

# Step-by-Step: Make a List of Companies with Mergent Intellect and SimplyAnalytics

## Instructions:

This step-by-step will show you how to make a list of companies using two databases, Mergent Intellect and SimplyAnalytics.

While **Mergent Intellect** provides you with **more options** for creating company lists, i.e. the option of applying many filters, **SimplyAnalytics** allows you to map out businesses. Both databases allow you to **download your list of companies**.

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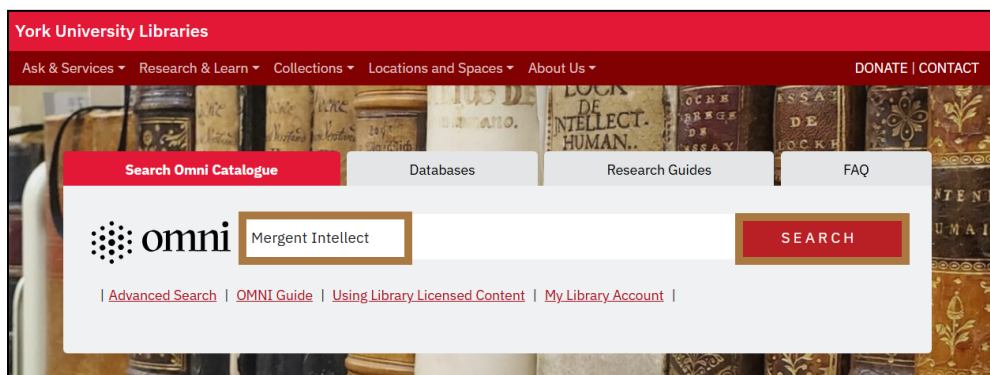
[Part 1: Make a List of Companies with Mergent Intellect](#)

[Part 2: Make a List of Companies with SimplyAnalytics](#)

### Part 1: Make a List of Companies with Mergent Intellect

This database contains information on public and private enterprises and allows you to make company lists.

1. Start at the [York University Libraries' homepage](#). Enter **Mergent Intellect** into the Omni search bar and click **Search**.



2. **Mergent Intellect** should be the first option in your search results list. Click on **Mergent Intellect** to open the full database record.

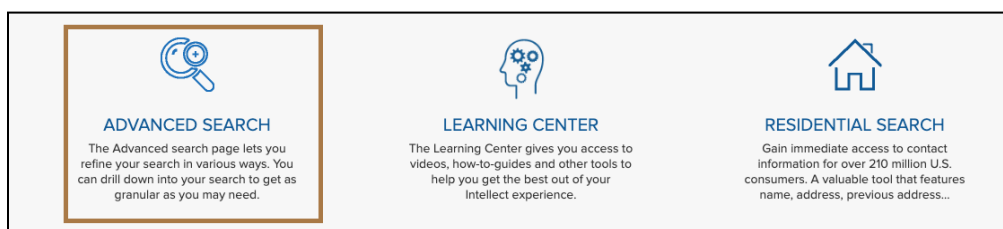


3. In the full database record, scroll down to the **View Online** section. Click the **Mergent Intellect** link. You will be asked to enter your Passport York to log in if you are off-campus.

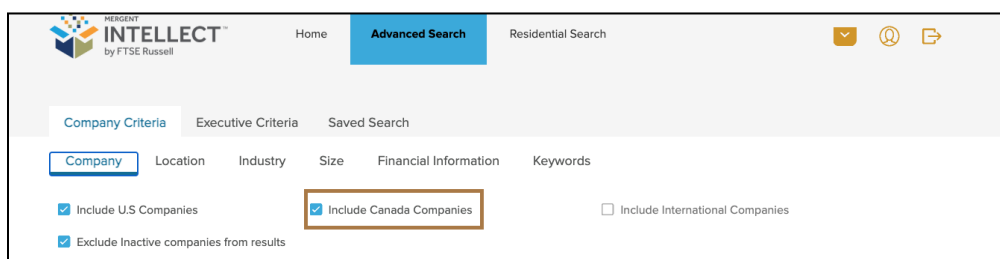


## Step-by-Step: Make a List of Companies with Mergent Intellect & SimplyAnalytics

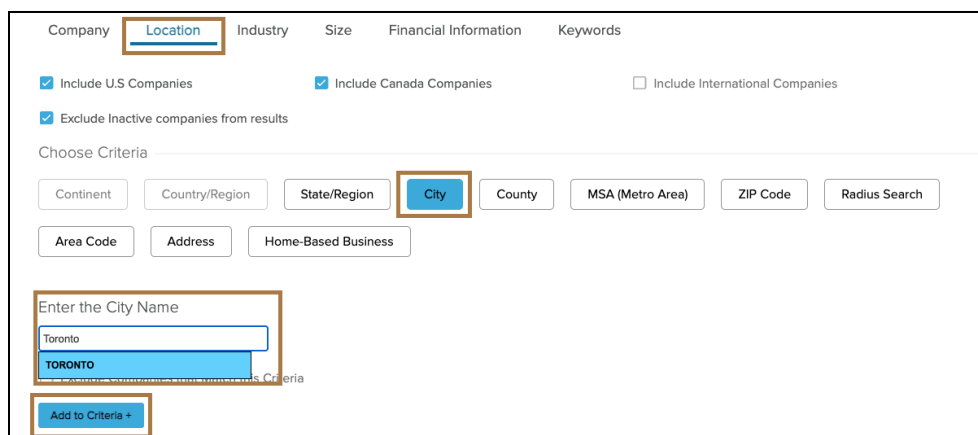
- To begin building a **company list** with **criteria of your choice**, click on **Advanced Search**, which appears below the main search box, once the Mergent Intellect landing page loads.



- Assume you are looking for companies in Canada. Check off **Include Canada Companies** under **Company** which will display as an option after you select Advanced Search.



- Click the **Location** tab, then select the **City** option, and then type **Toronto** in the **Enter the City Name** search box. Select **TORONTO**. The select **Add to Criteria+**
  - Tip:** You can also create lists for Countries/Regions, States, Provinces, and Postal/Zip codes.



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7. Click the **Industry** tab. Select **NAICS code**. Select **NAICS Keyword search** and then type **keywords** into the search bar to locate a relevant NAICS 2022 code or use the **NAICS Tree** option to manually browse NAICS 2022 codes for a specific industry. After you have made your choice remember to select **Add to Criteria+**
  - **Tip:** [NAICS 2022](#) stands for the North American Industry Classification System 2022. The statistical agencies of Canada, Mexico, and the United States created it to classify companies operating in specific industries in the three countries.

The screenshot displays the search interface for Mergent Intellect & SimplyAnalytics. The 'Industry' tab is selected and highlighted with a red box. Below the tabs, there are checkboxes for 'Include U.S. Companies', 'Include Canada Companies', and 'Include International Companies'. The 'Exclude Inactive companies from results' checkbox is also checked. Under 'Choose Criteria', the 'NAICS Code' button is highlighted with a red box. Below this, the 'Select NAICS Code' section shows 'NAICS 2022' selected. The 'Primary NAICS' checkbox is checked. The 'NAICS Keyword search' button is highlighted with a red box. Below this, the search bar contains the text 'motor vehicle a'. The 'Contains' button is highlighted with a red box. The search results show two options: '4231 Motor Vehicle and Motor Vehicle Parts and Supplies Merchant Wholesalers' and '441 Motor Vehicle and Parts Dealers'. The '441 Motor Vehicle and Parts Dealers' option is highlighted with a red box. Below the search results, the 'Add to Criteria +' button is highlighted with a red box.

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- Click the **Company** tab. Select the **Public/Private** option. Click the dropdown list for **Ownership Type**. Add ownership types that make sense for your project, such as **Private** or **Public**. In this case **Private** is selected. After you have made your choice remember to select **Add to Criteria+**

Company Location Industry Size Financial Information Keywords

☒ Include U.S Companies ☒ Include Canada Companies ☐ Include International Companies

☒ Exclude Inactive companies from results

Choose Criteria

Company Name Former Name Location Type Subsidiary Status D-U-N-S® Number Import / Export

**Public / Private** Owns / Rents Minority Owned Women Owned Marketing Prescreen score

Marketing Prescreen Ranking Geo Mapping Rankings/Indices Auditors Phone Trade Style

Public / Private

☐ Public - indicates that a company is publicly traded.

☒ Private - indicates that a company is neither publicly traded nor a Child of a publicly traded company.

Add to Criteria +

- Scroll down and click **Search**. A **company list** displays with companies in **descending order by total sales**.

**Tip:** Use other criteria such as **Location Type** to further refine your list.

Results : 1080 Companies Found Clear All Search Save Search

Exclude Inactive companies from results x

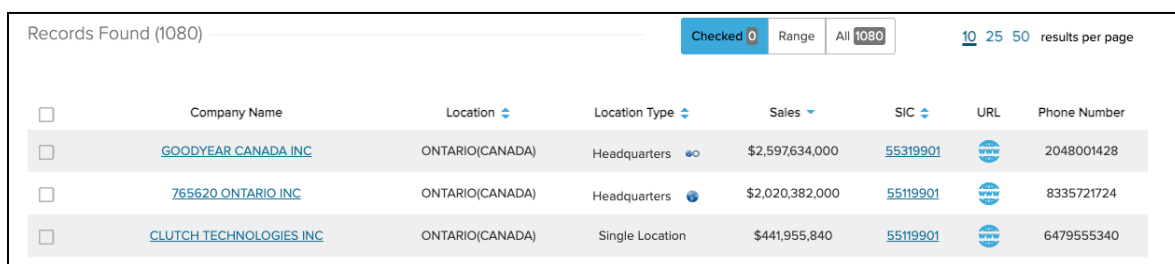
Include U.S Companies x

Include Canada Companies x

| Company               | Location  | Industry    |
|-----------------------|-----------|-------------|
| Public/Private Status | City      | NAICS codes |
| Private x             | TORONTO x | 441 x       |

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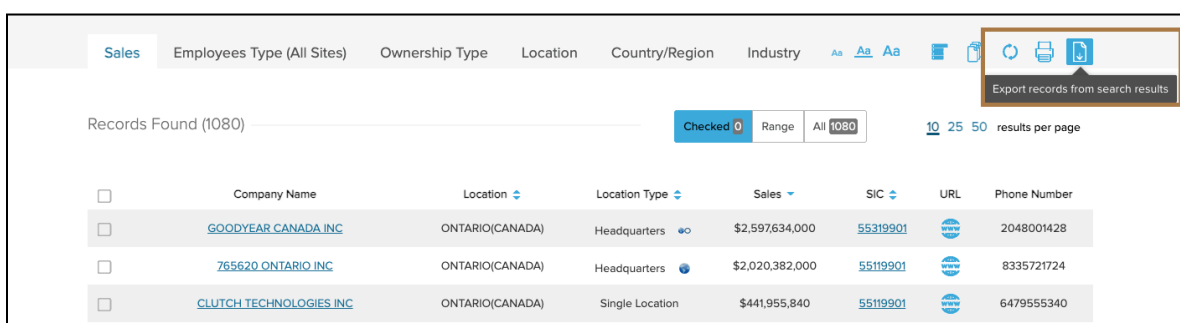
10. Click into a **company record** to learn more about any company in your results list



Records Found (1080) Checked 0 Range All 1080 10 25 50 results per page

| <input type="checkbox"/> | Company Name                            | Location        | Location Type   | Sales           | SIC                      | URL                                        | Phone Number |
|--------------------------|-----------------------------------------|-----------------|-----------------|-----------------|--------------------------|--------------------------------------------|--------------|
| <input type="checkbox"/> | <a href="#">GOODYEAR CANADA INC</a>     | ONTARIO(CANADA) | Headquarters    | \$2,597,634,000 | <a href="#">55319901</a> | <a href="#">www.goodyear.com</a>           | 2048001428   |
| <input type="checkbox"/> | <a href="#">765620 ONTARIO INC</a>      | ONTARIO(CANADA) | Headquarters    | \$2,020,382,000 | <a href="#">55119901</a> | <a href="#">www.765620.com</a>             | 8335721724   |
| <input type="checkbox"/> | <a href="#">CLUTCH TECHNOLOGIES INC</a> | ONTARIO(CANADA) | Single Location | \$441,955,840   | <a href="#">55119901</a> | <a href="#">www.clutchtechnologies.com</a> | 6479555340   |

11. You can **export your company list** as a **CSV** or an **Excel file** using the **export** option



Sales Employees Type (All Sites) Ownership Type Location Country/Region Industry As Aa Aa Print Export Export records from search results

Records Found (1080) Checked 0 Range All 1080 10 25 50 results per page

| <input type="checkbox"/> | Company Name                            | Location        | Location Type   | Sales           | SIC                      | URL                                        | Phone Number |
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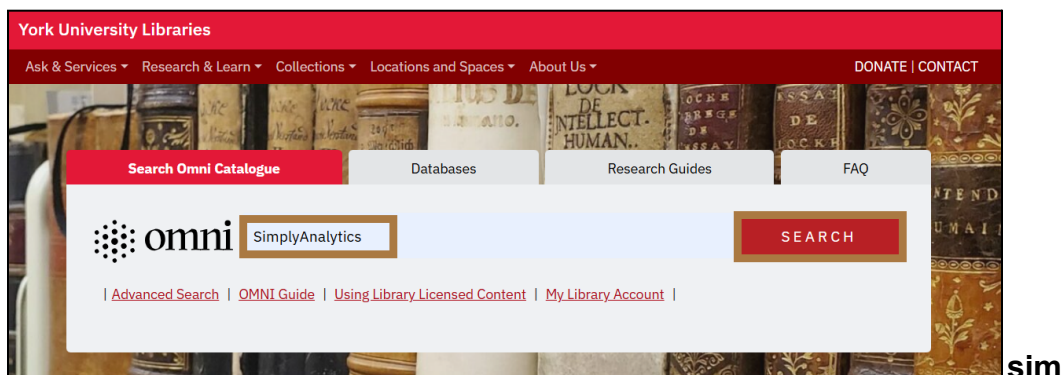
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- in-person research help hours
- or to book an in-depth research consultation with a librarian.

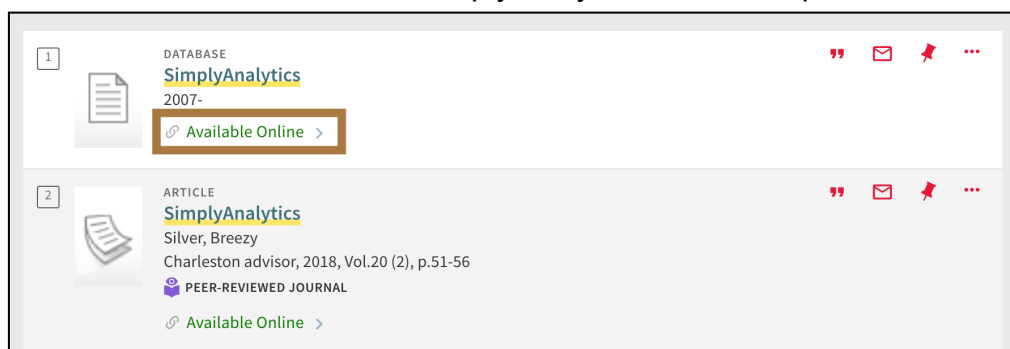
### Part 2: Make a List of Companies with SimplyAnalytics

SimplyAnalytics is a database that allows you to create maps and data tables using demographic, consumer behaviour, and business data. It allows you to create lists of companies operating in a specific industry in a geographical area. **You can download the data from SimplyAnalytics.**

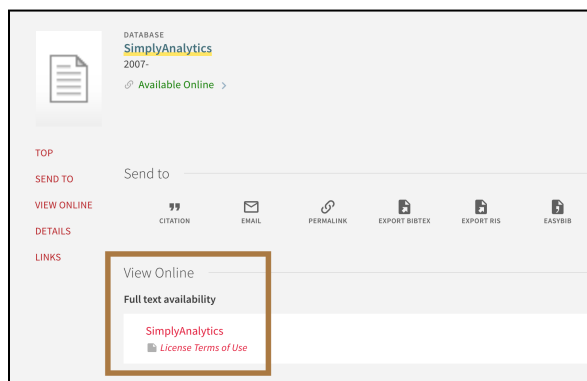
1. Start at the [York University Libraries' homepage](#). Enter **SimplyAnalytics** into the Omni search bar and click **Search**.



2. Click **Available Online** in the SimplyAnalytics record to open it.

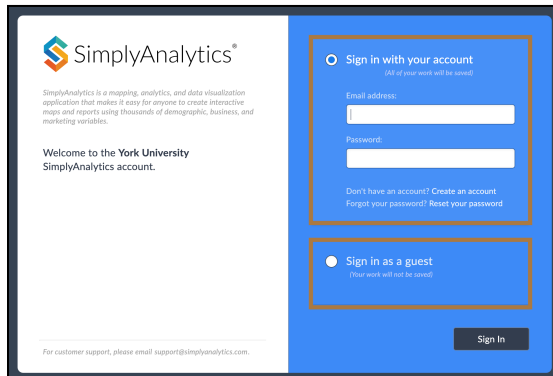


3. Under the **View Online** section of the record, click the **SimplyAnalytics** link.

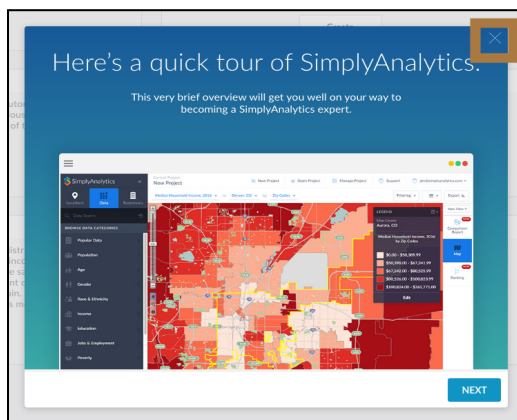


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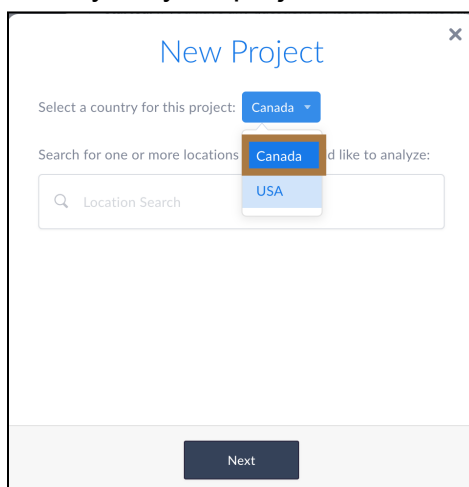
4. You can create your own account with your @yorku.ca email address or you can login to the **Guest Account**.
  - **Tip:** Creating an account allows you to save your maps and data tables.



5. Click the **X** in the upper right corner of the pop-up window to exit out of the SimplyAnalytics' quick tour.



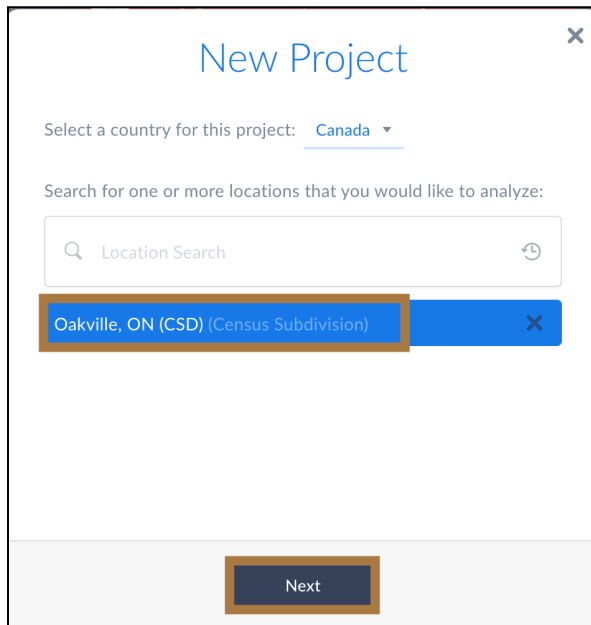
6. In the **New Project** pop-up window, select either **Canada** or the **USA** as the country for your project.



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7. Type the name of a province, city, or even the first three digits of a postal code (i.e. [Forward Sortation area](#)) to set your search parameters. Select the desired location from the drop-down menu and click **Next**.



New Project

Select a country for this project: [Canada](#)

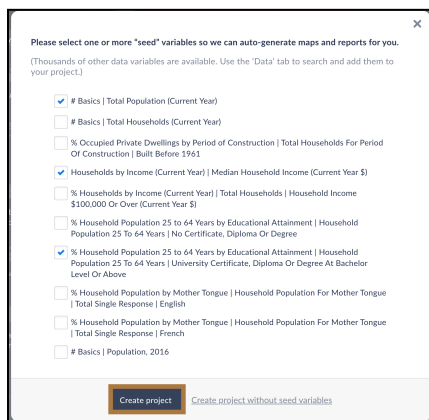
Search for one or more locations that you would like to analyze:

Location Search

Oakville, ON (CSD) (Census Subdivision)

Next

8. Click **Create project**. A map will populate with SimplyAnalytics' default seed variables.



Please select one or more "seed" variables so we can auto-generate maps and reports for you.

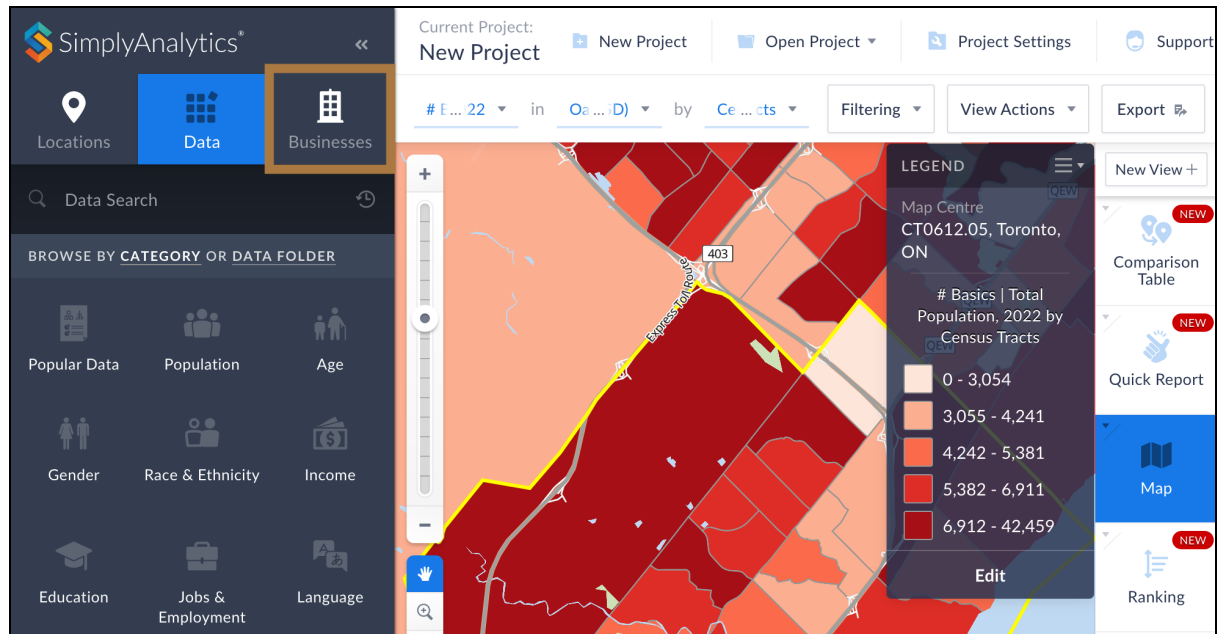
(Thousands of other data variables are available. Use the "Data" tab to search and add them to your project.)

- ☒ # Basics | Total Population (Current Year)
- ☐ # Basics | Total Households (Current Year)
- ☐ % Occupied Private Dwellings by Period of Construction | Total Households For Period Of Construction | Built Before 1961
- ☒ Households by Income (Current Year) | Median Household Income (Current Year \$)
- ☐ % Households by Income (Current Year) | Total Households | Household Income \$100,000 Or Over (Current Year \$)
- ☐ % Household Population 25 to 64 Years by Educational Attainment | Household Population 25 To 64 Years | No Certificate, Diploma Or Degree
- ☒ % Household Population 25 to 64 Years by Educational Attainment | Household Population 25 To 64 Years | University Certificate, Diploma Or Degree At Bachelor Level Or Above
- ☐ % Household Population by Mother Tongue | Household Population For Mother Tongue | Total Single Response | English
- ☐ % Household Population by Mother Tongue | Household Population For Mother Tongue | Total Single Response | French
- ☐ # Basics | Population, 2016

Create project Create project without seed variables

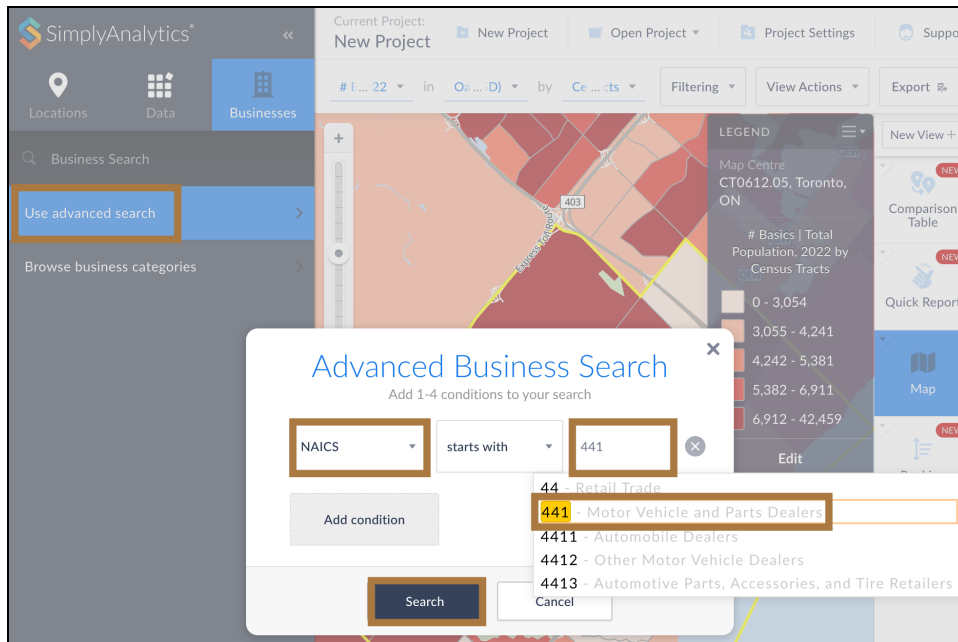
9. In the upper left-hand corner, click the **Businesses** button.

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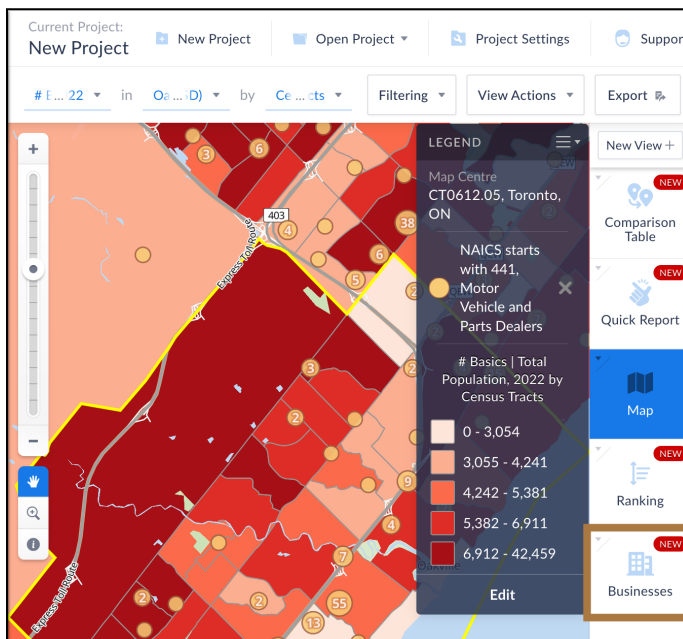


10. Click **Use advanced search**. Select **NAICS** from the drop-down list. Start typing keywords or a NAICS code into the search. Once you have selected the most appropriate NAICS code, click **Search**.
  - **Tip:** [NAICS](#) stands for the North American Industry Classification System 2022. The statistical agencies of Canada, Mexico, and the United States created it to classify companies operating in specific industries in the three countries.

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11. The map will populate with orange dots that show where the various businesses are located. Click the **Businesses** button on the right-hand view panel.



12. You will now have a list of businesses. Click the **Export** button in the top right-hand corner to download the list as an Excel file. The file will include the businesses' phone numbers.

## Step-by-Step: Make a List of Companies with Mergent Intellect & SimplyAnalytics

Current Project:  
New Project

New Project

Open Project ▾

Project Settings

Support ▾

Guest ▾

212 results for

NAICS starts with 441, M ... Vehicle and Parts Dealers ▾

in

Oakville, ON (CSD) ▾

View Actions ▾

Export 

|   | Company Name ▾          | Business Name        | Street Address          | City     | Province Abbreviation |                                                                                                                                |
|---|-------------------------|----------------------|-------------------------|----------|-----------------------|--------------------------------------------------------------------------------------------------------------------------------|
| 1 | 1157195 ONTARIO INC     | B & D AUTO RECYCLING | 702 BRONTE RD           | OAKVILLE | ON                    | <div>New View +</div>                                                                                                          |
| 2 | 1257707 ONTARIO LIMITED | OAKVILLE HONDA       | 500 IROQUOIS SHORE RD   | OAKVILLE | ON                    | <div> <b>NEW</b><br/>Comparison Table</div> |
| 3 | 1583172 ONTARIO INC     | NRG AUTOMOTIVE       | 234-2362 WYECROFT ROAD  | OAKVILLE | ON                    | <div> <b>NEW</b><br/>Quick Report</div>     |
| 4 | 2020455 ONTARIO INC     | ACURA OF OAKVILLE    | 1525 NORTH SERVICE RD W | OAKVILLE | ON                    | <div> <br/>Map</div>                        |
| 5 | 2203515 ONTARIO INC     | USED TIRE DEPOT      | 273 SPEERS RD           | OAKVILLE | ON                    |                                                                                                                                |
| 6 | 2273293 ONT CORP        |                      | 574 BRONTE RD           | OAKVILLE | ON                    |                                                                                                                                |
| 7 | 2367922 ONTARIO         | ALLIANCE             | 285 WYECROFT RD         | OAKVILLE | ON                    | <div> <b>NEW</b><br/>Ranking</div>          |

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