



What Do I Need to Know

Define the Search:

- Keywords (industry specific)
- Term to use in search – “state of the industry” (If you can find this you have hit the *Jack Pot*)
- Type of Information you are seeking (history, demographics, government regulations, etc.)

Researching Basics

- **Library Resources**
 - a) American Wholesalers and Distributors Directory
 - b) Encyclopedia of American Industries, Gale Research
 - c) Encyclopedia of Emerging Industries, Gale Research
 - d) Harris InfoSource Business Directory
 - e) Inter-Library Loan
 - f) Local Library Resources
 - g) Sourcebook of Zip Code Demographics (CACI) – Demographic and consumer market statistics and information arranged by zip codes
 - h) Standard & Poor’s Industry Surveys
 - i) US Industry & Trade Outlook
- **Internet Resources (Free or for Purchase)**
 - a) Applied Geographic Solutions’ Mosaic (psychographic information and analysis of zip code areas – <http://df.clients.compcenter.com/catenate-links/ags/>)
 - b) Better Business Bureau – <http://bbb.org>
 - c) Bureau of the Census – <http://www.census.gov>
 - d) BizStats – <http://bizstats.com>
 - e) Hoovers Online: Companies and industries section - <http://hoovers.com>
 - f) IMRmall – Directory of market research reports - www.imrmall.com
 - g) Trade Associations - Find appropriate associations in the Encyclopedia of Associations or a general search
 - h) ZapData – Dun & Bradstreet offers free statistical industry data on their website – <http://www.zapdata.com>
 - i) Mapquest – www.mapquest.com
 - j) Google Earth – www.googleearth.com
 - k) Yellow Pages – www.yellowpages.com

Local Resources

- Chamber of Commerce’s
- Local/Regional Newspapers
- Radio Stations
- TV Stations
- Economic Development Office





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Business Resource Links

- Small Business Trends - <http://smallbusinesses.blogspot.com/>
- US Chamber of Commerce - <http://www.uschamber.com/default>
- ESRI, (Free demographic data available by zip code) – <http://www.esri.com>
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Franchise

- <http://www.franchise.org>

Government Resources

- Department of Labor - <http://www.dol.gov>
- Kansas City Federal Reserve Bank - <http://www.kansascityfed.org/>
- Internal Revenue Service - <http://www.irs.gov>
- Small Business Administration - <http://www.sba.gov>
- Statistical Abstract of the United States - <http://www.census.gov/prod/www/statistical-abstract-us.html>
- United States Census Bureau - <http://www.census.gov>
- United States Copyright Office - <http://www.copyright.gov>
- United States Dept. of Commerce - <http://www.commerce.gov/>

Resources for Researching

- BEOnline Plus - <http://www.loc.gov/rr/business/beonline/subjectlist.php>
- Statistical Resources on the Web - <http://www.lib.umich.edu/govdocs/stats.html> (Excellent for Market Research)
- 10 Best Sites for Economic Data - http://www.econdata.net/content_tenbest.html
- US Department of Labor – www.dol.gov

State of Nebraska Resources:

- Nebraska Department of Economic Development- <http://assist.neded.org>
- Nebraska Public Power District -Economic Development Links - <http://sites.nppd.com/links.htm>
- One Stop Business Assistance Center (Steve Williams – Dept. of Economic Development)- <http://assist.neded.org/>
(800-426-6505) steve.williams@ded.ne.gov
- Official Website of Nebraska - <http://www.nebraska.gov/index.phtml>

