

# Information Resources for Marketing

Introduction to Marketing – Management 105

Fall 2007

Research **markets**:

## Business Insights

Find global market analysis reports on the latest trends for the following industries: **consumer goods, energy, finance, healthcare and technology**.

## IBISWorld

Contains research reports on hundreds of U.S. industries. Each report provides key statistics for the industry, and discusses **market characteristics, segmentation, industry conditions**, e.g. barriers to entry, cost structure, industry outlook, technology and impact of globalization, the major companies in the industry and the current and historic performance of the industry.

## Gartner

A leading resource for comprehensive analysis and market intelligence for the **global information technology** industry. A UCInetID and password are required.

## RDS Tablebase

Search for **market size** or **rankings** of products, services, and companies, extracted from trade publications. Also includes information on brand identity, capital expenditures, imports and exports, merchandising, mergers and acquisitions, outsourcing, and R&D. Please logout when finished.

Research **consumers**:

## American Factfinder (<http://factfinder.census.gov>)

Data from various censuses.

## Consumer Expenditure Survey (<http://www.bls.gov/cex/home.htm>)

Consists of two surveys collected for the Bureau of Labor Statistics by the Census Bureau that provide information on the **buying habits** of American consumers, including data on their expenditures, income, and consumer unit (families and single consumers) characteristics.

## Global Market Information Database – Core

Provides volume and value market-size data on over 350 **consumer products** in 52 countries for each year over the past six years. A UCInetID and password are required.

## MarketResearch.com Academic

Find market research reports covering industry trends, **demographics**, market size, competitors and forecast.

## PsycINFO (Psychology Subject Guide at

<http://www.lib.uci.edu/online/subject/subpage.php?subject=cogsci>)

Includes articles and studies on all aspects of **consumer behavior**.

The databases above can be found on the Business Subject Guide at  
<http://www.lib.uci.edu/online/subject/subpage.php?subject=business>.

Need Help? Contact Kristine Ferry, Research Librarian for Business, at [kferry@uci.edu](mailto:kferry@uci.edu).