

BUSINESS RESEARCH CLINIC

Secondary Market Research

February 9th, 2012

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 & Tourism
- Lifestyles & Leisure
- Food
- Financial Services
- Demographic Segments
- Personal Care
- Apparel



Frost & Sullivan

Market research from an engineering perspective. Focus on technologies behind products and driving markets, including upstream components and materials. Everything from mobile video transcoders to alloys for dental implants. International coverage.

- Biotechnology
- Chemicals & Materials
- Communications
- Defense
- Electronics
- Energy
- Healthcare
- Technology



eMarketer

A leading source for statistics and analysis on internet marketing, eMarketer includes video interviews and webinars, and the articles, reports and charts download easily for use in papers and presentations.

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



BYU's Business Library

www.lib.byu.edu/business

Resources licensed by the BYU Library can be found on the Business and Economics website. Use the Find a Database tool to search by name or click on a link to a subject guide, where databases are categorized topically.

Other Market Research Resources

- **BizMiner:** Average financial statements for an industry, monthly cash flow statements and failure rates for start-ups. 
- **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, barriers to entry, segmentation, recession updates, and more.
- **MarketResearch.com Academic:** Reports from a handful of publishers covering consumer goods, food, pharmaceuticals, biotech, chemicals, publishing, and demographic segments. Focus on the US.
- **SGMA Research Reports:** Sports and recreation markets and participation rates.

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

Note: To use this database you must first create a profile using a BYU email address. If you don't have one you can create a BYU email alias on myBYU.



Demographics and Consumer Expenditures

- **Census.gov's American FactFinder** (<http://factfinder2.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.

- **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.

Company Databases

- **Mint Global**: Profiles for 60 million companies worldwide. Search by a wide variety of criteria. Construct lists and export to Excel.
- **LexisNexis**: Similar to Mint Global.
- **S&P NetAdvantage, Morningstar** and **Mergent Investor Edge** all have investment reports on companies.
- **Business Source Premier (EBSCO)** has brief company profiles from Datamonitor.

Video Tutorials

<http://guides.lib.byu.edu/businessutorials>

- Factiva
- MRI+
- Mint Global
- LexisNexis
- And more!



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.