



Database Guide

Sports Business Research Network

Introduction

Sports Business Research Network (SBRNet) offers comprehensive coverage of the sports industry sector which includes statistical market research data, searchable database of full-text articles, and industry directory data. Information sources include National Sporting Goods Association, U.S. Department of Commerce, various sports governing bodies, and professional publications.

Scope

- Links directory to over 10,000 sports organizations and 500 professional teams
- Full-text articles and news from professional magazines and newsletters from 1997 to present
- Market research data on 63 sports, and 85 equipment, apparel, and footwear categories

Access

Available at the [Jackson Library Web site](#). Off-campus access is limited to the Stanford community. GSB users can access the database via [WebApps](#).

Help

- Click on **Tutorial** on the top bar on any page
- For search assistance, ask a librarian at the Information Desk or email to Jackson-infodesk@gsb.stanford.edu
- For technical problems, email to rcrc-action@gsb.stanford.edu

Features

- Comprehensive statistics in table format for sports participation, games attendance, consumer expenditures and more
- Complete directory of U.S. and Canadian college sports programs

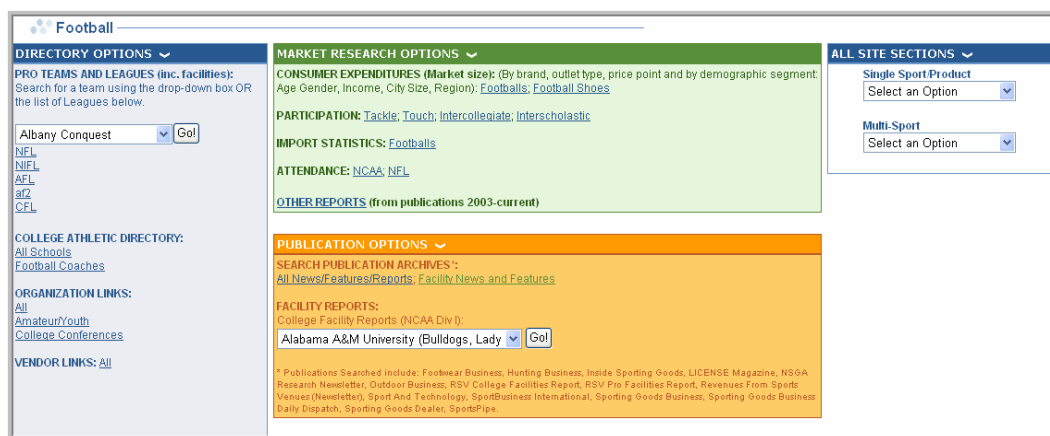
Searching Sports Business Research Network

On the home page, shown below, select a category in one of the three available sections:

- **Single-Sport / Product** – to access market data, publication search, and directory information for specific sport or product
- **Multi-Sport** – to access market data, publication search, and directory information pertaining to the topic
- **Directory search** – to search for sports organizations in U.S. and Canada by location, or to search for pro teams and colleges sports programs in **Sports Team Directory**, and also to access **Trade Show & Meeting Calendar** for the current year



Each category page has different contents depending on the topic and data availability and generally includes the following three sections: **Market Research**, **Publications**, and **Directories**



Market Research

Statistical data in table format mostly available since 1993 in the following categories:

- **Consumer expenditures** – statistics on consumer purchases of sporting goods broken down by total purchases in dollars and units, price analysis, demographic characteristics (age, gender, income, region etc), brands, and purchases by outlet type
- **Participation** – statistics on total sports participants, frequent participants, state-by-state participants, participation based on demographic characteristics (age, gender, income, region etc.), interscholastic and intercollegiate participation
- **Imports** – import statistics for leading sporting goods products
- **Attendance** – statistics on attendance for professional sports: baseball, football, basketball, ice hockey and soccer; also for NCAA basketball and football
- **Other reports** – articles and news containing statistical data and pertinent to the selected topic

Publications

Searchable database of full-text articles from 14 current and a number of discontinued industry publications. To search publications, in the orange box, select a link under the **Search Publication Archives** heading to access the **Publications Search** page similar to the one shown below. For every category, single-sport or multi-sport, the publication searches have already been coded for the subject.

To go straight to the publication search irrelevant of the category, in the **Multi-Sport** section, click on the **Publications-All** link.

The screenshot shows the 'Publication Search for Football' form with the following fields and options:

- Choose whether you want to search all publications or just one publication.
- Publication(s):** ALL PUBLICATIONS (dropdown menu)
- Next, highlight the period (years) you want covered for your search in the drop-down box labeled "Year".
- Year:** *select one* (dropdown menu)
- Finally, enter keywords you would like to search on, such as the name of a team or facility, naming rights, etc.
- Subject:** [text input field] (NOTE: Limit 4 words)
- Radio buttons for search criteria: All Words, Any Words, Phrase
- Buttons for **Search** and **Reset**

Additional search options include the following choices:

- Selecting one publication from the drop-down list
- Selecting the publication year from the drop-down list, e.g. 1995-2xxx (current year), 1996-2xxx, etc.
- Searching by keywords or phrases limited to four words

Directory Search

Directory information varies by the selected category and includes the following data:

- **Organizations** – directory of active professional organizations in the selected category including professional leagues, coaching organizations, trade organizations etc.
- **Vendors** – directory of manufacturers and distributors of sporting goods products
- **Agencies** – directory of leading service providers in the following categories: Careers, Endorsement, Licensing, and Sponsorship
- **ProTeams and Leagues** – links to directory listings of professional teams or professional league, e.g. MLB, NFL etc. The team listing contains contact information, a link to the team's Home page, and also some business details such as ticket prices. Available on pro sports pages.
- **College Athletic Directory** – available from the selected sports in the **Single Sport** section and from the **College Sports** category in the **Multi-Sport** section. Click on the **All schools** link to open a search window, as shown below, where you can screen colleges based on your criteria for the division, such as NCCAA, location, academic and sports majors.

Enter the name of the school here and click **Go** to access a listing for a specific school

For a number of sports, such as baseball, ice hockey, wrestling and others, you can create a directory listing of coaches with contact information including email addresses by clicking on **Coaches** link where available.

Searching Tips:

- Search terms are not case sensitive
- For publication search in a selected category, avoid using the name of the category as a keyword-the publications have been pre-selected for the specific category

Sample Searches

Find information on the use of RFID technology in the sports industry

1. In the **Multi-Sport** section, click on **Publications-All** link.
2. Enter **RFID** in the **Subject** text box.
3. Click **Search**.
4. View, save results.

Find statistics on the number of people attending fitness clubs

1. In the **Single-Sport** section, click on **Exercise/Fitness** link.
2. In the **Market Research Options** section, under the **Participation** heading, click on **Work Out at Club** link.
3. View, save statistical tables.

Find a listing of all MLB teams

1. In the **Single-Sport** section, click on **Baseball/Softball** link.
2. In the **Directory Options** section, click on **MLB** link.
3. View, save results.

Print/Download

With the results displayed on the screen, use the browser **Print** or **Save As** functions.