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Web-based data sets (WHO, IMF, trade data, the Federal Reserve, etc.)
Wharton Research Data Services (WRDS) data
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FAQs:
Is this official guidance from APA?
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What if a source isn’t covered here?

Contributors:

Ad Age & Ad Age Datacenter

Articles
Slefo, G. P. (2020, May 21). Adobe study suggests consumers have grown tired of “we’re with you” ads. Ad Age.

Data Center content
AdSpender

Kantar Media. (n.d.). *Internet display: Peloton exercise equipment/Peloton Tread: treadmill*


Annual Report, 10-K, Other SEC filings


BCC Research


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Bloomberg


Bloomberg Businessweek


BMI Research

Canadian Advertising Rates and Data (CARD)


CB Insights


Census data

Canada

*Find the permalink to cite the Census table directly whenever possible, rather than the various visualization tools such as CHASS which do not have permalinks.*

Statistics Canada. (2017). *Census profile, 2016 Census: Montréal (Census metropolitan area), Quebec and Quebec (Province)* (Table 98-316-X2016001) [Data set].
United States

Find the permalink to cite the Census table directly whenever possible, rather than the various visualization tools such as Census Business Builder which do not usually have permalinks.


D&B Hoovers

Analyst report


http://logon.onesource.com/

Company profile


http://logon.onesource.com/

Industry profile

Some reports are HTML and without a date; some are PDFs with a date.


SWOT analysis

Dun & Bradstreet. (2019, December 6). Target Corporation SWOT analysis. [Source]

Data-Planet Statistical Datasets


Economist Intelligence Unit

eMarketer


EMIS


eStatement Studies

You may need to use a search engine to find the URL for a particular report.


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First Research Industry Profiles

*Dun & Bradstreet reports seem to be available in multiple databases, so in such cases APA says not to include the database name or URL.*

Dun & Bradstreet. (2019, May 27). *Automotive repair & maintenance services* [Industry profile].

Frost and Sullivan


Gartner

Global Edge


Global Road Warrior

Reports with a named author at the bottom of the page:


https://www.globalroadwarrior.com/

Reports with no named author:


Some reports are reprinted from elsewhere, sometimes with slight updates, so indicate that in the Author position:


Global Road Warrior. https://www.globalroadwarrior.com/

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IBIS World

If the report has a unique identifier number, use it in parentheses after the title. In this case, include a more specific description in the brackets than just [Industry report] as is often used elsewhere, because IBIS has risk and other reports as well as global, state, and other levels of industry reports, and sometimes the titles and numbers are the same.


Marketline


https://www.marketline.com

Example when retrieved from Business Source Complete:


https://www.ebsco.com/products/research-databases/business-source-complete

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MarketResearch.com Academic


Market Share Reporter


Mergent


Mintel

You may need to use a search engine to find the URL for a particular report.


https://reports.mintel.com/display/986928/#


MRI University Reporter

MRI-Simmons. (2019, Spring). Boxed chocolates bought in last 6 months Ghirardelli [Base: Adults] [Data set]. https://www.gfkmrismartsystem.com

MRI-Simmons. (2019, Spring). Domino's Pizza bought at last 6 months [Base: Adults] [Data set]. https://www.gfkmrismartsystem.com

MRI-Simmons. (2019, Spring). Tablets & e-readers - apps downloaded or used games personally used, last 30 days [Base: Women] [Data set].

https://www.gfkmrismartsystem.com
Nexis Uni

Company dossier


https://www.lexisnexis.com/

Executive biographies


https://www.lexisnexis.com

Company information


https://www.lexisnexis.com

Company lists or directories

Since there is no official title, create a description in square brackets, non-italicized, to describe how you compiled this data. See section 9.22 in the Manual. The square brackets in this case
indicate that somebody else searching the resource cannot use these exact words to search for it; but they could figure out what you did.


SWOT analysis


https://www.lexisnexis.com

O-P

Passport


https://go.euromonitor.com/passport.html


https://go.euromonitor.com/passport.html


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Pitchbook

Company list

Since there is no official title, create a description in square brackets, non-italicized, to describe how you compiled this data. See section 9.22 in the Manual. The square brackets in this case indicate that somebody else searching the resource cannot use these exact words to search for it; but they could figure out what you did.


Deals list


Research report

Company profile


Investor profile


Political Risk Yearbook


https://epub.prsgroup.com/

PrivCo

Company profiles


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Company lists or directories

Since there is no official title, create a description in square brackets, non-italicized, to describe how you compiled this data. See section 9.22 in the Manual. The square brackets in this case indicate that somebody else searching the resource cannot use these exact words to search for it; but they could figure out what you did.


Q-R

Reference USA

Company profiles

Look in the Business Demographics section for the Last Updated date.

If the title of the company profile is sufficiently unique to identify the company profile (i.e. there is only one of that company in that city & state), then the company name with city is the title:


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If there are multiple locations of that business in that city/state, include the exact address in parentheses as a form of unique number identifier:

Infogroup. (2020, June). *Jackson Hewitt Tax Svc-Walmart* (3101 A. St, Anchorage, AK)


Company lists or directories

*Since there is no official title, create a description in square brackets, non-italicized, to describe how you compiled this data. See section 9.22 in the Manual. The square brackets in this case indicate that somebody else searching the resource cannot use these exact words to search for it; but they could figure out what you did.*


**RIA Checkpoint / Thomson Reuters Checkpoint**


Simmons Insights / Simmons OneView

Since the title of the dataset is not very descriptive of your particular data retrieved, include a description of the variables you used so that somebody else could figure out what you did.

MRI-Simmons. (2017). Spring 2017 NHCS adult study 12 month [Cell phones / smartphones brands owned by consumer demographics - age, gender, household income] [Data set].
https://simmonsinsights.com/

MRI-Simmons. (2017). Spring 2017 NHCS adult study 6 month [Computer software types owned by age] [Data set]. https://simmonsinsights.com/

SimplyAnalytics

Since there is no official title, create a description in square brackets, non-italicized, to describe how you compiled this data. See section 9.22 in the Manual. The square brackets in this case indicate that somebody else searching the resource cannot use these exact words to search for it; but they could figure out what you did.

Look at the Variable Metadata or View Metadata section in order to get the Source information -- which agency collected the data. The Date is whatever year the data were collected.
SimplyAnalytics. (2019). [% households consuming imported beer/ale: Drank in last 6 months, for ZIP codes 55416, 55401, and Minneapolis metro area] [Data set]. MRI Consumer Survey US. http://app.simplyanalytics.com


SimplyAnalytics. (2019.) [% food - Snack/dessert ice cream & sherbet - Brand Haagen-Daaz, entire US] [Data set]. SimmonsLocal US. http://app.simplyanalytics.com


S&P Capital IQ / NetAdvantage

*If you accessed S&P content from NetAdvantage (as in the Scarola example) rather than Capital IQ, use the appropriate name in the Source element.*


Industry profile


https://www.capitaliq.com

Sports Market Analytics


SRDS Media Solutions

Media outlet profiles


DMA profiles & maps

SQAD ratings for TV and radio

*Don’t include anything like Inc., LLC, etc. in the author name – SQAD and not SQAD, Inc. even though it’s listed with Inc. on the PDF report. See p. 296 in the Manual.*


Statista

Statistics, dossiers, and reports

*Look under the Source section for “Survey by” -- that is the author*

Daniel Research Group. (2019, September). *Unit shipments of mobile personal computers (PCs) and laptops in the United States, from 2013 to 2023 (in millions)* [Chart]. Statista.  
https://www.statista.com/

*Anything without a named author:*


Infographics

https://www.statista.com/
T-U-V

Thomson ONE


Thomson Reuters / Eikon

If you retrieved Thomson Reuters content from another product, change the Source to whichever product name you used.


Uniworld

Since there is no official title, create a description in square brackets, non-italicized, to describe how you compiled this data. See section 9.22 in the Manual. The square brackets in this case
indicate that somebody else searching the resource cannot use these exact words to search for it; but they could figure out what you did.


Value Line

Look at the bottom of the company's stock page for the dates of the PDF reports -- usually approximately quarterly. Those are the archived reports and should be the preferred date.


Vividata

Use the date that describes when the data was collected.

Vividata. (2019, Fall). Candy/snacks - chewing gum - prsnlly chewed past 6 mths [Base: Age 14+] [Data set]. https://vividata.ca
Web-based data sets (WHO, IMF, trade data, the Federal Reserve, etc.)

Use a direct/permalink URL whenever available.

International Monetary Fund. https://www.imf.org

https://www.who.int/docs/default-source/coronaviruse/situation-reports/20200602-covid-19-sitrep-134.pdf?sfvrsn=cc95e5d5_2

Bureau of Economic Analysis. (2020, May 28). Price indexes for personal consumption expenditures by major type of product and by major function. (Table 2.3.4U) [Data set].
United States Department of Commerce.
https://apps.bea.gov/iTable/iTable.cfm?reqid=19&step=3&isuri=1&nipa_table_list=2013&categories=underlying

https://ec.europa.eu/eurostat/web/products-datasets/-/sdg_02_40
Wharton Research Data Services (WRDS) data

Since the title of the dataset is not very descriptive of your particular data retrieved, include a description of the variables you used so that somebody else could figure out what you did.


Winmo

FAQs:

Is this official guidance from APA?

No. This is a grassroots effort undertaken by several business librarians in early summer 2020, simply to try to provide examples for a variety of business sources and save the time of other business librarians in generating sample citations for their campus communities. The organizer did correspond with APA’s official style experts for direction on several questions, but this document is not officially authored by APA in any way. See the Contributors page for more information.

How did you make these? (AKA, Guiding Principles)

Through the contributors’ considerable discussion of APA’s guidance for databases and other web sources. We also received some helpful advice from the APA’s Timothy McAdoo.

Selected principles from APA that guided our citation of these business databases:

- **DOIs**, if available, should *always be used* instead of the URL (whether you read the print or the online version of a work)
  - But if there’s no DOI and it’s widely available from a number of academic research databases, then *use no URL or database information* at all – thus, many periodical articles without DOIs will look like a print article citation
  - DOIs should be formatted only like this: [https://doi.org/xxxxx](https://doi.org/xxxxx)
  - If no DOI but it does have a URL that will resolve for readers (i.e., not behind a paywall), then include that URL
  - Format any DOIs or URLs as a live link if the doc is to be published online
  - DOIs or URLs in a printed list can be blue-font/underlined or normal/not-underlined

- **Databases**:
  - No database info needed if it’s something widely available from multiple sources (e.g., most periodical articles, press releases, stock info)
  - If it is NOT widely available from multiple sources (i.e. it’s proprietary), then list the database information:
    - Read the full page on [database information in references](#) for more detail.
    According to Timothy McAdoo from APA, we are treating most business databases as “Works of Limited Circulation” on that page:
“The name of the database or archive is provided in the source element (in title case without italics), the same as a publisher name, and followed by a period.”

“If the URL requires a login or is session-specific (meaning it will not resolve for readers), provide the URL of the database or archive home page or login page instead of the URL for the work.”

Some individual schools may wish to include the proxied-login link if that is what their professors prefer; if the work is being shared only with other people who are part of the campus community who would also have access to the content behind the login, one could make the argument that the URL would resolve for that audience. But for the examples in this document, the homepage URL has been used.

**Authors:**
- Follow the general APA rules for the author names, including corporate or governmental authors.
- Do not include anything like Inc., LLC, etc. in the author name, even if it’s a corporate author. See p. 296 in the Manual.
- United States and United Kingdom may be spelled out or abbreviated; if the acronym is used as an adjective, use U.S. or U.K., but no periods if it is used as a noun. See section 6.2 in the Manual.
- In many cases, the business database name is different from the company name. If so, use the company name as Author if it’s clearly visible from the content page you are looking at, and the database name as the Source.
- If the Author and Source/Publisher are the same, no need to repeat it in the Source. See p. 296 in the Manual.
- If the company name is not evident unless you do a separate Google search, then you can use the database name as the Author (per Timothy McAdoo).

**No “Retrieved from” text before the DOI or URL, unless you also need to include the retrieval date.**
- Retrieval dates needed only for content that’s designed to be changed/updated frequently (and when there’s no archival system for the pages)

**You can include both a parenthetical part of the title (like a report number) and a [Description in square brackets] in one citation, as in this example, or two sets of square brackets if absolutely needed. Non-italics for both parts and use a period only after the final square bracket.**
Can I make a copy of this document for my campus?

Yes, you are welcome to make a copy and modify as needed to reflect subscriptions available on your campus, for example, or local preference. We have deliberately chosen not to brand this with any school or library.
To modify: This is a view-only document. Make a copy by going to the File menu and choosing Make a copy, or Download in another format if desired.

I don’t agree with how you cited something here, can you / I change it?

We expected that. You best know the needs and desires of your local campus/community, including unique resources or “in-house” citation styles for particular classes or professors. If you have a reason to modify these citations, make a copy and make changes.

What if a source isn’t covered here?

Check the official APA 7th edition manual, or their Reference Examples online for guidance. As in APA 6th edition, the official manual does not cover every possible type of source, and many business sources are unusual enough that there is not an exact comparison to an example in the manual. In that case, you are encouraged to use your best judgment and combine or modify examples as needed.
Contributors:

This working group was organized by Naomi Schemm via a BusLib-L call for volunteers. The document was created in May and June 2020. Many thanks to each of the contributors, without whom the document could not be so exhaustive:

**Marcia Dellenbach** - Business and Economics Librarian, University of Illinois at Chicago

**Zachary Grisham** - Research Services Librarian, Marist College

**Marianne Hageman** - Research and Instruction Librarian, University of St. Thomas

**Naomi Schemm** - Business Reference & Instruction Librarian, University of Wisconsin Whitewater

**Natalia Tingle** - Business Collections & Reference Librarian, University of Colorado Boulder

**Matt Trowbridge** - Business Research Librarian, Lippincott Library of the Wharton School

**Amanda Wheatley** - Liaison Librarian for Management, Business, & Entrepreneurship, McGill University

**Citation to give credit:**
