To “Build a List” Using Hoovers Company Database

Hoover’s provides profiles on more than 19 million public and private companies worldwide. It includes financials, competitors, executives, industry data and more. More information is found on public organizations than private or smaller firms. The following step-by-step instructions help you identify companies (not jobs) so you can create a target list of organizations to explore further, based on your interests or needs, i.e. geographic search, industries, company size, etc. You can use just one criteria or many to narrow your results.

1. You must access Hoovers through the following UB portal: [http://libweb.lib.buffalo.edu/infotree/resourcesbysubject.asp?subject=Business+%26+Management](http://libweb.lib.buffalo.edu/infotree/resourcesbysubject.asp?subject=Business+%26+Management) and click on the Hoovers Link.

2. Click on the **Continue** button that appears to proceed to the Hoovers homepage.
3. Click on the **Build a List** tab at the top of the page.

![Hoovers Build a List page](image)

4. The **Build a List** page is used to analyze the Hoovers database in order to find companies that you may be interested in. The Results shown at the bottom indicate the total number of companies that fall within your search criteria. With no criteria selected, you are looking at the total number of companies in the Hoovers database.

There is a **Clear Search** button at the bottom of the screen to clear all of the criteria that has been selected.
5. Each criteria; **Company Location, Company Information, Industry, Company Size, Financial Information, IPO Data, People,** and **Keywords** are expandable by clicking on the + symbol to the left of the category. Once the category has been expanded, you will be able to select the category filters that are important to you.

**Note:** **Company Location and/or Industry are the two most widely used and generally most useful search criteria for beginning your search.**

6. **Company Location:** This is one of the most popular search categories. Here you will be able to select from a wide variety of locations including: World Region, Country, State, Metro Area, and City. You may also search by area code and Zip/Postal Codes. Another option is to use the **Exclude Location** radio button to remove a location from your list.
7. **Company Information:** In this section you choose criteria to select certain companies. These criteria include Location Type, Ownership Type, Diversity Status and D-U-N-S number. This may be helpful if you are looking for companies that have a corporate headquarters in a certain location.
8. **Industry**: Search for specific industries by using Hoovers Industries, SIC codes, and NAICS codes. If you are unsure what Industry or code to use, click on the Browse link under each category to scroll through a list of available categories and codes. You can search for companies by both their primary and secondary industry focuses.

9. **Company Size**: This section allows you to search for companies based on size of the workforce, or amount of sales. Whether you are looking for a large conglomerate or a small family owned business, this will help no guide you in the right direction.
10. **Financial Information:** This section allows you to search for companies based on Net Income, Fiscal Year, Assets, and Rankings.
11. **IPO Data:** This section allows you to filter for IPO information such as Offer Amount, Date, and Price Range.

12. **People:** In the People section, you can filter for people by Job Function, Salary, Bonus, Total Compensation and Age.
13. **Keywords**: In the final section, Keywords, you are able to search for Company descriptions and Personal Biographies. This will help to narrow your search if you are looking for certain people, or company descriptions.

![Keywords](image)

14. Once you have selected the criteria that you need, click on the **View Results** button at the bottom of the page to open the results page.

![Results](image)
15. On the Results Page you will see a graph of your companies by country, followed by a list of your results. The graph is interactive, and will show you the results for a country that you click on. Each company name in your results list is a link for Hoovers’ Company Record Page for that company. Results are sorted by Sales, but you can reorder by Alpha, Location, if they are in headquarters, number of Employees, or SIC code.