online access to competitive benchmarking data in North America. This powerful tool lets...
- DEMOGRAPHICS**: Includes the latest census data by zip code, MSA or Industry. Content includes income per household, average house value, population breakdown...

A red arrow points to the "DEMOGRAPHICS" section, highlighting it as the focus of the presentation.

Prizm report for zip code 98107 (partial)

PRIZM Household Distribution 2015

Area ZIP Codes (see appendix for geographies), Total

PRIZM		Area		US Base		
Code	Name	Households	Pct.	Households	Pct.	Index
01	Upper Crust	0	0.00%	1,750,173	1.45%	0.0
02	Blue Blood Estates	0	0.00%	1,116,920	0.92%	0.0
03	Movers & Shakers	0	0.00%	1,876,932	1.55%	0.0
04	Young Digerati	3085	24.09%	1,555,400	1.28%	1,875.3
05	Country Squires	0	0.00%	2,212,007	1.83%	0.0
06	Winner's Circle	0	0.00%	1,276,191	1.05%	0.0
07	Money & Brains	1595	12.45%	2,555,893	2.11%	590.0
08	Executive Suites	0	0.00%	1,038,424	0.86%	0.0
09	Big Fish, Small Pond	0	0.00%	2,617,056	2.16%	0.0
10	Second City Elite	0	0.00%	1,621,883	1.34%	0.0
11	God's Country	0	0.00%	1,804,117	1.49%	0.0
12	Brite Lites, Li'l City	0	0.00%	2,063,782	1.70%	0.0
13	Upward Bound	0	0.00%	2,183,221	1.80%	0.0
14	New Empty Nests	0	0.00%	1,223,131	1.01%	0.0
15	Pools & Patios	0	0.00%	1,524,736	1.26%	0.0
16	Bohemian Mix	3645	28.46%	2,262,800	1.87%	1,523.0
17	Beltway Boomers	0	0.00%	1,110,660	0.92%	0.0
18	Kids & Cul-de-Sacs	0	0.00%	1,891,410	1.56%	0.0
19	Home Sweet Home	0	0.00%	2,158,187	1.78%	0.0
20	Fast-Track Families	0	0.00%	2,001,850	1.65%	0.0
21	Gray Power	0	0.00%	1,059,133	0.87%	0.0
22	Young Influentials	0	0.00%	1,677,570	1.39%	0.0
23	Greenbelt Sports	0	0.00%	1,670,510	1.38%	0.0
24	Up-and-Comers	0	0.00%	1,666,319	1.38%	0.0
25	Country Casuels	0	0.00%	1,862,666	1.54%	0.0
26	The Cosmopolitans	322	2.51%	1,483,300	1.22%	205.3
27	Middleburg Managers	0	0.00%	2,541,652	2.10%	0.0
28	Traditional Times	0	0.00%	3,274,708	2.70%	0.0
29	American Dreams	1615	12.61%	2,764,103	2.28%	552.4
30	Suburban Sprawl	0	0.00%	1,513,314	1.25%	0.0
31	Urban Achievers	1655	12.92%	1,912,178	1.58%	818.3
32	New Homesteaders	0	0.00%	2,196,294	1.81%	0.0
33	Big Sky Families	0	0.00%	2,185,007	1.80%	0.0

Prizm segment definitions (available on Mergent Intellect)

U1: Urban Uptown

The five segments in Urban Uptown are home to the nation's wealthiest urban consumers. Members of this social group tend to be midscale to upscale, college educated and ethnically diverse, with above-average concentrations of Asian and Hispanic Americans. Although this group is diverse in terms of housing styles and family sizes, residents share an upscale urban perspective that's reflected in their marketplace choices. Urban Uptown consumers tend to frequent the arts, shop at exclusive retailers, drive luxury imports, travel abroad, and spend heavily on computer and wireless technology.

04 Young Digerati



Young Digerati are tech-savvy and live in fashionable neighborhoods on the urban fringe. Affluent, highly educated, and ethnically mixed, Young Digerati communities are typically filled with trendy apartments and condos, fitness clubs and clothing boutiques, casual restaurants and all types of bars--from juice to coffee to microbrew.

Wealthy

Age 25-44

White, Asian, Hispanic,
Mix

Wealthy Younger Family Mix

07 Money & Brains



The residents of Money & Brains seem to have it all: high incomes, advanced degrees, and sophisticated tastes to match their credentials. Many of these city dwellers are married couples with few children who live in fashionable homes on small, manicured lots.

Wealthy

Age 45-64

White, Black, Asian,
Hispanic, Mix

Wealthy Older Family Mix

Best Customers in Gale Virtual Reference Library

The screenshot displays the Gale Virtual Reference Library (GVRL) interface. At the top, the header includes the Gale logo, the text "GVRL Gale Virtual Reference Library", a search bar with the placeholder "Search Collection...", and navigation icons for "Public Search", "Advanced", "Bookmark", and "More". A red arrow points to the search bar.

Below the header, the "Business" category is selected, and a grid of 15 reference titles is displayed. The titles are:

- The 100 Most Important American Financial Crises (2015)
- The American Marketplace: Demographics and Spending Patterns (2015)
- The American Marketplace: Demographics and Spending Patterns (2011)
- Best Customers (2015)
- Business Plans Handbook: Series (Business Plans Handbook)
- Company Profiles for Students (1999)
- The Complete Handbook of Coaching: Second Edition (2014)
- Encyclopedia of American Industries (2011)
- Encyclopedia of Emerging Markets (2013)
- Encyclopedia of Global Brands (2013)
- Encyclopedia of Major Marketing Campaigns Volume 2 (2007)
- Encyclopedia of Management (2012)
- Encyclopedia of Small Business: J-Z (2011)
- From Green Industries to Green Jobs (2012)
- Household Spending (2015)

On the right side, a sidebar titled "Search with Business" contains a search input field and a list of subject categories. The "Biography" category is circled in red.

Search with Business

Subjects

- Arts
- Biography
- Business
- Education
- Environment
- General Reference
- History
- Information and Public Law
- Library Science
- Literature
- Medicine
- Multicultural Studies
- Nation and World
- Religion
- Science
- Social Science
- Technology

Best Customers (from Gale Virtual Reference) example of potential wine bar customers

Wine at Restaurants and Bars

Best customers: Householders aged 45 to 54

Married couples without children at home

Married couples with adult children at home

Non-Hispanic Whites

Households in the Northeast

Customer trends: Average household spending on wine at restaurants and bars should begin to grow again as boomers retire—but only if discretionary income grows.

The best customers of wine at restaurants and bars are householders with the time and money to relax with a glass of wine, perhaps over a meal. Married couples without children at home (most of them empty-nesters) spend 55 percent more than average on this item. Householders aged 45 to 54 outspend the average by 33 percent, and those ranging in age from 55 to 74 spend 12 to 15 percent more. Married couples with adult children at home spend 71 percent more than average on wine at restaurants and bars. Non-Hispanic Whites spend 18 percent more than average on this item. Households in the Northeast spend 55 percent more than average on wine at restaurants and bars.

Average household spending on wine at restaurants and bars doubled between 2000 and 2006, after adjusting for inflation, but spending fell 42 percent between 2006 and 2013. Behind the increase in the first part of the decade was the entry of the baby-boom generation into the best-customer lifestyle. The Great Recession is largely responsible for the drop in the past few years. Spending on this item should begin to grow again as boomers retire—but only if discretionary income grows.

Table 1.8 Wine at restaurants and bars

Total household spending \$3,530,070,300.00
Average household spends 28.09

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	HIGHEST CUSTOMERS (market share)
AGE OF HOUSEHOLDER			
Average household	\$28.09	100	100.0%
Under age 25	15.59	56	3.7
Aged 25 to 34	23.77	85	13.9
Aged 35 to 44	26.09	93	15.7
Aged 45 to 54	37.44	133	26.0
Aged 55 to 64	31.47	112	20.4
Aged 65 to 74	32.29	115	14.7
Aged 75 or older	16.95	60	5.8

	AVERAGE HOUSEHOLD SPENDING	BEST CUSTOMERS (index)	HIGHEST CUSTOMERS (market share)
HOUSEHOLD INCOME			
Average household	\$28.09	100	100.0%
Under \$20,000	7.76	28	6.2
\$20,000 to \$39,999	11.19	40	8.8
\$40,000 to \$49,999	23.29	83	7.4
\$50,000 to \$69,999	18.98	68	9.6
\$70,000 to \$79,999	36.57	130	6.9
\$80,000 to \$99,999	32.61	116	10.0
\$100,000 or more	78.76	280	51.3
HOUSEHOLD TYPE			
Average household	28.09	100	100.0
Married couples	35.34	126	60.4
Married couples, no children	43.43	155	32.5
Married couples, with children	31.31	111	25.4
Oldest child under age 6	32.50	116	5.1
Oldest child aged 6 to 17	21.36	76	8.5
Oldest child aged 18 or older	48.07	171	12.3
Single parent with child under age 18	6.28	22	1.2
Single person	20.65	74	22.1
RACE AND HISPANIC ORIGIN			
Average household	28.09	100	100.0
Asian	22.43	80	3.4
Black	9.58	34	4.3
Hispanic	18.02	64	8.2
Non-Hispanic White and other	33.10	118	88.4
REGION			
Average household	28.09	100	100.0
Northeast	43.55	155	28.1
Midwest	24.84	88	19.6
South	20.53	73	27.3
West	31.43	112	25.0
EDUCATION OF HOUSEHOLD			
Average household	28.09	100	100.0
Less than high school graduate	9.29	33	2.6
High school graduate	6.84	24	5.1
Some college	18.15	65	13.7
Associate's degree	25.69	91	10.4
Bachelor's degree or more	49.33	176	67.9
Bachelor's degree	31.52	111	25.3
Master's, professional, doctoral degree	75.46	269	42.8

Note: Market shares may not sum to 100.0 because of rounding and missing categories by household type. "Asian" and "Black" include Hispanics and non-Hispanics who identify themselves as being of the respective race alone. "Hispanic" includes people of any race who identify themselves as Hispanic. "Other" includes people who identify themselves as non-Hispanic and as Alaska Native, American Indian, Asian (who are also included in the "Asian" row), or Native Hawaiian or other Pacific Islander, as well as non-Hispanics reporting more than one race. Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey.

Table 1.8 Wine at restaurants and bars Source: Calculations by New Strategist based on the Bureau of Labor Statistics' 2013 Consumer Expenditure Survey

Industry Research

- *ABI/Inform Trade & Industry*
- *Mergent Intellect – First Research*
- *S & P Industry Surveys* (in print at Bellevue Library)

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Industry Profile Results:

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[Beer, Wine & Liquor Stores](#)

INDUSTRY: Beer, **Wine** & Liquor Stores. ... INDUSTRY OVERVIEW. Companies in this industry sell beer, **wine**, and liquor products from physical retail establishments. ...

NAICS: 445310

SIC: 5921

[Beer, Wine & Distilled Spirits Wholesalers](#)

INDUSTRY: Beer, **Wine** & Distilled Spirits Wholesalers. ... Companies in this industry distribute beer, ale, **wine**, and distilled spirits on a wholesale basis. ...

NAICS: 4248

SIC: 5181, 5182

[Wineries](#)

... NAICS CODES: 31213. INDUSTRY OVERVIEW. Companies in this industry make **wine** and brandies either from grapes that they grow or that are grown elsewhere. ...

NAICS: 31213

SIC: 2084

Wineries

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SIC CODES: 2084

Industry Overview

Companies in this industry make wine and brandies either from grapes that they grow or that are grown elsewhere. Major companies include Bronco Wine, Constellation Brands, E&J Gallo, Jackson Family Wines, and The Wine Group (all based in the US); as well as Distell Group (South Africa), Gruppo Italiano Vini (Italy), Treasury Wine Estates (Australia), Veuve Clicquot (France), and Viña Concha y Toro (Chile).

Total worldwide wine production is about 275 million hectoliters per year, according to the International Organization of Vine and Wine. Major wine-producing nations include Italy, France, and Spain, followed by the US, Argentina, Chile, and Australia. The US is the world's largest wine consuming country by volume, but emerging economies in Asia, Africa, and South America may offer opportunities for future industry growth. Consumption is flat or declining in most mature European markets.

The US wineries industry includes about 3,000 establishments (single-location companies and units of multi-location companies) with combined annual revenue of about \$16 billion.

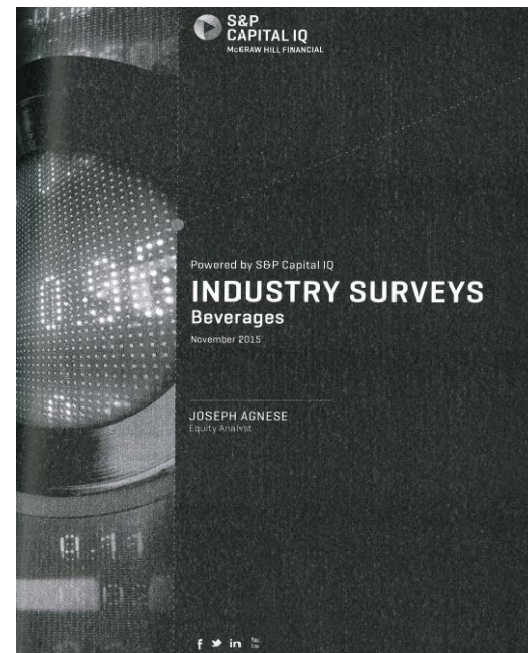
Competitive Landscape

Demand for wine is driven by the restaurant and hotel industries, the level of business entertainment spending, and consumer income. A winery's profitability depends on production volume and sales price, both of which can vary from year to year. Large companies have stronger distribution channels and can enjoy significant economies of scale in production. Small wineries can compete with big-volume producers by making higher-quality wines that sell at a premium price. The US industry is **concentrated**; the 50 largest companies account for more than 75% of revenue.

Imports are a major competitor for US wine producers, accounting for about 30% of the US market. Imports come mainly from France, Italy, and Australia. Major markets for US **wine exports** include Canada and the UK. Exports account for about 10% of US production.

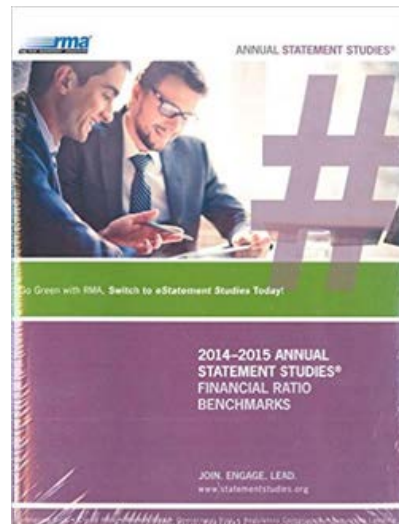
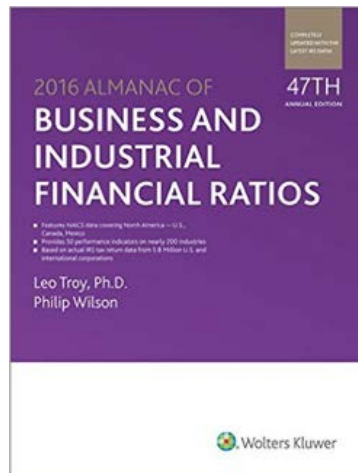
Products, Operations & Technology

S&P Industry Surveys (in print at some KCLS libraries/ SPL in library only database)



Industry or Business Ratios

- *Almanac of Business and Industrial Ratios* (kept behind Reference Desk, 2nd floor)
- *RMA Annual Statement Studies* (kept behind Reference Desk, 2nd floor)
- *Key Business Ratios* (in KCLS Online Library)



Key Business Ratios
run data into knowledge

Industry	Company	My Financial		
Wine and distilled beverage	42420	All Asset Ranges within SIC		
Industry Ratios	2011	2012	2013	2014
Statement Sampling	Samples: 19	Samples: 16	Samples: 16	Samples: 17
Solvency	Upper Median Lower	Upper Median Lower	Upper Median Lower	Upper Median Lower
Quick Ratio	1.70 0.73 3.56 1.08 1.00 5.03 1.40 9.88 0.46 1.45 1.25 0.46			
Current Ratio	3.00 1.80 1.30 3.28 1.00 5.23 3.60 1.60 1.30 2.80 1.65 1.10			
Current Liabilities / Total Worth (%)	35.20 110.30 101.20 50.20 114.10 246.42 78.20 116.26 180.00 63.90 140.70 242.00			
Total Liabilities / Inventory (%)	60.80 123.70 193.00 50.50 121.50 273.30 62.00 144.00 219.50 69.10 123.70 204.40			
Total Liabilities / Total Worth (%)	67.30 180.00 278.90 119.60 228.60 420.30 87.20 175.60 269.80 126.20 288.30 394.90			
Fixed Assets / Total Worth (%)	1.30 0.80 10.00 9.88 16.80 69.00 3.20 20.50 85.00 2.10 7.90 57.80			
Efficiency	Upper Median Lower	Upper Median Lower	Upper Median Lower	Upper Median Lower
Collection Period (days)	21.50 29.20 48.60 24.00 36.70 48.20 13.00 22.20 37.20 23.80 26.10 37.20			
Sales / Inventory (times)	12.80 0.30 0.90 11.20 5.80 5.23 18.70 9.80 8.00 15.30 8.60 3.00			
Assets / Sales (%)	13.90 33.20 62.40 26.70 31.30 62.80 18.20 26.30 38.90 23.85 26.20 65.60			
Sales / Net Working Capital (times)	15.50 10.40 8.80 18.80 15.30 7.60 24.90 17.70 9.90 14.30 9.90 3.80			
Accounts Payable / Sales (%)	2.80 11.60 15.20 1.88 9.30 13.80 5.10 9.00 13.70 7.50 11.70 36.30			
Profitability	Upper Median Lower	Upper Median Lower	Upper Median Lower	Upper Median Lower
Return on Sales (%)	7.90 4.80 2.40 5.96 4.20 1.20 9.40 4.30 1.20 8.90 2.10 1.90			
Return on Assets (%)	18.50 13.10 5.50 21.10 8.50 5.50 18.10 8.40 4.70 12.60 5.90 4.10			
Return on Total Worth (%)	20.90 25.30 13.10 19.50 16.50 13.00 68.50 26.00 12.60 30.60 24.70 19.30			
Median Variance	2011	2012	2013	2014
Solvency	Median 2011 2012 2013 2014	Median 2011 2012 2013 2014	Median 2011 2012 2013 2014	Median 2011 2012 2013 2014
Quick Ratio	0.78 42.9 14.2 65.7 100.0 1.00 42.9 20.8 30.8 180.0 0.88 14.3 20.6 62.5 100.0 1.30 65.7 38.6 62.5 100.0			

The Catalog

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Search Bar: Search the Catalog for Books & eBooks by Subject Social Networks

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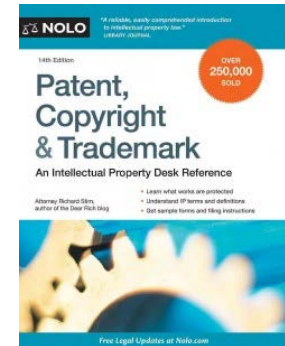
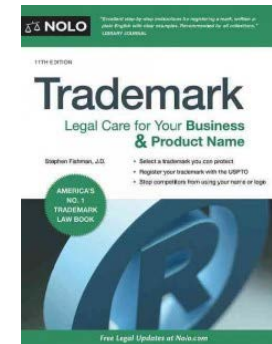
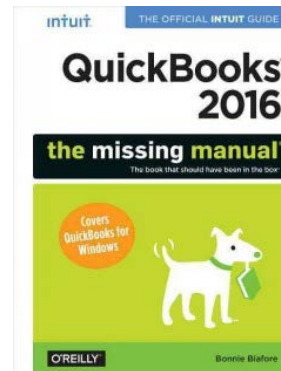
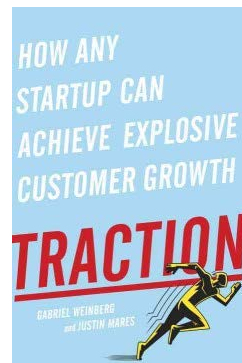
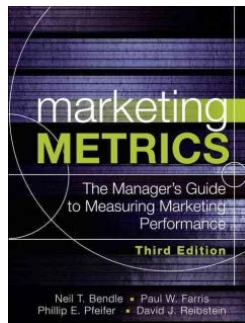
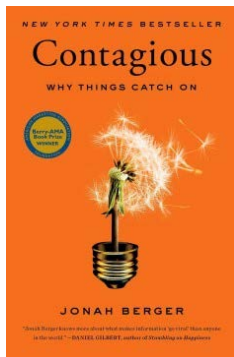
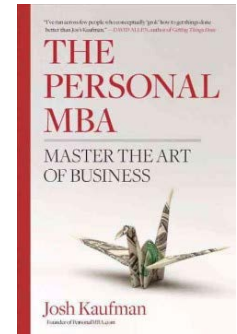
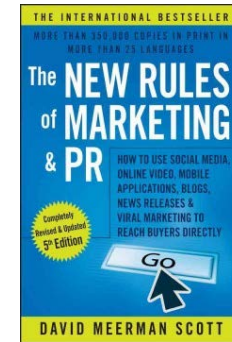
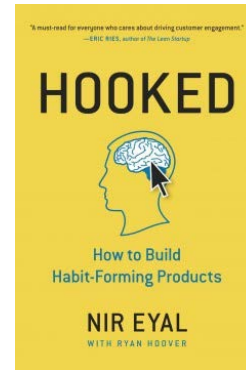
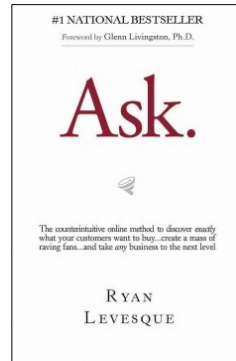
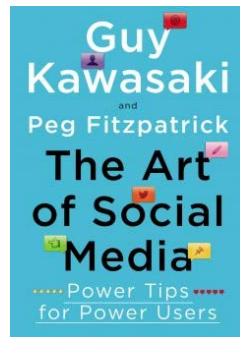
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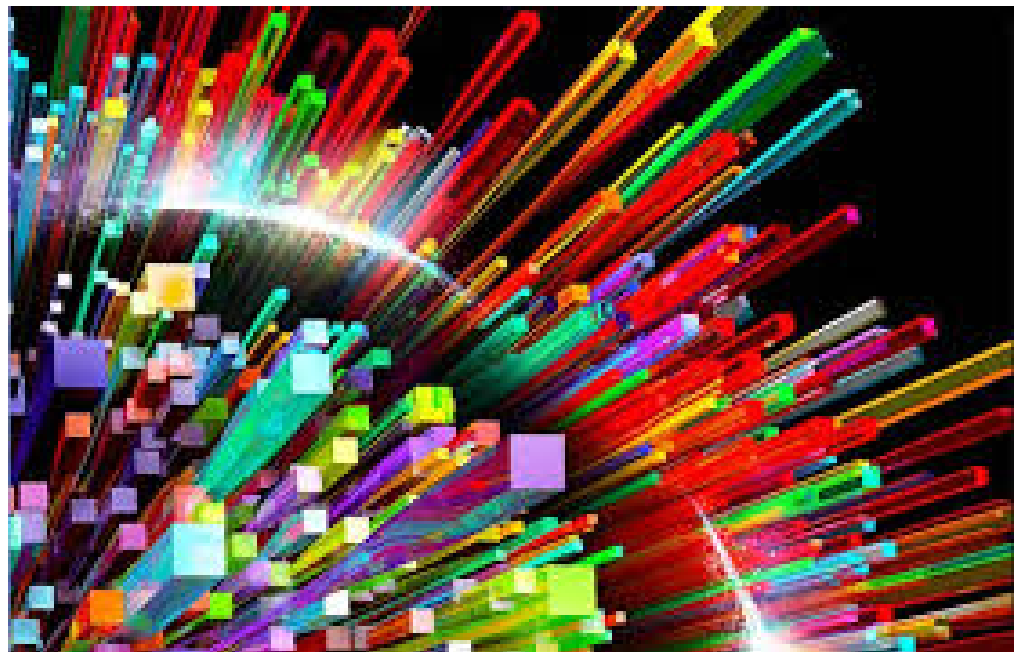
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