

GETTING STARTED WITH MARKET RESEARCH

Where to look in Library databases, resources and websites for common market research topics

What do you need?	BMI Research	Business Source Complete	Factiva	IBIS World	Market Line	Passport	ProQuest Business	Simply Map with Environics C5	Thomson One Investext	Vividata	Other York Library databases & resources
Market data and forecasts, i.e. market share, market segmentation, and brand share data				✓	✓	✓					
Consumer buying habit analyses including data on consumer attitudes, behaviours, spending habits and media habits						✓		✓		✓	Data & Statistics
Demographic and psychographic data and reports						✓				✓	
Market trends	✓			✓	✓	✓			✓		
Brand and market information		✓	✓				✓				Advertising Market Research Business Articles Company Research
<i>Articles on market research topics</i>		✓	✓				✓				Business Articles

Can't find what you're looking for?

Check out the other resources in the Business Research at York Toolkit, or ask a librarian!