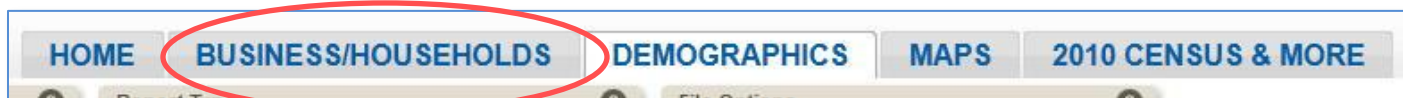# DemographicsNow
How to find a business

DemographicsNow brought to you by Gale, delivers the data you need to make sound business decisions. Gale's *DemographicsNow* provides access to over 23 million businesses and this guide will show how to find the ones you need.

There are two search options available to locate companies. **Business Quick Search** is a great search to use if you know the company name, phone number or executive's name and quickly want to access the business profile. **Business Custom Search** is a custom search that can generate a list of businesses by specifying criteria such as company name, business type, size, ownership, ticker symbol, credit rating and so much more. To access either search, click the BUSINESS/HOUSEHOLDS tab at the top of the page.
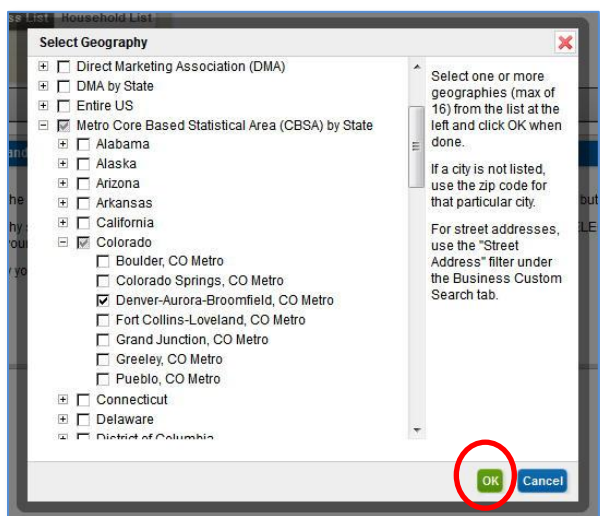

Business Quick Search

This is a very simple search; you can search by company name, Executive First/Last Name, Phone, and/or Geography. Simply enter your search terms in the appropriate boxes and click the View Results button on the right to view your list of businesses.

Next, click the checkbox next to a company name and, finally, click the Details button in the upper right corner to view the business profile. You can print, e-mail, and download these profiles for offline use.

Business Custom Search

Business Custom Search is a much more custom search and allows for deeper research. As an example, let's say we're interested in opening up a pet store in the Denver, CO area, and we want to find out more about the competition in an effort to determine whether or not this is a viable business opportunity.

STEP ONE: Let's narrow to the area of our search – Denver, CO. To do this we'll need to enter our Geography. Enter your **Geography**. As you can see, upon selecting Business Custom Search, the default geography location is set to the entire United States.

To change the location, simply click on the edit button (small arrow to the far right) in the Geography Selection box in the top left corner of the page, and select a geographic location using the variety of options listed. You may also enter an address, zip code, city, state, etc. in the search field. **Pick From Geography List** allows you to select single or multiple geographies with choices like counties, census tracts, cities, CBSAs (core based statistical area), and more. The most commonly used options are Metro Major CBSA's by State, zip codes, and places. In this example Metro CBSA's is a good choice because it will pick up Denver as well as its surrounding areas.

STEP TWO: Next, we'll search for companies by business type. Click on the down arrow in the Business Type box. We have three options here: **SIC (Standard Industrial Classification), NAICS (North American Industry Classification System), and Keyword** by industry code. Using the **Keyword** option is useful because it allows you to search this database like the yellow pages. Click the checkbox for **Keyword SIC/NAICS.**

Not sure what to type in as your keywords to get started? Sometimes starting broad is the best option to see what your options are. Try searching for *PET* in the **Enter Code or Description** box, then click the **Lookup** button. Then we'll click

on any industries that fit our needs, like "Pets and pet supplies" and "Pet Supplies".

As a general tip, if you are completely unsure of what to call an industry or what keywords to use in a search, you can use the "Major Industry Group" search options on the left. This option will allow you to browse through industry names until you are able to locate the industry you are most interested in.

So now we are searching for Pet Store businesses in the Denver Metro Area, including Aurora and Broomfield. We have other options on the left hand sidebar as well, like **Business Size, Ownership, Special Selects** (allows for searching for out-of-business businesses – helps find if a similar business failed in the area.) and more. Take advantage of any you need!

STEP THREE: Now let's take a look at our results! At any point in creating your search criteria you can click the **Update Count** button on the right to see how many businesses are in your results so far. When you're ready to view those results, click the **View Results** button.

Now we're viewing a list of businesses that may complete with our pet store. For more details, click the checkbox next to each business and then the **Details** button for details reports; you may select up to 10 at a time to view. You may also **Download** records in 200 sets at a time.

Need More Help?

Look for the *DemographicsNow* Help & Info button in the upper right hand corner of the resource; you'll find tutorials, glossaries, data methodology procedures and more. Also, check out www.gale.cengage.com/training for *DemographicsNow* search tips and tutorials!

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