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LIBRARIES

Industry and Market Research

<http://guides.ucf.edu/sbdc>

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INDUSTRY OVERVIEWS

IbisWorld Industry Market Research. Provides instant access to over 700 US industries - everything from Shoes Stores to Gold Ore Mining and all industries in between. (login

MarketLine Advantage. An international market research database providing thousands of in-depth industry reports, company, and country information.

Mintel Current. Provides hundreds of market research reports covering the U.S., UK and European consumer markets and lifestyles. (Registration using student UCF email address required)

Standard & Poor's Industry Surveys. Access available through **NetAdvantage.** Provides comprehensive reports on more than 50 industries. Print copies available in the library. Located in the Main Library Reference - 2nd Floor - HC101.S7.

Business & Company Resource Center. Provides a collection of industry information, including articles, financials, brand information, rankings, company histories, and chronologies.

ValueLine Research Center. Provides comprehensive source of information and advise on approximately 1,700 stocks in 98 industries, the stock market, and the economy. Timely one-page overviews of each industry is provided.

ABI/INFORM Archive, Dateline, Global, Trade & Industry. Search this database for reports on industries and markets from the following sources - Business Monitor International (BMI) Industry Reports, First Research (D&B), and Just-Series Market Research Report.

MARKET RESEARCH

Social Explorer contains over 18,000 maps, hundreds of profile reports, 40 billion data elements, 335,000 variables and 220 years of data. Interactive mapping and reporting tools let you explore a vast array of demographic data quickly and easily. (Five concurrent users only)

- American Community Surveys 5-Year Estimates (available down to the Census Block Group geography) data plus Social Explorer tables which include easy reports with age, sex, race, Hispanic origin, household relationship, place of birth, education, employment status, income, tenure, cost and value of housing, year structure built and other data.
- Census 2010 (PL94 Data) data files contain summary data down to the census block geographic level.

Simply Map Mapping application that enables users to develop interactive thematic maps and reports using thousands of demographic, business, and marketing data variables. Create a SimplyMap account if you wish to save your work access other user account features.

5 Concurrent users. (Use your UCF Knights Email Account)

- **Demographic Variables** - Population, Age, Race, Income, Ancestry, Marital Status, Housing, Employment, Transportation, Families, and more.
- **Historical Census Data** - Historical census data: including 1980, 1990 & 2000, plus current year census estimates and 5 year projections.
- **Business and Marketing Variables**
 - Detailed Consumer Expenditure, Consumer Price Index, Quality of Life & Consumer Profiles, Business & Employee Counts by industry, and EASI© Market Segments & Life Stages.
 - Mediamark Research's (MRI©) Survey of the American Consumer™: EASI, using MRI survey data, produces local estimates of usage and consumption (propensity) for thousands of specific and detailed products and services.
 - PRIZM™ from Nielson Claritas: defines every U.S. Household in terms of 66 demographic and behavior types or segments to help marketers discern those customers' likes, dislikes, lifestyles, and purchasing behaviors.
 - Experian SimmonsLOCAL: a powerful targeting and profiling system that provides insights into consumer behavior for all of America's 210 media markets on a local level with 60,000+ data variables, including over 450 categories and 8,000 specific brands.

DemographicsNow Geographic Business Intelligence for:

- Business & Marketing Plans — fast and easy formatted reports available in seconds!
- Determining where you should locate your business.
- Understanding your customers better — How much do they earn? How much do they spend?
- Analyzing new markets...should you expand to other areas?
- Targeting direct mail and advertising programs — to the customers most likely to buy your product/service.
- Identifying where your competitors are located.
- Great for territory sales planning!
- Lifestyle customer segmentation categorization used by the professionals.

COMPANY RESEARCH

LexisNexis Company Dossier Company Dossier is part of LexisNexis Academic business information solutions including: legal, corporate, government, law enforcement, tax, accounting, academic, and risk and compliance assessment.

- Find a company
- Create a company list
- Compare companies

Hoovers Online

- Find a company
- Build a list using multiple criteria. Filter by company location, company information, industry, company size, financial information, IPO data and people.

ValueLine Research Center Provides comprehensive source of information and advice on approximately 1,700 stocks in 98 industries, the stock market, and economy. Timely one-page overview of each industry is provided.

Business & Company Resource Center Provides a collection of industry information, including articles, financials, brand information, rankings, investment reports, company histories, and chronologies.