Is There an Industry Report for That? Market & Industry Research - Transcript

Please stand by for realtime captions. the census data is export only, whereas export has data as well. If you are looking, does only cover from the U.S. perspective. So it is only from the U.S., it will not cover with some things, any traits between say China, and France. You would Comtrade which is also a free resource for the United Nations, you can use that and they use a harmonized system as well. You start to research, and you have your various codes, you keep them from source to source.

Using this, this is the global market finder, and it is a census thing product. It is designed for U.S. exporters that's why it only has export data. You could make choices from the pulldown data to pick which sort of product you are going to be export into, you can also hover over the little yellow dot. And get a little bit more information, and the subtle charts, these two pop-ups on the page, are for exports of waterproof footwear.

So, it has nice little historical data going back a few years, and then you can export those as well.

This is the homepage for the international homepage product. So, thus trade stats, it has export data. It also has important data. What is nice about this, you will explore data, so you can do research and other industries like a particularly large industry like maybe soybeans, that a lot of it goes overseas more in your state, and not another state and you are good to go on that using the source, so you can use census information by state level. Some good hand this off to Natalie now, and she's going to go over looking at the company research and industry research. Thanks, Ellen .

So, want to understand how it's organized, one strategy defined trend is to look at major companies. You will be able to do this for every industry, some industries are small private companies, and you'll have to go to market share, the image of the pages from the 1992 department stores. So if you are interested in the department store industry for example what Nordstrom, JCPenney, Macy's is doing, you can highlight their activities in this section. Knowing and industry is knowing who the players are, and what companies dominate. Take advantage of others expertise of work. If you can't get a industry report for that particular industry, there might be three publications which would then create a list of top companies in their industry and could be very helpful and they provide methodology for what can vary from industry to industry.

For example, the national underwriters casualty magazine ensures tech companies to watch insurance tech in the overall insurance company and the technology industry, so this is a great way to find companies from the insurance industry itself.

A note with this strategy is, how much is available online can vary. Sometimes it's for subscription members only. If you don't know the trade publications or industry associations for particular industry during a simple Internet search or Google search for top companies and industry, like you'll see the top brand companies at the keyboard, it can pull up a variety of wet sites. They quote the soldiers and newspapers, like sources of recent ranking from national confectioners Association. Which can lead to to find the top list. You can also develop your old list using this as databases, you can use may chant intellect and data axle for example, where industry codes have limiters like revenues, number of employees, and geographic areas. Library of Congress does have a guide on doing company research and other strategies for finding list of companies.

And again the slides will be sent to you after the presentation.

Somewhat to have a list of companies, it's helpful to ask high-level questions which can point you to sources including databases to find more out about particular companies. The first the company is, in general, where's the company headquartered, specifically in United States or in America.

So, some examples, on the right-hand side are some subscription data that we use, our information that have international companies. EMIS intelligence is great for emerging markets and industries and countries applicable for East Central Europe, Central Asia, Latin America. It has both their language and English language in the report. You know world is great for American headquartered places that have areas operating in foreign countries or foreign firms that are abroad that are operating in the United States. And then, the security and exchange commission filings, the SEC filings we will talk more about in a moment, they have other countries that have an equivalent requirement for company reports to particular agencies based on where the headquarters are located. Other countries, are not necessarily as accessible in the U.S., or they may track and report other kinds of information than we do in the states.

And the second is is the company complex or private? It's much easier to find information on public companies. Companies, and many international companies can be much harder to trace. I public, I mean publicly traded companies. Some industries are made up like mostly of private industries, so if you're looking for an industry report on a private industry like that, that can be difficult to get because it's industrywide data. Emerging online has financial data for company, businesses are complete, or premier another adjective on your description, company I large companies, and they do a swot analysis which is strength, inferences opportunity, and [Indiscernible]

Crunchberries has private and startup companies, so it's really useful for tracking seed funding, or emerging technology and different kinds of hot topic trending industries.

They organize to find information about private companies that don't have to file annual reports. There activities may be included in articles especially if they are important or large in terms of review new are there is some particular area that might be of interest. Again SEC filings are used for publicly traded companies. The 10-Q set of quarterly reports, the 10K's are the annual reports, and I like to mention a case, which contain information of any significant event that would be important to share with investors, and that is bankruptcies, acquisitions, change in corporate governance, new executives, and corporate updates. So there's a lot of useful information combined in the company to give you a better sense of what's happening in industry and maintaining all of this information. I want to highlight SEC filings, unlike subscription databases is an open usable resource. SEC.gov has a EDGAR search which is useful to understand impacts of major players and industries in the past year. You can buy companies see the website, look at there for him, and specifically the 10K which is the annual report. The report contains a lot of data points, financial information, coaching sheets. But I want to play up the particular is item 1 which is a narrative that talks up the description of the companies business and its products and services, events that happened recently, competition, the company base, regulations that are new in the past year, seasonal factors, so it's a really great overview and it's the beginning part of the annual report of the 10K. The other item that is in the 10K is another section and that is item 7 which is the management discussion and analysis. This expands on what is in item 1, or item 1 we want to think of it as an introduction or overview. Item 7 is where management can can compare make comments, safe issues facing the company, and you can Gail a little bit more insight from the company's management.

So each company puts a spin on their business and decides what to include or not included in the filings. A different company in the same industry might have filings that look different, and have really, really long item sevens which is exciting if you wanted try to find out what activities are happening in the industry or company. Some might have a very short item number seven.

But, if you look at other companies in the description, you can better understand the description. So for trouble, if you look up airlines, you can look at all it airline holdings and get information that impact the airline industry. So this has to more government sources to cover, so I will pass it back to Ellen.

Thank you, Natalie.

Okay, so we are going to go over some of the government sources outside of the census. We want to include a selection of them. Those creating these market research reports are constantly changing. We do use government data, so why shouldn't you.

This is only an overview of government information outside of census that is available.

But then, you can use what's here to create your own report. These are some of the more obvious sources. But there are others, again, this is focused on current data. But, if you were going deeper, maybe you need some historical research, or you need to do some comparison, obviously the government published a lot of this data for decades. So you might have to switch to print if the agency hasn't sort of like, created a mechanism for the digital data on their website going back as far as you need. Some of the data from the government is maybe not always very obvious. Whereas, he can be another's unexpected places, take for example the Federal Reserve system, there Fred, which operate Fred product service programs, operates I believe out of a Newark office and it's strictly economic data. But the Frazier project which operates at the St. Louis Federal Reserve, has a lot of data specifically for the economy, but you know, obviously a leaning toward the baking. But they have digitized the publications of commercial reviews, so if you are doing historical data, they can actually be pretty good for free trade publications.

A few other things to a mention as County business patterns, business dynamics statistics e-commerce statistics and the County business patterns is obviously, dating they data by county. So, if you are in the middle of the five-year cycle for economic census, and you want something more current, you can go to the County business patterns to do that but usually a good some information the only caveat with that is that if there's only one employer in the county that does something, they will not report data, because that would be privacy issues.

The business dynamics statistics is for information about businesses as well, much for like back-office kind of functions. But if you are sort of, looking at labor issues, or employee issues, it can be pretty good.

The annual capital expenditures survey, is good for tapping into non-employer data. Obviously, anybody who is interested in you commerce can use the e-commerce statistics that would be good for you. I want to make a plug here for the census Academy.

So if you're very interest interested in census data, could get very complicated very fast. They do short tutorials and score them usually called census gems. They do webinars and make available that if you are interested in going all in on census that I would recommend looking at some of them. They make your life a little easier.

There are a few other government sources to look at. This one is sort of a little bit different than the ones we've looked at earlier.

It is not just about federal government data. This is data.gov, it includes data from the federal level but it also can pull and depending on the state and city, some information from state to state and cities, can be put here as well.

It is usually free. As far as I know, never heard of it not being free. And it can cover something that would not necessarily show up at the federal level. I've had examples of people who have used it for walking to work data. But they are looking for it in like San Francisco, or New York, not necessarily California, or at the federal level, so it can be very helpful for figuring out which where in the city, who might be tracking this information down.

You can obviously search on the site. It has a regular old search bar in the middle of the page. You know, the Google version of search, you can also use the topics up at the top. You can drill down into other data. They don't break it down over hard, but some people like to drill down so it can be very helpful.

Put yourself in the right mindset for looking through government daters to figure out which agency may have what you need. If you ask yourself, which agency is likely to regulate the industry, or what agency might be interested in monitoring it, or just sort of reporting on it, that is also a good way to go okay, these are places to look. This could be at the federal level, it could also be at the state or federal, state or local level, so. Sometimes the cities are a little bit less in the data market as far as you can tell, but a lot of them, a lot of bigger cities will be tracking very specific things for very specific places, that may matter when it comes to let's say, doing if you are interested in restaurants, or local area or shops in the local area. So, they're going to be some expected versions of information, but there are also going to be unexpected sources of information. For example, if you are interested in food, obviously you can start with the Census Bureau as we looked at earlier. Or you can look at the department of agriculture, and in the national oceanic and atmospheric Association actually tracks fisheries data. It's a geological survey, geological survey has information for mining and minerals, and centers for Medicare and Medicaid as well as the FDA gather a lot of data and is important for the healthcare market for medical devices and medicine as well as for like hospitals, and things of that nature. Obviously, the U.S. Department of Transportation is for transportation, but the states will also have the of Department of Transportation, and some cities in the district of Columbia has its own department of transportation as well and they can produce data for their particular area.

An example of sort of an unexpected place within the DOD, will be a couple of weeks ago, was they are responsible for the vehicle licensing of like trailers and such, so if you are doing some research on the sort of like, trucking industry, logistics industry, you would be able to sort of get a better understanding of the fleets of some of these companies as well. And some of them will be larger public ones, or larger private ones, but some of them going to be smaller, and that could be a good way to get little pieces of information. But basically data.gov is good to be a shortcut for what agencies do. And even if it doesn't necessarily give you the the right state agency all the time, it's one that is handy to go to.

Other government sources, were just and go over six, right here. First Bureau of economic administration does have industry data. It is all on a very economic Bentz given what they do. They also produce regional data.

But it is, there are a few things they are good for, one particular economic account that they do track which may be of interest to lots of different, or several different industries is travel and tourism accounts.

The Bureau of Labor Statistics is great for understanding the labor market, obviously, but it's also good for prices. They produce a lot of data by place. So, if you were looking to understand sort of prices and such in a particular location, that would be a good place for you to start.

Obviously, the industry information administration is going to be a good source for reporting on storage statistics. They're great for spreadsheets, so if you have a energy letter question for electricity, natural gas, petroleum and other liquids, coal, renewables, and nuclear, they would be the agency to go to.

The Department of Agriculture is good for crop data. It is also good and has the USDA which is production data as well. One thing I want to mention here is,'s particular place to note is that the international agency like the U.N. can also report a lot of data. That can obviously be true for energy, and that can be a slide, but the U.N. has the food and agricultural organization FAO stat, and is good for food stuffed to six. But it's also very good for forestry products. So that would be a good avenue as well.

The Federal Communications Commission is good for telephone, radio, cable, data and statistics. Most of their data comes from the reports accompanies file with the agency . So on top of being good for industry information, it's good for company information.

And lastly, on this is the FDIC, they are obviously the agency that insures bank deposits. You can find specific numbers on the industry, but you can also find very specific information on individual banks. There is a mechanism that they have for if they are an older bank and you might need to know who owns it now, there's a mechanism for that. Relatedly the federal housing financial agency and the mortgage disclosure act reported, and other aspects of banking, the FDIC does not keep it specifically related to mortgages, and how to say this well, but basically, all things mortgages whose actually getting them into the population demographics.

, And turned it over to Natalie again, she's going to finishes up.

Thanks, Ellen.

So, I'm going to cover databases and resources. And starting with free sources first in addition to use the government sources that Ellen talked about, a few other really great places to searches Thomas that. It's great if you are interested in manufacturing industry, they published products and you can get to the company whether they are manufacturers, distributors, their brand, the year founded, their employees, for example if you're wondering how the rubber band industry is doing, the where you can find industries that manufacture rubber bands, you can find other data. You need to register a free account to access additional information. Sometimes, it was recently acquired, was required by Coventry, although it's reporting their website has not changed. There's also McRae's blue book. It's a directory that's great for looking at a particular product listing. Like air pollution control at equipment, and air petition control, you can look for products like air cleaners or scrubbers, you can get company information where they manufacture those projects. Company website is an honest place to go. They have often and about us page they have clients offices, their locations, nude items, and annual reports on the pages. I do want to mention here, which is implied, but you can also go to the archive in the Internet archive way back machine, and those both capture company websites, so the company has

been recently acquired by someone else, or Dave merged, or their website is changed dramatically, it's good place to look for information in recent history to see if something has changed over time.

Or, if a particular event hasn't been attacked and a particular information on the company website. Trade literature, and industry website. This is one of the first places I start looking for information. If there's no obvious major industry report or published industry, I can see what associations are within that particular industry. Industries and Associates and lobby for industries, they have a lot of literature with trends, and they want to talk about their industry and share information about their industry. So they do often put product down there, but it can be a great place to look for stats about their industry. Libraries subscribe to trade publications which is great because you and I don't often come across trade publications and grocery store checkout lanes. They are great because they are written by and for people in the industry, even just scrolling, or looking through the most recent issue in the headline can give you information about important topics in that industry. And if you prefer to listen, rather than read, many industries will have podcasts, with guest speakers to cover issues in that industry, that can be great to have background information if you're trying to learn more about a particular industry and hear conversations from notable sources and podcasts, they will show those pages you can follow up on.

Moving into databases, there are types of databases that offer industry report or industry data, they specialize and are very expensive. Analyst of Artie gone through all the work of combing through government surfaces, trade publications, company filings, and all things that Ellen and I have just been talking about for the past half hour to create industry-specific reports. I recommend seeing what your local library has available at your public library, or your university library, and some of the databases that we use at the Library of Congress that may or may not be available locally. So some at schools and more widely available and contain data. Ibis world covers the stats, I highlight here, stacks at the Library of Congress only, that's our in-house section 4 collect thing copyrights and keeping up with external publications.

So within these specialized databases of industry reports, things you will find our definition and overviews of the industry, reports that are based on those industry codes that Ellen started us off with, and they are often country specific. You can find the global reports, but most of the time, it's good to be at the country level. For that particular industry for and maybe at the sub country level, and may not get into states or cities or local areas. Most of the time is good of the country level history reports. They will have an aggregate of financial data, because again, they don't have to release that information in private countries, so they have to release an aggregate for people to share. A list of major companies, establishment payroll, the statistics, and narrative trends and those analysis pieces are what people are really after when they are looking at industry reports because they want to know what that information means? How do you put it all together.

Be aware some tips for searching business be aware of industry codes and how an industry is defined. For example, when I think about Huber or lift, I think about car sharing, but there's no actual industry code for car sharing, it's under an industry code for taxes or car rentals. Some industry databases have specialized reports, especially if they are trending or common, but even then some of these databases don't cover every product category, so you may have to go at a broader industry or a similar industry in the supply chain if you're interested in the retail sector of a particular product and you can find a report. Yet to look at the manufacturing side of that or vice versa, you can start with the familiar company, and see how it's described, that can clue you in on to what they define as their primary industry code. Or give you an example of other companies that reside in that particular industry. Some companies lift multiple industry, like Amazon often show up as retailer, but leading companies of revenue, like 3M,

Johnson & Johnson, they manufacture a lot of business products and, and they are compared and considered like a major company providing major industries. So that can be a way to get more detailed product betas to to industry reports. Sometimes the industries a small there's not an industry report on that industry it's sometimes so brand-new that no one is put together a report on it

News coverage is great, because they might have industry report summaries. A lot of time publishers actively look for industry reports and that there can be an article that can be a little bit more accessible at getting at least a summary of that information. So, that's another option for specialized resource products for industry report innovation.

Here are some examples of tables of contents and different literature reports could give a sense of what they cover. So not only are the reports linked, but on the left and hide side I have first researched, and Ibis world, executive insights, they have things like industry outline, operating conditions, and they drop down arrows that can give you more subcategories underneath. Market line, they have a very extensive table of contents that [Inaudible - static] but, you can get that they also have microdata and market segmentation, so not every industry report is identical or hold identical things.

Moving on from the specialized industry databases to news and article databases are more general in also include trade literature which again a publication for the specific industry. Many of these databases have articles with text and soul-searching on the process, product, or company as a keyword can get you to that information. Some of these databases are going to be publicly available in libraries, these are the industry report databases. So, even within the news and trade databases, they have specialized resources that might not be as available widely.

So, what you'll find in news and trade literature are short articles and feature-length articles citing industry organizations are major companies. You can see a lot of focuses on trends and tie-ins to specific current events and as an example, I did a quick search the other day for newspaper and journal article for the supply chain and logistics industry, and between 2020 19, there were about 5000 articles published a year on supply chain and logistics industry. However in 2020 and 2021, there were other articles, and in 2020 there were 10,000, it's a hot topic on supply chain, so it's a figment industry you are interested in and it's one that people are talking about, you can find a lot more information on it and created literature and databases.

Company and industry report press releases again, you'll find those on databases and they can come late contain clues and data for specific folks. They might give you some lead into whose tracking information on that particular industry.

Tips for searching these industry-specific databases, is industry specific keywords. So if your research keep track of terms they are using and that industry for products and product lines. See what sources are used in the articles, and then, search for those titles and association names. You say, you know, according to, whatever report that came out last year, you can do a search for that report and see if that is still available to you, or execs behind the journal. Make notice of an author. Some journals cover specific industries and published in a variety of new sources. Especially in the [Indiscernible] industry, you will get familiar with author and journalist names. And so, following of journalists can be a little bit more helpful sometimes, that is more helpful than the magazine title especially where general coverage magazine where they talk about a variety of topics.

Such as some final tips here. Remember each industry is different, what is available, what terms they use, how the present data, what data they correct for example, the oil industry is interested in a number of wells, that's not true for any other industry.

Any new source can be used for industry research. So do a search for company name, their product, associations, and that'll give you an idea of what's happening in that industry. Use those terms that the industry uses as targets. Go to places that information is like to be, and that's a great example of different government agencies that collect that data or regulate that industry and so they have information on what's happening in that industry. Something about who needs to know about that industry? Who is likely to know about that industry, that's great sources for finding information.

And then, see what your local public library has. So they often have news databases and sometimes they'll have other sources that do include some logistic reports. So you'll be able to make your own industry report for that.

And we do have some transfer options. We have guides to industry research that Ellen mentioned at the beginning linked here, and if you have questions for the webinar, you can go and use our ask a librarian service. And the Library of Congress will respond to your questions. Thanks.

Okay, I do have one question for you. What is the U.N. Food and agricultural source that is also good for Forster products?

Oh, it's called FAO stat. Oh come somebody's already put it in the chat.

Even if you can't get to the URL, future searcher, it'll probably be the first thing that pops up. I hope.

It should be.

Okay.

One thing I wanted to mention that, you know, it's always a little hard to explain this, but if you are interested in an industry that is sort of a sub industry is something that is larger, I discovered this when I did some research in my previous job where I was researching golf carts and snowmobiles and things.

It is to look within the financial statements for the large public companies who do this, and see how they break down their industry. I definitely had a question in the past where somebody was interested in a very specific industry that not many people were involved in. And I figured out a public company, and had to go in it, and there was no report on this, and even if it was, they probably wouldn't have wanted to pay for it anyway. And one particular SEC filing from somebody in there, had one section of their filing for 10K, they spent I don't know, probably like three sentences. [Laughter] , but it was three really juicy sentences, but don't ever underestimate the data within the SEC, you just have to waive it, and wade through and see what they've got, it might not always be very obvious in the beginning. If anybody else has questions, please ask.

Yeah, we still have five more minutes, so we've got plenty of time to get a few questions and.

[Silence]

And just a reminder, in a few minutes, Kelly is going to push out a link to a survey on this webinar. And there it is, thank you. [Laughter]

We appreciate everyone, if you would take a look at it, it's very quick, it's only a few questions, and fill that out for us.

[Silence]

Okay hold on, do you recommend any of the extensions to the databases such as specialized reports for ibis for?

We do have some of the specialized [Indiscernible - muffled] beyond the basic reports, we have [Indiscernible - muffled] state-level reports , and some international reports. Those are really useful, even if I'm not using necessarily with the analyst, they have their own take on it, and I use the sources that they mentioned in the report, and that often leads to fighting more information about a particular industry. So, I do find with special reports, any kind of information they can gather, is really helpful. But I often don't find that one pulled in, to give you information and answers to the question usually that they are looking for, that I'm looking for.

Can you talk about how you are using statistical will, I use it a little, obviously, you can go in and use of for the chart that's actually in the report, I use it frequently like Natalie was describing depending on what the sources are that they are using. Sometimes they are exactly what you want, but that doesn't mean that the place that they are pulling it from if they are pulling it from somewhere else doesn't necessarily have more in depth data, or analysis or that kind of thing. Some of their chart, they are pulling from other things and is sort of like larger than the thing itself. They do also have like one off charts and reports themselves, so sometimes I use the chart itself, sometimes it's just about figuring out the source that they pulled it from. Because, what's in the database itself is not exactly what somebody's looking for command I'm crossing my fingers and hoping the data they're pulling it from has more in it.

[Indiscernible - muffled] yeah, I want to think about it as looking at consumers and what consumers think about it, it's great for that. But it doesn't have a lot for business and industry level data that can be helpful, but like it was said, I often use that to find the publication that it came from but because often I can access the whole thing and get the whole data.

Okay, with all the various codes and use commas or table that shows various product code side-by-side.

Sort of a very general comment there. There definitely concordances that'll get you from SEC codes to [Indiscernible], or earlier version of [Indiscernible], to whatever is more. They operate on top of the codes a little bit, obviously some of you to be very specific, but they, this is a good word, way of explaining, I had a question, somebody was looking for pharmacy, but they didn't have a standalone pharmacy, they wanted supermarkets that had pharmacies, and they wanted stores like all-purpose stores like target and Walmart that had pharmacies. Product codes allow you to go pick the pharmacies and altered three of those things. So it's not so much that it's a one-to-one case, but sort of like looking at product. If you're looking at old economic data, you will see the code, and then they will frequently have product code to go along with it. So census has all the love that stuff, and they are very open with all of their code system with their website. And what you said a prayer around with it, you can figure out relatively easily. But yeah.

We are actually at a time, but I'm going to sneak this last question and.

[Event has exceeded scheduled time. Captioner must proceed to next scheduled event. Disconnecting at1:00 p.m .] .

[Event Concluded]