

Library Resource Guide

When Should You Use This Guide?

- When you need to research a specific demographic group.
- When you are identifying your start-up company's target market(s).
- When you need detailed data about spending patterns for a product/service.

Does the Library Have Full-Text U.S. Market Research Reports?

Mintel (Top Business Databases) publishes full-text market research reports (U.S. and International) on a variety of industries and demographic groups (Sample Search #1).

Gartner Intraweb (Top Business Databases) provides reports for the information technology industry (Sample Search #2).

How Do You Find International Market Research?

Global Market Information Databases (Top Business Databases) provides data on consumer spending patterns in different countries worldwide, as well as full-text market research reports for eight countries.

Stat-USA (Top Business Databases) provides market research reports for industries from the perspective of U.S. businesses operating abroad.

Mintel (Top Business Databases) provides reports primarily for the U.S. and Europe.

How Do You Find Information on a Specific Demographic Group?

Mintel publishes reports on specific demographic groups (e.g. teenagers)

Lifestyle Market Analyst (HF 5415.33 U6 L72 in Ready Reference) provides demographic data on people with certain "lifestyles," (e.g. people who own cats or who travel for business).

How Can You Identify the Demographic Groups Spending the Most on a Specific Brand?

Choices 3 (Library Workstation) provides detailed demographic / psychographic information on purchasers of specific products and brands (Sample Search #3). Reported data is usually from surveys conducted 2-3 years ago.

How To Access the Web-Based Databases in this Guide?

1. Go to the *Management Library* web page, available at: www.library.cornell.edu/johnson.
2. In the **Top Business Databases** pull-down menu, scroll down to and click on your database.

For additional information, check out our **Market Research Resource List**, available in the FAQ section of the Management library web site:

www.library.cornell.edu/johnson/library/faq/market_research.html

Library Resource Guide

Sample Search #1

Find Full-Text Market Research Reports

Use Mintel to find a report on herbal supplements.

1. Access **Mintel** via the *Management Library web site* (see directions on reverse side).
2. When **Mintel** first launches, read through the *Conditions of Use* page and at the bottom, click **I Agree**.
3. To find a report on herbal supplements, type **herbal** in the search box at the top of the screen. Click **Go**.
4. Click the **Alternative Medicines – US** report.
5. Click boxes to mark the sections you wish to view and click **download rtf**. The reports will download/open in .doc format.

** Mintel is an international database. The country of coverage for each report is indicated in its title. U.S. reports are not available for all industries.*

Sample Search #2

Find a High-Tech Market Research Report

Use Gartner intraWeb to find a report on the digital signature market.

1. Access *Gartner intraWeb* via the *Management Library web site* (see directions on reverse side).
2. Click **Search Gartner intraWeb**.
3. Type **digital signature** in the search box and click **Search**. Click the hyperlink to view report.

NEED MORE HELP?




Reference help is available in the library, via e-mail (mgtrf@cornell.edu) or by telephone: 255-3389.

Sample Search #3

Get Brand Level Market Research Data

Use Choices to identify the age group who buys the most vitamins for their pets.

**Choices 3 is on Workstations #1-3 in the library.*

1. Click the **Simmons Choices 3** icon.
2. In the left window of the main **Choices** screen, scroll down and click the + sign beside **Food & Drinks (personal)**.
3. You will see a series of subcategories. Click the + sign beside **Fast Food & Drive-In Restaurant** and then double click **Fast Food & Drive-In Restaurant – Use?** The answers to this survey question are listed in the *Answer Grid*.
4. In the *Answer Grid*, click **Yes, No, Don't know/No answer**. Hold down the Ctrl key to select all. Above the *Answer Grid*, click  (the second button from the left). This adds columns to your report for the responses of households about fast food & drive-in restaurant use.
5. In the *left* window, scroll up and click the - next to **Food & Drinks (personal)**.
6. Scroll up and click the + sign beside **Lifestyle (Demographics)** and then click the + sign beside **Demographics (Personal Information)**. Double click **Age**.
7. In the *Answer Grid*, click: **18-24**. Click  (third button from left). This adds individuals in this age group to the row of your report.
8. To run your analysis, click  Click the + sign beside the Untitled folder to see the available report options.