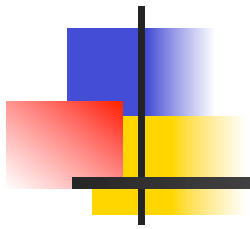


Market Research: Information Sources for Small Business



**The New York Public Library
Science, Industry and Business Library**



What We Will Cover Today

- What is Market Research? Why Do Market Research?
- Starting Points: SIBL Guides, Books and Online Resources
- Industry Information: Market Research Reports, Associations, Articles and Statistics, and Finding Other Businesses
- Customers and Consumers: Demographics, Consumer Spending, Target Markets, and Advertising
- Review: Market Research at SIBL



What Is Market Research?

Market Research:

“The systematic gathering, recording, and analyzing of data about problems relating to the marketing of goods and services.” -
American Marketing Association

Two main types of Market Research:

- **Primary Research** - You are involved in the actual data-gathering process - distributing questionnaires, telephone or mail surveys, interviews.
- **Secondary Research** - Involves the use of existing data that has already been compiled by someone else and is available in published form.



Why Do Market Research?

Start-up Phase

- Key elements of your business and/or marketing plan
- Convince your banker and potential investors
- Identify your target audience
- Study market characteristics
- Select the best location for your business

Expansion Phase

- Re-evaluate your customers' changing needs
- Measure advertising efficiency
- Identify new markets and new opportunities
- Stay abreast of new developments and trends in your industry



Starting Points: SIBL Guides



NYC Small Business Resource Center:

www.nypl.org/research/sibl/smallbiz/sbrc/Pages/index.cfm



Business Owner's Manual - Market Research:

www.nypl.org/research/sibl/smallbiz/business/marketing/marketing_research.html



SIBL Research Guides - Market Research:

www.nypl.org/research/sibl/consumer



Starting Points: Books and Online Resources

Books - from NYPL's CATNYP Catalog:

(subject headings "marketing research" or "industrial marketing")

<http://catnyp.nypl.org>

 *The Effective Use of Market Research: How to Drive and Focus Better Business Decisions*

 *Consumer Insight: How To Use Data and Market Research to Get Closer To Your Customer*

Websites with Hints and Suggestions:

 Market Trends' Condensed Guide to Market Research

www.markettrends.com/guides/guide.htm

 Marketing Virtual Librarian

www.knowthis.com



Industry Information: Market Research Reports

Companies and publishers produce and sell reports to particular clients or to the public.



Electronic Resources at SIBL for finding
Market Research Reports:

MarketResearch.com Academic

[Market Research Monitor](#)

[Business Source Premier \(EBSCO\)](#)

[eMarketer](#)

(For information related to e-business, online marketing and emerging technologies.)



Industry Information: Trade and Professional Associations

 National Trade and Professional Associations of the United States

 Encyclopedia of Associations

in print, or as an electronic resource in:

 [Gale's Ready Reference Shelf](#)

 Encyclopedia of Business Information Sources



Industry Information: Journal Articles and Statistics



Trade Journals

Analysis and news about market trends and products and services, statistics, and company information.



Searching for Articles and Statistics using Electronic Resources

Business Source Premier (EBSCO)

Business and Company Resource Center

FACTIVA

TableBase



County Business Patterns (U.S. Census)

www.census.gov/epcd/cbp/view/cbpview.html



Industry Information: Competitors, Clients, Suppliers



Reference USA



D&B's Million Dollar Databases



Industry-Specific Directories

A selected alphabetical list of the Library's industry directories is available at:

www.nypl.org/research/sibl/trade/industry1.html



ThomasNet (Thomas Register)

www.thomasnet.com



Customers and Consumers: Demographic Information



United States Census / American Factfinder

<http://factfinder.census.gov>



Infoshare Online



Demographics USA

Country Edition

Zip Edition



American Incomes: Demographics of Who
Has Money (New Strategist Publications)



Customers and Consumers: Spending Habits and Target Markets



Survey of Buying Power

(a special issue of the journal Sales & Marketing Management)



Household Spending



American Generations: Who they are. How they live. What they think.

(Two more titles from New Strategist Publications.
For more information, visit www.newstrategist.com)



Consumer Expenditure Survey

www.bls.gov/

cex



Customers and Consumers: Planning for Advertising

-  Lifestyle Market Analyst
-  Marketer's Guide to Media (MediaWeek)
-  Standard Rate and Data Service (SRDS)
 -  Also available electronically
-  Resources for advanced Advertising Planning:
 - Mediamark Research Inc.
 - Order reports electronically at: www.mediamark.com
 - Simmons Market Research Bureau
 - Order reports electronically at: www.smr.com



Review: Market Research Guides at SIBL



NYC Small Business Resource Center:

www.nypl.org/research/sibl/smallbiz/sbrc/Pages/index.cfm



Business Owner's Manual - Market Research:

www.nypl.org/research/sibl/smallbiz/business/marketing/marketing_research.html



SIBL Research Guides - Market Research:

www.nypl.org/research/sibl/consumer

Please ask us if you have questions