

BUSINESS RESEARCH CLINIC

Secondary Market Research

January 28th & 29th, 2009

Mintel

In-depth reports covering market size, forecasts, competitors, innovators, brand qualities, advertising, and consumer behavior. Focus on the US and Western Europe.

- Consumer Goods
- Electronics
- Travel
- Lifestyles
- Food
- Financial Services
- Demographic Segments
- Personal Care
- Apparel



MarketResearch.com Academic

Reports from a handful of publishers covering consumer goods, food, pharmaceuticals, biotech, chemicals, and demographic segments. Focus on the US.

- Demographic Segments
- Publishing
- Heavy Industry
- Biotechnology
- Pharmaceuticals
- Consumer Goods
- Retailing
- Food



eMarketer

Made available through a partnership between the BYU Business Library and the Rollins Center for eBusiness, eMarketer is a leading source for statistics and analysis:

- E-commerce
- Internet Advertising
- Consumer Behavior
- Entertainment
- Mobile Technologies



eMarketer includes video interviews and webinars, and the articles, reports and charts download easily for use in papers and presentations.

BYU's Business Library

www.lib.byu.edu/business

Resources licensed by the BYU Library can be found on the MEGI website (Management, Economics, and Government Information). Use the Find a Database tool to search by name or click on a link to a subject page, where databases are categorized topically.

Other Market Research Resources

- **Gartner:** News, reports, and analysis in hi-tech industries. Our subscription does not include everything.
- **Global Market Information Database (GMID):** Macroeconomic and demographic statistics together with consumer trends and market reports. International focus.
- **IBIS World:** Reports on over 700 industries: market size and share, barriers to entry, segmentation, recession updates, and more.

MRI+ Mediamark Reporter

Consumer surveys, e.g. how many people have purchased books online in the past 12 months, or how many people have used a cell phone to IM in the past 30 days, broken down by:

- Age, Gender, and Race
- Education and Income
- And whether respondents use specific magazines, TV channels, or websites



Access the consumer surveys by clicking on the Mediamark Reporter button in the middle of the main page. Note: Mediamark Reporter is only compatible with Windows Internet Explorer. To use this database you must first create a profile. Data is one year old. This video tutorial provides further instructions: <http://screencast.com/t/s3QKMbm5euF>

Demographics and Consumer Expenditures

- **Census.gov's American FactFinder** (<http://factfinder.census.gov>): the "user-friendly" portal to data from the U.S. Census Bureau, though there's plenty more buried in the main Census website. Population, gender, ethnicity, housing, and other socio-economic characteristics.
- **The Consumer Expenditure Survey** (<http://www.bls.gov/cex/>): consumer spending by product category and demographic characteristics. Doesn't cover every industry or product category, so look for an analog for yours. Also take a look at the American Time Use Survey.

News and Trade Publications

The best place to go for current information. When the pre-packaged market research reports don't cover your niche, or you want to supplement what they provide, you turn to article searches.

- **Business and Industry (RDS)-Gale**: Over 900 trade publications.
- **ABI/Inform (ProQuest)**: Trade publications and newspapers.
- **LexisNexis**: Newspapers.
- **Factiva (Dow Jones)**: Best source for local and international business newspapers and magazines. Use the drill-down filters (plus-signs) to narrow your search to specific industries or companies, etc. You can find a video tutorial here: <http://screencast.com/t/7kb1Yfdj>

Company Databases

- **Mint Global**: Profiles for 50 million companies worldwide. Search by a wide variety of criteria. Construct lists and export to Excel. 4 min. video tutorial: <http://screencast.com/t/r59kOnw7juE>
- **LexisNexis**: Similar to Mint Global.
- **S&P NetAdvantage**, **Value Line** and **Morningstar** all have investment reports on companies
- **Business Source Premier (EBSCO)** has brief company profiles from Datamonitor

Industry and Trade Associations

Trade associations can be a great source of information. Depending on the association they might have data available on their website, or contacting them might result in good leads. A search in Google is a good a way to identify associations. You might also try the association directories available in the Gale Directory Library (use the Find a database tool).